Huizenga College of Business & Entrepreneurship
Masters Level Programs (M.B.A./MSRED/MACC/MTAX)
Rubric for Oral Communication
Definition

Oral communication is a prepared, purposeful presentation designed to increase knowledge, to foster understanding, or to promote change in the listeners' attitudes, values, beliefs, or behaviors.

Evaluators are encouraged to assign a zero to any work sample or collection of work that does not meet benchmark (cell one) level performance.

	Exceeds Expectations 5-6	Meets Expectations 3-4	Basic/Below Expectations 1-2
Organization	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable and is skillful and makes the content of the presentation cohesive.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is clearly and consistently observable within the presentation.	Organizational pattern (specific introduction and conclusion, sequenced material within the body, and transitions) is intermittently observable within the presentation.
Language and Appropriate Audience	Language choices are imaginative, memorable, and compelling, and enhance the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are thoughtful and generally support the effectiveness of the presentation. Language in presentation is appropriate to audience.	Language choices are mundane and commonplace and partially support the effectiveness of the presentation. Language in presentation is appropriate to audience.
Delivery Techniques (Professionalism & Mannerisms)	Delivery techniques (posture, gesture, and eye contact) make the presentation compelling, and speaker appears polished and confident.	Delivery techniques (posture, gesture, and eye contact) make the presentation interesting, and speaker appears comfortable.	Delivery techniques (posture, gesture, and eye contact) make the presentation understandable, and speaker appears tentative.
Delivery – Voice Quality	Voice quality, including tone and pace, is excellent. Speaker uses the voice expressively and displays enthusiasm and confidence.	Voice quality allows audience to understand the speaker easily with appropriate pace, tone, and volume that instills confidence.	Voice quality allows audience to understand speaker. Speaker occasionally uses vocal fillers ("um," "uh," "like," "you know," etc.).
Use of Media	Speaker uses media effortlessly to enhance message and speech. Media is used to assist audience in remembering key points of the presentation.	Media used aligns with presentation. Speaker uses media to highlight important points in presentation, but does not rely on media to keep track of presentation.	Media aligns with presentation, although speaker's use of media at times distracts from what speaker is saying. Speaker occasionally reads or looks at slides to keep track of presentation.
Central Message	Central message is compelling (precisely stated, appropriately repeated, memorable, and strongly supported.)	Central message is clear and consistent with the supporting material.	Central message is basically understandable but is not often repeated and is not memorable.