

**CMM 302**  
*Professional Presentations*  
Tuesday 6:30 – 9:00 PM  
SH 261  
*Syllabus*

**Instructor:**

Danny Ray  
Office: SH 270  
Office phone: (304)696-5293  
Email: [ray102@marshall.edu](mailto:ray102@marshall.edu)

**Office Hours:**

Tuesday: 10:45 – 12:00, 5:00 – 6:00  
  
Thursday: 10:45 – 12:00, 5:00 – 6:00  
other times available by appointment

**Texts:**

**Prerequisites:** CMM 103, 104H, 207, 305, or YGS 161.

**Course Description:** designed for present and future demands on skilled presenters of information. Included is the teaching of advanced oral presentation skills, computer assisted/aided presentations, writing of preparation and presentation outlines, and other presentational skills.

**Course Philosophy:** it is inevitable that students will at some point in their professional careers need to demonstrate the ability to speak confidently in front of an audience. Being able to communicate effectively in diverse situations will benefit your career as well as your personal and civic life. This course is designed to help you become proficient in oral communication, develop confidence in public presentations, and implement your ability to think critically and articulate ideas in an organized manner.

**University Policies:** by enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy at [http://www.marshall.edu/academic-affairs/?page\\_id=802](http://www.marshall.edu/academic-affairs/?page_id=802)  
Academic Dishonesty | Excused Absence Policy for Undergraduates | University Computing Service Acceptable Use | Inclement Weather | Dead Week | Students with Disabilities | Academic Dismissal | Academic Forgiveness | Academic Probation and Suspension | Academic Rights and Responsibilities of Students | Affirmative Action | Sexual Harassment |

**Degree Profile Outcomes:**

1. Knowledge: Specialized Knowledge
2. Knowledge: Broad Integrative Knowledge
3. Intellectual Skills: Analytic Inquiry
4. Intellectual Skills: Use of information resources

5. Intellectual Skills: Engaging diverse perspectives
6. Intellectual Skills: Quantitative fluency
7. Intellectual Skills: Communication fluency
8. Applied Learning
9. Civic Learning

### Program Student Learning Outcomes

1. Understand the basic concepts associated with the primary theories of communication.
2. Write a clear, concise, and reasoned paper on topics dealing with the concepts of communication.
3. Understand the research literature underlying the discipline of communication.
4. Demonstrate speaking competencies by composing a message and providing ideas and information suitable to the theory and audience.
5. Basic understanding of the nature of scientific inquiry, as applied to human behavior.
6. Familiarity with the four research methods commonly used to study human communication behaviors.
7. Greater skill in analytical thinking and writing.

### Relationship among Course, Program, and Degree profile Outcomes

Course Objectives <i>Students will . . .</i>	How Accomplished in the Course	How Evaluated in this Course	Degree Profile Outcomes	Program Student Learning Outcomes
<i>demonstrate the ability to organize information</i>	Oral presentations Strategic Planning Outlines Class discussions Handouts Student / teacher conferences	Impromptu Speeches News Conference Sales Speech After Dinner Speech Crisis Presentation Strategic Planning Outlines Exams	2, 3, 4, 8, 9	1, 2, 3, 4, 7
<i>recognize credible sources</i>	Strategic Planning Outlines Class discussions Handouts	News Conference Sales Speech After Dinner Speech Crisis Presentation	2, 3, 4, 8, 9	1, 2, 3, 4, 7

	Student / teacher conferences	Outlines Exams		
<i>utilize multi media and visual aids</i>	Oral Presentations Strategic Planning Outlines Class discussions Handouts Student / teacher conferences	News Conference Sales Speech After Dinner Speech Crisis Presentation	1, 2, 3, 4, 5, 7, 8, 9	1, 2, 3, 4, 7
<i>develop skills in using humor</i>	Oral Presentations Strategic Planning Outlines Class discussions Handouts Student / teacher conferences	Impromptu Speeches Sales Speech After Dinner Speech Strategic Planning Outlines Exams	1, 2, 3, 4, 5, 7, 8, 9	1, 2, 3, 4, 7
<i>articulate ideas with limited preparation</i>	Oral presentations Class discussions Handouts Student / teacher conferences	Impromptu Speeches Crisis Presentation Strategic Planning Outlines Exams	1, 2, 3, 5, 7, 8, 9	1, 2, 3, 4, 7
<i>perform vocal techniques effectively</i>	Oral presentations Class discussions Handouts Student / teacher conferences	Impromptu Speeches News Conference Sales Speech After Dinner Speech Crisis Presentation	1, 2, 3, 4, 5, 7, 8, 9	1, 2, 3, 4, 7
<i>research and express ideas extemporaneously</i>	Oral presentations Class discussions Handouts Student / teacher conferences	Crisis Presentation Exams	1, 2, 3, 4, 5, 7, 8, 9	1, 2, 3, 4, 7

**Attendance Policy:** Roll will be taken every day and you are expected to be in class and on time. If you have any unforeseen circumstances that prevent you from attending then it is your responsibility to inform me *ahead of time* if at all possible. Tardiness will not be tolerated. A student is considered tardy if they enter the classroom after roll has been taken. Every two tardies will count towards an unexcused absence. For every unexcused absence, 5 points will deducted from your overall total points in the class.

**Class Participation, Participation, and Punctuality:** This is not a lecture course. In order to meet the objectives of the course, you will need to arrive at each class on time, having completed the assigned reading and writing and prepared yourself to participate intelligently in the discussion. Please arrive fully prepared to make presentations or submit accompanying documents when you are scheduled. Participation also includes providing grounded, actionable feedback to classmates following their presentations. In order for you to demonstrate the skills necessary for this course, you will be required to participate in group activities. From time to time, it will be necessary for you to prepare for class on your own time. These activities will require you to complete research. Failure to participate in class, with the completed assignments on time will result in the deduction of points from this category.

**Make-up Work:** It is expected that you will turn in all work by the due date. If for some unforeseen reason you need extra time then ask. Exceptions will be made on an individual basis. Exams and speeches/ presentations must be taken / delivered on the date that they are scheduled. Only a University Excused Absence will be considered in order for these items to be made up. Any assignments turned in late will be cut the amount of points equal to one letter grade, per class late. No email copies of assignments will be accepted unless a prior arrangement has been made and accepted by me.

**University Policy on Absences and Make-up Work:** According to Student Affairs, in order to be officially excused from class, a student must secure a University Excused Absence upon returning to class. This does not mean waiting two weeks and then expecting me to allow you to make-up the assignments that you missed. Be proactive. It is the responsibility of the student to request an opportunity to complete missed assignments. Students should be aware that excessive absences--whether excused or unexcused--may affect their ability to earn a passing grade. Regardless of the nature of the excused absence, the student is responsible for completing all coursework prior to the end of the semester.

**Professionalism:** Students are required to conduct and present themselves in a professional manner. **Each student will be required to dress professionally during their presentations.** Failure to do so will result in the dropping of one letter grade.

**Quizzes:** There will be 10 quizzes worth a total of 160 points. You will take these throughout the semester. These are posted on MU Blackboard and you will have 30 minutes to take them. The questions will come directly from the textbook.

**Exams:** There will be one final exam that is meant to test your critical thinking skills as well as your knowledge of the textbook. It is up to you to do the assigned reading. Questions will cover the textbook and any of the assignments. Some of the questions will be repeated from some of the quizzes. This exam is worth 100 points.

**Extra Credit:** Anyone who attends every class will receive 10 points extra credit. There may be, from time to time, extra credit given at the discretion of the instructor.

**Mutual Respect:** Please treat each other with mutual respect. Hatred of any kind will not be tolerated. Our class is made up of a diverse population and it must be respected regardless of our differences. Embrace diversity!

**Cell Phones:** Cell phones must be turned off and put away. Texting in class is unacceptable behavior. If you are caught, **and you will be**, you will be asked to leave the class for the day.

**Conferences:** You will schedule two, ten-minute conferences to discuss the sales speech and the after dinner speech. Only one class will be cancelled for each of these conferences so you may have to schedule a time outside of the normal class time. You will need to have a rough draft of an outline in order for the conferences to be successful.

**Written Assignments:** All written work should be submitted double spaced, in 12 point Times New Roman font with 1 inch margins in APA style. The Online Writing Lab (OWL) at Purdue will be used as a grading guideline. Rubrics will be provided online with expectations of each assignment. All written assignments are due on the first day of the corresponding oral presentation. Papers that are turned in late will be accepted, but a deduction equal to one letter grade will be assessed.

**Oral Presentations:** Each assignment will have a presentation evaluation which will be posted online. The use of note cards is permitted.

**News Conference:** You will be randomly divided into 4 groups. Each group will choose one major newsworthy event from history and choose one member to be the “press secretary,” other members will act as reporters. Press Secretaries will prepare a 5 minute announcement and the reporters will prepare 5 questions each. The information must include a reference list of at least 10 credible sources from the group. Each group will be given a total of 30 minutes for the oral presentation.

**Sales Speech:** Everyone will present a 10 minute speech that sells an actual product or service. The actual product must be represented and utilized during the presentation. Use of electronic media is required. In the past, students have included homemade “commercials,” videos of professionally produced commercials, power point presentations, YouTube videos, etc. Failure to meet the time requirement may result in a 10 point deduction from the score. There is also an outline required for this speech which must be turned in on the first day of speech presentations, whether you are presenting or not. Late papers will receive a deduction equal to one letter grade. The guidelines for the outline are available at MU online.

**After Dinner Speech:** Everyone will present a 10 minute persuasive speech that utilizes humor effectively. The organizational pattern will either be: problems, causes, solutions; or causes, effects, solutions. There is an outline that accompanies this assignment as well. Papers that are turned in late will be accepted, but a deduction equal to one letter grade will be assessed.

**Crisis Presentation:** We will meet in a computer lab for this assignment. You will randomly select a major newsworthy event. Everyone will be given 20 minutes to research the event and prepare a 90 second – 2 minute crisis announcement.

**Impromptu Speeches:** Throughout the semester you will give 5 impromptu speeches which range from 90 seconds to 4 minutes in length. Students will randomly select a topic and be given time to prepare **and** deliver a speech. The main objective is organization.

*Tentative Calendar*

<b>Week</b>	<b>Date</b>	<b>Activity / Assignment</b>	<b>Reading</b>
Week 1	August 27	Introduction to the Course Impromptu Tutorial	
Week 2	September 3	Impromptu Speeches #1 Quiz #1	Chapters 1 & 2
Week 3	September 10	News Conference Tutorial Quiz #2	Chapters 3-5
Week 4	September 17	News Conferences Quiz #3	Chapters 6-7
Week 5	September 24	Impromptu Speeches #2 Salesmanship tutorial Quiz #4	Chapters 8-11
Week 6	October 1	Sales Speech Conferences Quiz #5	Chapters 12-14
Week 7	October 8	Sales Presentations	
Week 8	October 15	ADS Tutorial	
Week 9	October 22	Impromptu Speeches #3 Quiz #6	Chapters 15-17
Week 10	October 29	Conferences Quiz #7	Chapters 18-20
Week 11	November 5	After Dinner Speeches Quiz #8	Chapters 21-23
Week 12	November 12	Impromptu Speeches #4 Crisis Presentation tutorial Quiz #9	Chapters 24-28
Week 13	November 19	Crisis Presentations Meet in SH 532 Quiz #10	Chapters 29-32
Week 14	November 26	<i>Thanksgiving Break</i>	
Week 15	December 2	Impromptu Speeches #5 Final Exam Review	
Week 16	December 9	Final Exam	

*Grade Book*

<b>Assignment</b>	<b>Grade</b>
Impromptu Speech #1	25 /
News Conference	25 /
Impromptu Speech #2	25 /
Sales Outline	50 /
Sales Speech	100 /
Impromptu Speech #3	25 /
After Dinner Speech Outline	50 /
After Dinner Speech	100 /
Impromptu Speech #4	25 /
Crisis Presentation	50 /
Impromptu Speech #5	25 /
Quizzes	160 /
Final Exam	100 /

## Grading Scale

A = 90 – 100%, 684 – 760

B = 80 – 89%, 608 – 683

C = 70 – 79%, 532 – 607

D = 60 – 69%, 456 – 531

F = 59% and below, 0 – 455

This is the only hard copy of the syllabus that will be provided. Additional copies may be printed from MU Online.

Feel free to seek assistance from me during my office hours. Let's have fun this semester! Good luck & go Herd!



THUNDERING WORD