

Marshall University

Course Title/Number	PROFESSIONAL PRESENTATION CMM 302 SEC. 202 CRN: 2769 (PR: CMM 103, 103H, 207)
Semester/Year	SPRING 2016
Days/Time	TTH 2:00-3:15
Location	SH 232
Instructor	David Cook
Office	SH 247
Phone	(304) 696-6788
E-Mail	cookd@marshall.edu
Office/Hours	MWF 12:00-1:00 and 2:00-3:00 T/TH 11:30-12:30 <ul style="list-style-type: none"> • other times by appointment *If possible, please e-mail in advance of your arrival.
University Policies	<p>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</p> <p>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</p>

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.

Recommended 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

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	Preparation Outline Oral Presentation	1,2,4,7	Specialized Knowledge Broad Integrative Knowledge

	Outline Preparation Individual Instruction Peer Evaluations	Peer Evaluation		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. 10 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 -5 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 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 the 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.

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.

COURSE REQUIREMENTS

GRADING PROCEDURES:

• ORAL PRESENTATIONS		
Manuscript Reading Presentation		10 points
Group Presentation		50
Informative Presentation:		
Outline		25
Presentation		75
Persuasive Presentation:		
Outline		25
Presentation		75
Ceremonial Presentation		50
• INDIVIDUAL MEETINGS		
Conferences (2x10)		20
Outline Prep (2 x 10)		20
	Total Points:	350

Students who miss their speaking date and/or turn in the required outline after the deadline will have one letter grade deducted from each assignment. Failing to attend individual meetings and/or bringing the outline will result in a score of zero.

Assignment descriptions will come in the form of class handouts.

GRADING SCALE:

A = 350 – 315
B = 314 – 280
C = 279 – 245
D = 244 – 210
F = below 210 points

Course Schedule

Date		Topics/Assignments	Notes
January			
T 12	Week 1	Introduction	
TH 14		Delivery	
T 19	Week 2	Manuscript Readings	Individual Manuscript Readings
TH 21		Manuscript Readings/Discussion	Individual Manuscript Readings
T 26	Week 3	Organization, Outlining, Support, Audience Analysis,	
TH 28		Visual Aids	
February			
T 2	Week 4	Group Meetings	
TH 4		Group Meetings	
T 9	Week 5	Group Meetings	
TH 11		Group Presentation	
T 16	Week 6	Group Presentation	Support, Visual Aids, Delivery
TH 18		Group Presentation	
T 23	Week 7	Discussion	Informative Speeches, Reason & Logic
TH 25		Individual Meetings Sign-up Sheet on office door	You must bring an outline
March			
T 1	Week 8	Individual Meetings	You must bring an outline
TH 3		Individual Meetings	You must bring an outline
T 8	Week 9	Informative Speech	*all outlines due
TH 10		Informative Speech	
T 15	Week 10	Informative Speech	

TH 17		Discussion	Persuasive Speeches
M 21 – F 25		SPRING BREAK	
T 29	Week 11	Individual Meetings Sign-up Sheet on office door	You must bring in an outline
TH 31		Individual Meetings	You must bring in an outline
April			
T 5	Week 12	Individual Meetings	You must bring in an outline
TH 7		Persuasive Speech	*All outlines due
T 12	Week 13	Persuasive Speech	
TH 14		Persuasive Speech	
T 19	Week 14	Persuasive Speech	
TH 21		Discussion	
T 26	Week 15	Ceremonial Speech	
TH 28		Ceremonial Speech	
May			
TH 5		FINAL EXAM 12:45-2:45	

**Instructor reserves the right to change the course schedule as needed.
Updated schedules will be posted on Blackboard.**