

**ORAL COMMUNICATION RUBRIC  
BBA**

<b>Criteria</b>	<b>Level 1</b>	<b>Level 2</b>	<b>Level 3</b>	<b>Level 4</b>
<b>Organization</b>	Presentation is very disorganized; little flow; vague; difficult to understand	Presentation is confusing and disorganized in a number of places; disconnected or choppy; takes some effort to follow	Presentation flows smoothly with occasional confusion or rough patches between ideas	Presentation is smooth, polished and organized; flows well
<b>Delivery</b>	Presenter is very uncomfortable; speech is rushed, slow or inarticulate; style is distracting or annoying	Presenter is somewhat uncomfortable or nervous; limited expression; noticeable use of filler words (uhs, likes) or pauses	Presenter is generally comfortable; somewhat polished; minor use of filler words (uhs, likes) or pauses	Presenter is very comfortable; speaks clearly and expressively; words and sentences flow
<b>Content</b>	Points not clear; irrelevant information does not support ideas; listeners gain little	Information is confusing in places; too much or too little information; listener gains a few insights	Sufficient information; many good points made; some areas lacking; listener gains adequate insight	Abundance of material; points clearly made; evidence supports; listeners gain insight
<b>Communication Aids</b>	Communication aids are poorly prepared and/or distracting, or nonexistent	Communication aids marginally prepared; do not support presentation well	Professional communication aids, may use too many/too few	Appropriate, professional communication aids enhance presentation
<b>Nonverbals</b>	Reads entire report, making no eye contact with audience	Reads most of report; makes occasional eye contact	Maintains eye contact, but returns to notes frequently	Maintains eye contact throughout presentation; seldom returns to notes
<b>Audience Interaction</b>	Unable to accurately answer questions	Often answers questions superficially or long-windedly	Responds to most questions clearly and accurately	Responds to all questions clearly and accurately