

**Marshall University
Syllabus**

Course Title/Number	CMM 302 <i>Professional Presentations</i>
Semester/Year	Spring 2015
Days/Time	TR 12:30 – 1:45
Location	SH 232
Instructor	Danny Ray
Office	SH 270
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Office/Hours	TR 8:30 – 9:30, 11:00 – 12:30, others available by appointment
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 is the teaching of advanced oral presentation skills, computer assisted/aided presentations, writing of preparation and presentation outlines, and other presentational skills.

The table below shows the following relationships: How each student learning outcomes will be practiced and assessed in the course.

Course Student Learning Outcomes <i>Students will . . .</i>	How students will practice each outcome in this Course	How student achievement of each outcome will be assessed in this course
<i>demonstrate the ability to organize information</i>	Oral presentations Strategic Planning Outlines Class discussions Student / teacher conferences	Impromptu Speeches Demonstration Speech Sales Speech After Dinner Speech Crisis Presentation Strategic Planning Outlines

<i>utilize multimedia and visual aids</i>	Oral Presentations Strategic Planning Outlines Class discussions Student / teacher conferences	Demonstration Speech Sales Speech After Dinner Speech
<i>develop skills in using humor</i>	Oral Presentations Strategic Planning Outlines Class discussions Handouts Student / teacher conferences	Impromptu Speeches Demonstration Speech Sales Speech After Dinner Speech Strategic Planning Outlines
<i>articulate ideas with limited preparation</i>	Oral presentations Class discussions Handouts Student / teacher conferences	Impromptu Speeches Crisis Presentation
<i>perform vocal techniques effectively</i>	Oral presentations Class discussions Handouts	Impromptu Speeches Demonstration Speech Sales Speech After Dinner Speech Crisis Presentation
<i>research and express ideas extemporaneously</i>	Oral presentations Class discussions Handouts Student / teacher conferences	Impromptu Speeches Crisis Presentation
<i>recognize credible sources</i>	Strategic Planning Outlines Class discussions Handouts Student / teacher conferences	Demonstration Speech Sales Speech After Dinner Speech Crisis Presentation Strategic Planning Outlines

Grading Policy

A = 90% – 100%	522 - 580
B= 80% – 89%	464 - 521
C= 70% – 79%	406 - 463
D= 60% - 69%	348 - 405
F= 0% - 59%	000 - 347

Professionalism

All students are required to present themselves in a professional manner when delivering oral presentations. **All students are required to wear a suit during their presentation of the prepared speeches.** Failure to do so will result in the deduction of points.

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. According to Student Affairs, 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.

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. Exceptions will be made on an individual basis. Speeches must be 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. No email copies of assignments will be accepted unless a prior arrangement has been made and accepted by me. In order for you to achieve the objectives of this course; acquiring the skills to speak publicly; you must complete the oral performance of all prepared speech assignments. Failure to meet this requirement will result in failing the course without exception.

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.

APA Style Formatting

All written work submitted in this class must adhere to the APA formatting guide as published by the American Psychological Association, which can be found here: <https://owl.english.purdue.edu/owl/resource/560/01/>. Failure to follow these guidelines may result in point deductions per assignment.

Demonstration Speech

A presentation, 5 minutes in length that demonstrates how to perform some task, or steps necessary to achieve some goal. The objective will be to teach the audience how to do the task on their own. Visual aids are a requirement.

Sales Speech

Everyone will present a 8-10 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.

After Dinner Speech

Everyone will present an 8-10 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

Each student will need to provide a device that can connect to the internet. 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

You will be required to prepare an example notebook with at minimum 20 examples. Each example will need to include an explanation of 30-45 seconds in length. Throughout the semester you will give 5 impromptu speeches. You will be allowed 90 seconds – 2:00 minutes of preparation and be expected to speak for 4 – 5 minutes. Students will randomly select a topics that will progressively become more challenging. The main objective is organization and delivery.

Course Schedule

Week	Date	Activity / Assignment
Week 1	January 13	Introduction to the Course Impromptu Speech tutorial
	January 15	Impromptu Prep
Week 2	January 20	Impromptu Prep / Examples due
	January 22	<i>Class is cancelled</i>
Week 3	January 27	Impromptu Speech #1
	January 29	Impromptu Speech #1
Week 4	February 3	Demonstration Tutorial
	February 5	Demonstration presentations
Week 5	February 10	Demonstration presentations
	February 12	Impromptu Speech #2
Week 6	February 17	Impromptu Speech #2
	February 19	Salesmanship tutorial
Week 7	February 24	Conferences
	February 26	Sales Presentations
Week 8	March 3	Sales Presentations
	March 5	Sales Presentations
Week 9	March 10	Impromptu Speeches #3
	March 12	Impromptu Speeches #3 Sales Speech Self Analysis
Week 10	March 17	<i>Spring Break</i>
	March 19	<i>Spring Break</i>
Week 11	March 24	After Dinner Prep
	March 26	ADS Conferences
Week 12	March 31	After Dinner Speeches
	April 2	After Dinner Speeches
Week 13	April 7	After Dinner Speeches
	April 9	After Dinner Speeches
Week 14	April 14	Impromptu Speeches #4
	April 16	<i>Class is Cancelled</i>
Week 15	April 21	Impromptu Speeches #4 ADS Self Analysis
	April 23	Impromptu Speeches #5
Week 16	April 28	Impromptu Speeches #5
	April 30	Crisis Preparation
Week 17	May 5, 12:45 PM	FINAL / Crisis Presentation

Assignment	Grade
Example Notebook	25
Impromptu Speech #1	25
Impromptu Speech #2	25
Sales Outline	50
Sales Speech	100
Self-analysis	15
Impromptu Speech #3	25
After Dinner Speech Outline	50
After Dinner Speech	100
Self-Analysis	15
Impromptu Speech #4	25
Impromptu Speech #5	25
Crisis Presentation	50
Class Participation	50
TOTAL	590