

Marshall University Course Syllabus

Course Title/Number	PROFESSIONAL PRESENTATION CMM 302 SEC. 201 CRN: 2785 (PR: CMM 103, 103H, 207)
Semester/Year	SPRING 2017
Days/Time	MW 2:00-3:15
Location	SH 232
Instructor	David Cook
Office	SH 247
Phone	(304) 696-6788
E-Mail	cookd@marshall.edu
Office/Hours*	MW 12:00-2:00 T/TH 3:30-4:30 * other times 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

Required Textbook: A SPEAKER'S GUIDEBOOK: Text and Reference. D. O'Hair, R. Stewart and H. Rubenstein, Bedford/St. Martin's, 6th Ed., 2015.

Recommended Materials: Flash Drive for Power Point Presentations

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. (PR: CMM103, 104H, 207, 305 or YGS 162).

Course Objectives:

Students will be able to:

- effectively organize oral presentations using common organizational patterns.
- adapt specific purposes, supporting material, organizational patterns, and visual aids to specific audiences.
- create effective informative oral presentations.
- create effective persuasive oral presentations.
- create and utilize effective visual aids including Power Point presentations.
- deliver effective oral presentations.

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
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 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.
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Students will learn to demonstrate critical thinking in the production and evaluation of communication events by:

Creating an appreciation for a variety of public speaking tools that can enhance presentational style.	Lecture Classroom Activities Oral Presentation Visual Aid design	Oral Presentations Preparation Outlines Visual Aids Individual Instruction	1, 3, 4,5, 7	Specialized Knowledge Broad Integrative Knowledge Analytic Inquiry Engaging Diverse Perspectives Communication Fluency Applied Learning
Increasing sensitivity to nonverbal cues as they affect the public speaking situation.	Lecture Classroom Activities Oral Presentations Peer Evaluations	Oral Presentations Preparation Outlines Peer Evaluations	1, 3,4,5, 7	Specialized Knowledge Broad Integrative Knowledge Analytic Inquiry Engaging Diverse Perspectives Communication Fluency Applied Learning Civic Learning
Creating visual aids including PowerPoint to increase effectiveness of the public speech.	Lecture Individual Instruction Oral Presentations.	Creating an Argument Speech Proposals Persuasive Speech Preparation Outlines Critical Listening Exam	1,4,5,7	Specialized Knowledge Broad Integrative Knowledge Analytic Inquiry Engaging Diverse Perspectives Communication Fluency Quantitative Fluency Applied Learning Civic Learning
Increasing critical thinking as it applies to formatting a public speech to meet the needs of a specific audience	Lecture Classroom Activities Oral Presentation Individual Instruction	Preparation Outline Oral Presentation Peer Evaluation Audience Analysis Individual Instruction	1,3,4,5,7	Specialized Knowledge Broad Integrative Knowledge Analytic Inquiry Use of Information Resources Engaging Diverse Perspectives Communication Fluency Applied Learning Civic Learning
Developing both preparation and presentation outlines.	Lecture Classroom Activities Individual Instruction	Oral Presentation Individual Instruction	1,2,4,7	Specialized Knowledge Broad Integrative Knowledge Analytic Inquiry Use of Information Resources Engaging Diverse Perspectives Communication Fluency Applied Learning

Enhancing verbal and written communication skills.	Lecture Classroom Activities Outline Preparation Individual Instruction Peer Evaluations	Preparation Outline Oral Presentation Peer Evaluation	1,2,4,7	Specialized Knowledge Broad Integrative Knowledge Analytic Inquiry Use of Information Resources Engaging Diverse Perspectives Communication Fluency Applied Learning
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ATTENDANCE:

Attendance will be taken at each session. You are allowed three (3) personal days during the semester (on days that do not include your oral presentation). This does not apply in the case of University excused/approved absences. You do not need to contact your instructor to tell him/her that you are using the unexcused absence.

IMPORTANT NOTE:

Effective oral presentation requires audience feedback; therefore, attendance is mandatory for all presentation rounds. Five (5) points will be deducted from your total points for each missed presentation round. University-excused absences will be honored.

After reaching the limit on unexcused absences, you will lose ten (10) points off your total grade for each additional absence. Also, you need to be to class on time. It is your responsibility to make sure that you are counted as attending if you come to class after attendance is taken. See your instructor after class to change your attendance status.

You must attend the sessions you are scheduled to present. If you miss an oral presentation or exam day, you must have an excused absence to reschedule without penalty. Excused absences must be documented to the Dean of Students.

ASSIGNMENT POLICIES:

- 1. You must present every assigned speech in front of an audience to pass the class.**
Failure to present any of the assigned speeches in front of an audience will result in failing the course, regardless of total points earned. There are no make-ups for presentations that are missed without a University excused absence.
- 2. All written assignments should be typed in 12-point font, double-spaced, with one inch margins on all sides. Please proofread your work!** Typos and grammatical errors may result in a lower grade on the assignment.
- 3. Late assignments will not be accepted for full credit unless the instructor has given prior consent.**
- 4. You are responsible for keeping a copy of all your work. An accident to your original is Not the responsibility of the professor.**
- 5. 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.**

Assignment descriptions will come in the form of class handouts.

ATTIRE FOR ALL ORAL PROJECTS SHOULD BE BUSINESS-LIKE OR APPROPRIATE TO THE TOPIC.

CLASSROOM POLICIES:

- 1. CELL PHONE USAGE (as well as all electronic devices) IS NOT PERMITTED DURING CLASS TIME.** The only case when the use of cell phones in class is acceptable is an emergency That requires you to dial 911 or campus police. The first time you use your cell phone in class, you will be asked to put it away. Thereafter, you will be asked to leave the class.
- 2.** Students arriving late are not to disrupt presentations, but should remain quietly outside the classroom until the speaker is finished. Anyone needing to leave early should inform the instructor before class, sit near the door, and leave in between presentations.
- 3.** A student of this course is solely responsible for the following: class attendance, timeliness, note-taking, exam-taking, prompt submission of all written assignments and courtesy to other classmates and faculty. It is expected that all students of the University will conduct themselves in a mature manner both in the classroom and at events outside the classroom. Any student who behaves in a manner disruptive to the class will be asked to leave and may be subject to additional University disciplinary action.

GRADING PROCEDURE:

• **ORAL PRESENTATIONS**

Introductory Presentation	10 points
Group Presentation	50
Informative Presentation:	
Outline	50
Presentation	100
Persuasive Presentation:	
Outline	50
Presentation	100
Ceremonial Presentation	50

• **INDIVIDUAL MEETINGS**

Student Conferences (2x10)	20
<u>Outline Prep (2 x 10)</u>	<u>20</u>

Total Points: 450

GRADING SCALE:	A = 405 – 450	D = 270 – 314
	B = 360 – 404	F = below 270 points
	C = 315 – 359	

Course Schedule

Instructor reserves the right to change the course schedule as needed.

Updated schedules will be posted on Blackboard.

Week	Date	Topics/Assignments	Readings
Week 1	1/9	Introduction	
	1/11	Introductory Speeches	
Week 2	1/16	NO CLASS Martin Luther King, Jr. Holiday	
	1/18	Delivery	
Week 3	1/23	Organization, Outlining, Support, Audience Analysis	
	1/25	Visual Aids	
Week 4	1/30	Group Meetings	
	2/1	Group Meetings	
Week 5	2/6	Group Meetings	
	2/8	Group Presentations	
Week 6	2/13	Group Presentations	
	2/15	Group Presentations	
Week 7	2/20	Discussion	
	2/22	Individual Meetings You must bring an outline	
Week 8	2/27	Individual Meetings You must bring an outline	
	3/1	Individual Meetings You must bring an outline	
Week 9	3/6	Informative Speeches	*all outlines due
	3/8	Informative Speeches	

Week 10	3/13	Informative Speeches	
	3/15	Discussion	
3/20 – 3/24		SPRING BREAK	
Week 11	3/27	Individual Meetings You must bring in an outline	
	3/29	Individual Meetings You must bring in an outline	
Week 12	4/3	Individual Meetings You must bring in an outline	
	4/5	Persuasive Speeches	*All outlines due
Week 13	4/10	Persuasive Speeches	
	4/12	Persuasive Speeches	
Week 14	4/17	Discussion	
	4/19	Ceremonial Speeches	
Week 15	4/24	Ceremonial Speeches	
	4/26	Ceremonial Speeches	
Final Exam	Monday 5/1	FINAL EXAM 12:45-2:45	