

# Marshall University

Course Title/Number	<b>CMM 302, Sec 202, Professional Presentations</b>
Semester/Year	Spring 2015
Days/Time	TR 11-12:15
Location	SH 261
Instructor	Dr. Kristine Greenwood
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Office/Hours	MW10-2, TR 10-11, 1-2
University Policies	By enrolling in this course, you agree to the University Policies listed below. Please read the full text of each policy at <a href="http://www.marshall.edu/academic-affairs/policies">www.marshall.edu/academic-affairs/policies</a> Students with Disabilities   Affirmative Action   Computing Services Acceptable Use Excused Absence (undergraduate)   Academic Dishonesty   Inclement Weather   MU Alert

## 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 presentation, teleconferencing and other presentational skills. (PR: CMM,103, 104H, 207, or YGS 162)

## Program Student Learning Outcomes for BA and MA Degrees:

Upon completion of the BA or MA in Communication Studies students will:

Oral Skills:

1. Students will demonstrate the ability to orally communicate competently. This includes the critical thinking skills necessary to compose, share, support, and defend (add/delete descriptors) messages that are appropriate to the unique audience being addressed, the type of speaking context in which the message is being shared (formal/informal; public/private), across speaking contexts (dyadic, group, organizational, or public).

Written Skills:

2. Students will demonstrate the ability to communicate effectively in written documents. This includes the critical thinking skills necessary to compose, share, support, and defend (add/delete descriptors) documents that are appropriate to the unique audience being addressed, the type of speaking context in which the document is being shared.

Theoretical Knowledge

3. Students will demonstrate knowledge of the primary theories within the field of Communication Studies. This includes demonstrating the ability to recognize, differentiate, and select appropriate theories/theoretical concepts to assess communication events and/or demonstrating the ability to analyze the appropriateness of others' selection and use of theories/theoretical concepts.

Research/Methodological Knowledge

4. Students will demonstrate knowledge of the research approaches commonly used to study human communication. This includes demonstrating the ability to recognize, differentiate and select the appropriate method to assess communication events and/or demonstrating the ability to analyze the appropriateness of others' selection and use of methods.

**Degree Profile Outcomes**

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| <ol style="list-style-type: none"> <li>1. Knowledge: Specialized knowledge</li> <li>2. Broad Integrative Knowledge</li> <li>3. Intellectual Skills: Analytic Inquiry</li> <li>4. Intellectual Skills: Use of Information Resources</li> <li>5. Intellectual Skills: Engaging diverse perspectives</li> <li>6. Intellectual Skills: Quantitative fluency</li> <li>7. Intellectual Skills: Communication fluency</li> <li>8. Applied Learning</li> <li>9. Civic Learning</li> </ol> |
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**Relationships among Course, Program, and Degree Profile Outcomes**

Course Outcomes	How Accomplished in this Course	How Evaluated in this Course	Program Outcomes	Degree Profile Outcomes
Students will effectively organize oral presentations using common organizational patters	Lecture, discussion, individual coaching sessions	Oral performance of assigned speeches and detailed preparation outlines	1, 2,4	1, 2,4,5,7,8,9
Students will adapt specific purposes, supporting material, organizational patterns, and visual aids to specific audiences	Lecture, discussion, individual coaching sessions	Oral performance of assigned speeches and detailed preparation outlines	1, 2,4	• 1, 2,4,5,7,8,9
Students will create effective informative oral presentations.	Lecture, discussion, individual coaching sessions	Oral performance of assigned speeches and detailed preparation outlines	1, 2,4	• 1, 2,4,5,7,8,9
Students will create effective persuasive oral presentations	Lecture, discussion, individual coaching sessions	Oral performance of assigned speeches and detailed preparation outlines	1, 2,4	• 1, 2,4,5,7,8,9
Students will create and utilize effective visual aids including computer generated visual aids	Lecture, discussion, individual coaching sessions	Oral performance of assigned speeches and detailed preparation outlines and story booking	1, 2,4	• 1, 2,4,5,7,8,9
Students will deliver effective oral presentations	Lecture, discussion, activities, individual coaching sessions	Oral performance of assigned speeches and detailed preparation outlines	1, 2,4	• 1, 2,4,5,7,8,9

**Suggested Texts, Additional Reading, and Other Materials**

O,Hair, Stewart, & Rubenstein, <i>A Speaker’s Guidebook, text and reference</i> . Bedford/St. Martin’s
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## Recommended Materials

Flash drive for presenting Visual Aids

## Course Requirements / Due Dates

### Oral Presentations

Demonstration Speech	
Outline	40 points
Presentation	60 points
Expository Speech	
Outline	40 points
Presentation	70 points
Speech to Motivate	
Outline	40 points
Presentation	80 points
Speech to Convince	
Outline	50 points
Presentation	100 points
	Total: 360 points

Assignment descriptions will come in the form of handouts

## Grading Policy

Grading scale - 100-90% = A; 89-80% = B; 79%-70% = C; 69-60% = D; below 60% = F

## Attendance Policy

Because effective oral presentation requires audience feedback, attendance is mandatory for all presentation rounds. 10 points will be deducted from your total points for each missed presentation round. University excused absences will be honored

## Course Schedule

Week 1

1

Introduction to the course  
Review of basic public speaking concepts

2	Individual Meetings <b>Due: Proposed speech plan for demonstration</b>
Weeks 3 & 4	Demonstration speech Demonstration speech Demonstration speech Demonstration speech
Weeks 5 & 6	Individual Meetings <b>Due: Proposed speech plan for expository</b>
Weeks 7 & 8	Expository speech Expository speech Expository speech Expository speech Expository speech
Weeks 9 & 10	Individual meetings <b>Due: Proposed speech plan for speech to motivate</b>
Weeks 11 & 12	Motivational speech Motivational speech Motivational speech Motivational speech
Weeks 13	Individual Meetings <b>Due: Plan for final Speech to Convince</b>
Week 14	<b>Thanksgiving Break</b>
Week 15	Speech to Convince Speech to Convince
Week 16	Speech to Convince on exam day Thursday Dec. 11 @ 12:45