

COMM 333 – Organizational Communication
MC CONSULTING TEAM - FINAL "PRODUCT" PAPER Evaluation

Team: 1, 2

Training Product:

Introduction (10 pts) _____

overview: Good overview of the program content. Nice tone

Market Potential (12 pts) (OK use of support here) _____

client type:

contribution to effectiveness:

marketing concept (USPs):

Trainees and Objectives (10 pts) _____

Program Outline (30 pts) _____

overall content: (8pts)

quality / appropriateness of objectives: (8 pts)

training methods - variety, quality, link to objectives: (14 points)

Evaluation (5 pts) _____

Bibliography, Appendixes, etc. (3 pts) _____

Total _____

GRADE _____