

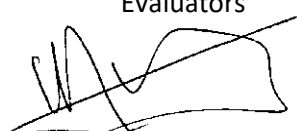
Evaluation Form Oral Presentation, Thesis MBA Triple Degree

Student name: ___ Nadia Priscila Tellez Almeida _____ ID _____ Date: 08/Jun/2023

Thesis Title: **Assessing the Effectiveness of Facebook Advertising Campaigns on Business Performance: A Case Study of a Liquidation Specialist**

	Insufficient	Weak	Average	Good	Excellent
Level of ambition and complexity of topic					X
Consistency within the methodology in terms of argument and originality				X	
Rigor and autonomy within the research project.					X
Ability to create an overall good presentation.				X	
Ability to create a professional, high quality presentation in terms of clarity					X
Ability to give a professional high quality oral presentation using the relevant technical equipment				X	
Ability to produce a professional high quality and well-structured document				X	
Ability to answer questions from the jury convincingly				X	

Comments & observations
Problem with description context
Match better problem definition and propositions with research
Good work and presentation, very articulated
Make more statistical analysis: correlation, investment, campaign

Evaluators	Final Mark
 Thesis Director, Dr. Jorge A. Wise	97
Dra. Mónica López	Dr. Flavio Oliveri