

Business Student Research Showcase

Rubric for Posters (Award Assessment)

Judge's Name: _____

Author's Name: _____

Poster Number: _____

| | 1 point | 2 points | 3 points | 4 points | Points |
|------------------------------|---|---|---|---|--------|
| Research Question | Unclear and requires clarification | Broad and simplistic | Clear, but not original and lacking focus | Clear, original, and focused | |
| Content | Supporting arguments show minimal development. There is no connection to the main idea | Supporting arguments limited, off-topic, or too broad. There is no connection to the main idea | Supporting arguments are general, limited, and not very well connected to the main idea | Supporting arguments are relevant, carefully selected, and connected to the main idea | |
| Research Contribution | Minimal or nonexistent | Unclear, not relevant, and the author is unaware of it | Unclear and not relevant | Clear and relevant | |
| Subject Knowledge | Presenter does not have grasp of information; cannot answer questions about the subject | Presenter is uncomfortable with information and/or is able to answer only rudimentary questions | Presenter is at ease with expected answers to all questions, but fails to elaborate | Presenter demonstrates full knowledge by answering all questions with explanations and elaboration. | |
| Visual Quality | Information is scant and disorganized | Information is organized, but missing some sections or paragraphs are not well-constructed | Information is organized, contains required sections, but paragraphs are not well-constructed | Information is very organized and contains required sections with well-constructed paragraphs | |

Total: