**IMC – Final Presentation (20 points = 20% of course grade)**

Following are the required elements of the final presentation. Note that a paper is not expected; however, teams need to provide a printed version of the slides and notes to the professor prior to the start of the presentation or there will be a grade deduction. Each student will be required to deliver a peer review at the end of this project.

# **Structure of Presentation**

Introduction (1 point)

- Capture interest of the audience; state intent of presentation through an overview/agenda

Body and Presentation Support (2 points)

- Follow logical order; cite supporting evidence (at least twelve references from academic and professional sources) in a complete list of references at the end of presentation and within the presentation (on slides or in notes section); graphics to strengthen arguments; clear transitions

Conclusion (1 point)

- Reinforce introduction; summarize body; create final impact; include full list of references

**Delivery**

Professional Presence and Maintained Tight Time Control of Presentation (1 point)

- Easy to hear; enthusiastic tone; speak at appropriate pace; minimize “ah” and “um;” professional appearance to include suit jacket; not to exceed 20 minutes (to allow for Q&A)

Presentation Format (3 points)

- Creative and compelling presentation format; if using slides, should not exceed 24 slides

**Arguments**

Creative Brief Outline (3 points)

- Brief overview of situation analysis that highlights the most important points related to the selected market opportunity, competition, target market, and SMART objectives

Creative Tactics (6 points)

- To include owned, paid and earned media as discussed throughout this course

Schedule, Evaluation and Budget Overview (3 points)

- To include a promotional schedule or campaign flowchart with the timing of the major elements of the campaign; the metrics that will be used to evaluate if you have achieved the SMART objectives; and, an estimated budget