



MARKETING SPEECH EVALUATION

Speaker _____ Class _____ Date _____

	Comments
Introduction ✓+ ✓ ✓- Gained attention and interest	
✓+ ✓ ✓- Introduced self, mentorship/mentor site or IR research, and topic clearly	
✓+ ✓ ✓- Previewed body of speech	
Body ✓+ ✓ ✓- Clearly described the course and what was expected	
✓+ ✓ ✓- Used concise and appropriate language	
✓+ ✓ ✓- Used effective transitions	
Conclusion ✓+ ✓ ✓- Prepared audience for closure	
✓+ ✓ ✓- Used an effective ending	
Delivery ✓+ ✓ ✓- Demonstrated energy and enthusiasm	
✓+ ✓ ✓- Maintained eye contact	
✓+ ✓ ✓- Used effective voice: volume, pitch, rate	
✓+ ✓ ✓- Used nonverbal reinforcement of message	
Impact ✓+ ✓ ✓- Demonstrated evidence of preparation	
✓+ ✓ ✓- Demonstrated proper appearance, attire	
✓+ ✓ ✓- Speech was effective/impacted the group	
✓+ ✓ ✓- Adapted speech to audience; appropriate audience	
✓+ ✓ ✓- Completed speech within time limit (4-5 minutes) Time: _____	

Overall Assessment:

Good / ✓+

Satisfactory / ✓

Needs Improvement / ✓-

Evaluator: _____ Period: _____