

# A7: Marketing & Technical Presentation – Marking Document

|               |  |
|---------------|--|
| Project       |  |
| Group Members |  |

| Element  | Good   | Pass   | Poor  |
|--|--|--|---|
| <b>Introduction*</b><br><br>- Introduce project group<br>- Confident opening<br>- point of your presentation     | - Professional opening to the group; presenting your issue and your group.   | - Clear opening to the group presenting your issue and your group.                                 | - Opening did not confidently start the presentation.   |
| <b>Knowledge of issue /client*</b>   | - Professional presentation with clear knowledge of issue and client.  | - Clear presentation with knowledge of issue and client.   | - Brief presentation with limited knowledge of issue and client.                              |
| <b>Marketing Aspects</b>   |  |  |   |
| <b>Target market Analysis</b><br><br>- Niche market?<br>- Competition?   | - Professional explanation of your target market and why you have targeted this group of potential users.  | - Clear explanation of your target market and why you have targeted this group of potential users. | - Brief explanation of who your target market is.   |
| <b>Description of advantages of the system/product</b>   | - Professional sell of the system/product highlighting its advantages.   | - Clear presentation of the system/product highlighting its advantages.                            | - Basic understanding of the system/product and how it works.                                 |
| <b>Marketing Mix</b>   | - Professional links to the system product within your targeted marketing mix  | - Explanation of your marketing mix (7Ps)  | - Explanation of your marketing mix (4Ps)   |
| <b>Presentation appropriate for audience</b>   | <i>- This section of the presentation is designed for an audience that has an unknown level of technical knowledge. Consider that you are trying to sell your system/product to them or that you are explaining to your client how you believe that they should promote the system that you have developed.</i>          |  |   |
| <b>Technical Aspects</b>   |  |  |   |
| <b>Discussion of technologies used</b>   | - Professional discussion of technologies used with appropriate justification for the requirements of the system.  | - Clear discussion of technologies used with justification for the requirements of the system.     | - Basic discussion of the technologies used.  |
| <b>Discussion of the development process</b><br><br>- Highlighting key development aspects of the system/product | - Professional technical discussion of the system development process, identifying innovative use of technologies.   | -Clear technical discussion of the system development process, identifying use of technologies.    | - Brief discussion of the technical aspects of the system for a development perspective.      |
| <b>Presentation appropriate for a technical audience</b>   | <i>- This presentation is designed for an audience that has a high level of technical knowledge and is interested in how the system was developed and achieves its objectives.</i><br><br><i>- You should be showing how your solution meets the client's needs and demonstrating to your marker[s] the actual code.</i> |  |   |
| - Oral communication skills<br>- Clarity of presentation<br>- Speakers look professional                         | - Overall a professional presentation.   | - Overall a clear presentation.  | - Issues during the presentation, e.g. group members not having a clear order of involvement. |
|  |  |  |   |
| <b>Questions and responses</b>   | - Responses are professional and match what is written in the business case.   | - Responses are relevant to the question being asked.  | - Responses are not presented professionally and don't match your business case.              |

