**Assignment 3: Oral Presentation based on Assignment 2 (Marketing Plan) (10%)**

**Date of presentation: 29/11/2023 (6 to 8pm)**

**Guidelines:**

1. Oral presentation will be conducted in Week 7
2. Students need to prepare Power Point slide for oral presentation.
3. Each student is given 20 minutes for a presentation.
4. Judging criteria includes
* Structure – Interesting opening, logical progression of ideas, and memorable closing
* Content & Visual Aids – Factual/depth of information, evidence (examples, statistics, research/survey, degree of critical thinking, and creativity.
* Delivery – Voice, communication skills, and professionalism