

Marshall University

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| Course Title/Number | Professional Presentation/ CMM 302 |
| Semester/Year | Fall 2012 |
| Days/Time | Tuesday/Thursday 9:30-10:45 |
| Location | Smith Hall 263 |
| Instructor | Dr. Stephen M. Underhill |
| Office | Smith Hall 248 |
| Phone | (304) 696-3020 |
| E-Mail | underhills@marshall.edu |
| Office/Hours | M- 9:00-10:30 a.m. T- 11:00-1:30 p.m. W- 9:00-10:30 a.m. R- 11:00-1:30 p.m. F- 9:00-10:30 a.m. |
| University Policies | By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy by going to www.marshall.edu/academic-affairs and clicking on "Marshall University Policies." Or, you can access the policies directly by going to http://www.marshall.edu/academic-affairs/?page_id=802 Academic Dishonesty/ Excused Absence Policy for Undergraduates/ Computing Services Acceptable Use/ Inclement Weather/ Dead Week/ Students with Disabilities/ Academic Forgiveness/ Academic Probation and Suspension/ Academic Rights and Responsibilities of Students/ Affirmative Action/ Sexual Harassment |

Course Description: From Catalog

Designed for present and future demands on skilled presenters of information. Included in the teaching of advanced oral presentation skills, computer assisted/aided presentations, teleconferencing and other presentational skills.

Prerequisites: CMM103,104H, 207, 305 or YGS 162.

General Education Program Student Learning Outcomes

Upon completion of the core curriculum at Marshall University, students will be able to master the following core domains of critical thinking:

1. Aesthetic/Artistic
2. Communication (oral, written, visual)
3. Information Literacy: Exploring; Questioning; Searching; Evaluating; Synthesizing; Creating; Communicating; Assessing.
4. Mathematical and Abstract
5. Multicultural/International
6. Scientific
7. Social/Ethical/Historical

Relationships among Course, Program, and Degree Profile Outcomes

| Course Student Learning Outcomes | How students will practice each outcome in this Course | How student achievement of each outcome will be assessed in this Course | Program Outcomes | Degree Profile Outcomes |
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| Students will demonstrate the ability to organize information. | Course readings and in-class group exercises will be combined to help students develop their information literacy skills. | Preparation and execution of: Informative Briefing, Speech of Conviction, Speech of Actuation, Interview Project. | 2,3 | Applied learning; Intellectual skills; |
| Students will recognize credible sources. | Course readings and in-class group exercises will be combined to help students develop their information literacy skills. | Primary and Secondary Source Research. | 3 | Applied learning; Intellectual skills; |
| Students will utilize multi-media and visual aids. | Course readings and in-class group exercises will be combined to help students develop their information literacy skills. | Preparation and execution of: Informative Briefing, Speech of Conviction, Speech of Actuation, Interview Project. | 1, 2, 3 | Specialized knowledge; Applied learning; Broad, Integrative Knowledge |
| Students will articulate ideas with limited preparation. | Course readings and in-class group exercises will be combined to help students develop their information literacy skills. | Group Speech Preparation. | 1,2,3 | Applied learning; Broad, Integrative Knowledge; Intellectual skills |
| Students will perform vocal techniques effectively. | Course readings and in-class group exercises will be combined to help students develop their information literacy skills. | Preparation and execution of: Informative Briefing, Speech of Conviction, Speech of Actuation. | 1,2 | Specialized knowledge; Applied learning; Broad, Integrative Knowledge; Intellectual skills; Civic learning. |

Required Texts, Additional Reading, and Other Materials

D. O'Hair, R. Steward, & H Rubenstein. *A Speaker's Guidebook: Text and Reference*, 4th Ed. Bedford/St. Martin's

Course Requirements / Due Dates/ Points

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| Informative Briefing | 9/20-10/02 | 10 points |
| Speech of Conviction | 10/11-10/23 | 10 points |
| Speech of Actuation | 10/30-11/08 | 10 points |
| Seminar Presentation | 11/27-12/04 | 50 points |
| Midterm Exam | 10/04 | 35 points |
| Final Exam | 12/18 | 35 points |
| Interview Assignment | | 20 points |
| Quizzes (15) | | 30 points |
| | | Total 200 Points |

Grading Policy

I will compute your final course grade using the following scale:

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| A+ | 200 - 198 |
| A | 197 - 183 |
| A- | 182 - 180 |
| B+ | 179 - 177 |
| B | 176 - 163 |
| B- | 162 - 160 |
| C+ | 159 - 157 |
| C | 156 - 143 |
| C- | 142 - 140 |
| D+ | 139 - 137 |
| D | 136 - 123 |
| D- | 122 - 120 |
| F | 119 - 0 |

Attendance Policy

1. CMM 302 is a performance course, and your participation is an integral component. Regular and prompt attendance is mandatory.
2. Because we are on a tight schedule, you are allowed TWO unexcused absence. After that, you will lose 10 points per unexcused absence.
3. There are no make-ups for presentations or exams that are missed without a University excused absence (religious holidays, University-sponsored activities, and illness). Excuses for illness and emergencies require documentation from appropriate sources within one week of the student's return to class. Appropriate sources include medical professionals, obituaries, a note from the tow-truck driver, etc. All notes must include phone numbers for verification. Written excuses will not be accepted after the 7th calendar day, and the absence will be considered unexcused. If

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| | your absence will be longer than 3 days, please notify the professor by e-mail or phone message. |
| 4. | Students arriving late are not to disrupt presentations, but are to remain quietly outside the classroom until the speaker is finished. Anyone needing to leave early should inform the professor before class and sit near the door. |
| 5. | Marshall University's attendance guidelines may be found at the following link: http://www.marshall.edu/president/board/Policies/MUBOG%20AA-13%20Class%20Attendance.pdf |

Electronics Policy

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| This course encourages students to bring laptop computers, tablets, smart phones, and any other devices for accessing the internet. Students without such devices will be paired in groups with these devices. In practically every class we will be applying political communication theory to the daily news. For this to work, students must balance digital connectivity with class participation. Students who choose to be distracted and not participate will fall behind in skill development, which will become evident. |
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Course Schedule

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| 08/28 | INTRODUCTION Syllabus, expectations, textbook, etc. | Have Read/Due |
| 08/30 | Group Speeches | Analyzing an Audience (Chapter 6) Assign Informative Brief Quiz 1 |
| 09/04 | Group Speeches | Speech Organization (Chapters 11-13) Quiz 2 |
| 09/06 | Group Speeches | Assign Informative Brief (Chapter 23) Quiz 3 |
| 09/11 | Technology Workshop | Selecting a Topic (Chapter 7) Assign Seminar Project Quiz 4 |
| 09/13 | Technology Workshop | Evidence Collection- The Internet (Chapter 10) Quiz 5 |
| 09/18 | Informative Briefing Workshop | Voice Delivery (Chapter 18) Assign Speech of Conviction Quiz 6 |

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| 09/20 | Informative Briefing | Body Delivery (Chapter 19) Quiz 7 |
| 09/25 | Informative Briefing | Presentation Aids (Chapter 20) Quiz 8 |
| 09/27 | Informative Briefing | Presentation Aids (Chapter 21) Quiz 9 |
| 10/02 | Informative Briefing | Presentation Aids (Chapter 22) Quiz 10 |
| 10/04 | Midterm Exam | |
| 10/09 | Speech of Conviction Workshop | Persuasive Speaking (Chapter 24) Assign Speech of Actuation Quiz 11 |
| 10/11 | Speech of Conviction | Persuasive Speaking (Chapter 25) Quiz 12 |
| 10/16 | Speech of Conviction | Persuasive Speaking (Chapter 26) Quiz 13 |
| 10/18 | Speech of Conviction | |
| 10/23 | Speech of Conviction | Evidence Collection- The Interview (Chapter 9) Quiz 14 |
| 10/25 | Speech of Actuation Workshop | Communicating in Groups (Chapter 28) Quiz 15 |
| 10/30 | Speech of Actuation | |
| 11/01 | Speech of Actuation | |
| 11/06 | Speech of Actuation | |
| 11/08 | Speech of Actuation | |
| 11/13 | Seminar Workshop | |
| 11/15 | Seminar Workshop | |
| 11/20 | Thanksgiving Break | Thanksgiving Break |

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| 11/22 | Thanksgiving Break | Thanksgiving Break |
| 11/27 | Seminar Presentation | |
| 11/29 | Seminar Presentation | |
| 12/04 | Seminar Presentation | |
| 12/06 | Dead Week | Dead Week |
| 12/11 | Dead Week | Dead Week |
| 12/13 | No class | No class |
| 12/18 | Final exam | Final Exam, 8am-10am |

Description of Major Assignments:

Interview Assignment

The purpose of this assignment is twofold. First, you will learn about the role of communication in an administrative context. Second, you will practice your communication skills in an interview. You will work in a group that coheres around a technical specialty that is unfamiliar to the class. The group will form in the first weeks of the semester. Information gained from this assignment will be relayed to the class in the Seminar Presentation. You are required to incorporate PowerPoint or Prezi (<http://prezi.com>) into your presentation.

Seminar Presentation

Your group will present information from the Interview Assignment in a 20 minute presentation. The purpose of the project is to produce a professional group presentation and to enhance your professional presentation skills. You will work collectively to showcase the knowledge gleaned from your interviews and from secondary sources. You are required to incorporate PowerPoint or Prezi (<http://prezi.com>) into your presentation. Seminars will be uploaded onto YouTube.

Informative Briefing

Each student will prepare and a deliver a 5 minute briefing that provides information that is new and interesting to your audience and designed to enlighten, educate, or clarify. The briefing will be graded on organization, content, transitions, clarity and effective delivery. You will be timed. Learning how to develop and present speeches takes work. I encourage you to visit me during my office hours where I can give you personalized guidance.

Speech of Conviction

In a speech of conviction, the speaker attempts to convince the listener to believe as the speaker does. You must explicitly advocate a position, and structure an argument for a particular viewpoint, using various forms of information to support your stance. Your job is to convince your audience to alter their beliefs, attitudes or behavior about your topic. Since your time is limited to 5 minutes, your careful selection of supporting data is critical. Learning how to develop and present speeches takes work. I encourage you to visit me during my office hours where I can give you personalized guidance. You are required to incorporate PowerPoint or Prezi (<http://prezi.com>) into your presentation.

Speech of Actuation

A speech of actuation should move the members of the audience to take the desired action that the speaker has proposed: buy the product, sign the petition, go on strike, or adopt the plan presented. Again, you must explicitly advocate a position, and structure an argument for a particular viewpoint, using various forms of information to support your stance. Since your time is limited to 5 minutes, your careful selection of supporting data is critical. Learning how to develop and present speeches takes work. I encourage you to visit me during my office hours where I can give you personalized guidance. You are required to incorporate PowerPoint or Prezi (<http://prezi.com>) into your presentation.

ASSIGNMENT GUIDELINES

1. Readings and oral assignments are due at the beginning of the first class for which they are assigned.
2. You are responsible for keeping a copy of all your work. An accident to your original is not the responsibility of the professor.
3. Citations and References are to be consistent in APA or MLA format. Any speech or paper found to be based on improper documentation may receive a failing grade.
4. For all absences, assignments will still be due as indicated on the syllabus unless you have received prior permission to turn them in later.
5. The professor will inform you of details on due dates and assignment requirements if they differ from those in this course booklet. If none is mentioned, assume the booklet's details are correct.

APPEALS

If you have a question or problem with a grade or exam question, you have two class periods after the assignment is returned to you to seek an answer or possible change. Issues will not be discussed during class time. Your question or appeal must be stated, in writing, citing your position and why you feel the mark is incorrect. Turn in the appeal to the teacher or e-mail within the stated time frame. You will be provided with a timely response.

RULES AND REGULATIONS

1. Attire for oral projects should be business-like or appropriate to the topic. Please, no caps or hats!
2. No smoking or eating is permitted in the classroom.
3. You will be given one warning if you disrupt the class in any way. This includes, but is not limited to talking, making noise, obstructing the topic under discussion, or physical interference. If, during the semester, you disrupt the class again, you will be asked to leave and the date will count as an unexcused absence.