

*The mission of McKendree University is to provide a high quality educational experience to outstanding students. ~Responsible Citizenship ~Engagement ~Academic Excellence ~Lifelong Learning~*

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## **SPC 310: Business & Professional Presentations**

**Spring 2016**

**Dr. Rich Murphy**

**McKendree University**

### **TEXTBOOKS:**

Clapp, C., & Stillion-Southard, B. F. (2014). *Presenting at work: A guide to speaking in professional contexts*. Washington, DC: Spoken with Authority.

Duarte, N. (2010). *Resonate: Present visual stories that transform audiences*. Hoboken, NJ: John Wiley & Sons.

### **COURSE PURPOSE AND LEARNING OUTCOMES:**

Corporate employers demand strong communication and presentation skills. As a future professional, you will not only be expected to be a confident speaker, but also to organize and prepare clear, concise, and interesting presentations. This course will prepare you for the future by developing speaking and delivery skills, as well as critical thinking and analytical skills that focus on how to organize a presentation, solve problems, build persuasive arguments, and use your creativity. As a result of satisfactory completion of this course, you will be able to:

- Demonstrate conceptual understanding of communication skills associated with business and professional contexts.
- Demonstrate the communication and organization skills associated with presenting in a group, a team, and as an individual.
- Demonstrate the abilities to design, create, and use effective visual aids in a formal presentation.

### **COURSE REQUIREMENTS:**

You will deliver four presentations this semester. All presentations **MUST BE DELIVERED** in order to successfully pass the course. All students are strongly encouraged to deliver their presentations extemporaneously, using 4x6 note cards. Presentations will be recorded for use in your senior seminar portfolios. I expect you to practice each of these presentations carefully.

**Presentation 1-Personal Brand Speech (25 points)** When people think of you, what do you want them to think of? Whatever your answer is, that is your personal brand. For your first speech, I want you to introduce yourself to your company. This is a three point structured speech.

**Presentation 2-Current Event Briefing (100 points)** Your first research based speech, you will select a current event (ahead of time) that is controversial, nationally covered, yet locally relevant. In a 5-7 minute presentation with visual aids, you will brief us on the details of the

event and why it is important to your audience. I expect you to gather at least four sources from up-to-date media.

**Presentation 3–Panel Presentation (100 points)** Students will work in groups for this informational presentation wherein they will share data and facts on a charitable cause. Each individual speech will be 5-7 minutes in length. Each student will have his/her own visual aid. EACH student should submit a complete preparation outline with in text citations and bibliography of three sources minimum.

**Presentation 4–Persuasive Pitch (100 points)** For your final presentation, you will select a topic of your own choosing. You will develop an 8-10 minute presentation that emphasizes the problem (what is wrong, why do we need to change?), the cause (what is causing said problem?), and the solution (how can your solution solve the problem?). I expect a minimum of five sources for this presentation.

### **Other Assignments:**

**Participation (100 points)**–Listening and engaging in dialogue are critical elements of business communication. As such, a major part of your final grade will be based on your participation in class discussion. At the end of each class, you will fill out a communication log. Your communication logs will be graded throughout the semester. Participation includes actively voicing ideas during class discussion, taking careful notes, avoiding technological distractions, and being a respectful listener. I will drop one participation score for all students. Students with “excused” absences will need to write a one page summary of the content discussed on the day they missed.

**Speech Critiques (100 points)**–McKendree University hosts several speakers on our campus every semester. For this course, you are **REQUIRED** to attend at least four presentations. These should be McKendree sponsored events (e.g. Brown Bags, Hett Featured speakers). If you find a speaker off campus that you feel would be appropriate for class, please get this speaker approved through me. During the speech, you will take careful notes and write a one page reflection on the content of this speaker. Additionally, you will complete a critique form (you can find copies of this on Blackboard under “Speech Critique”).

**Chapter Takeaways (75 points)**–I assigned several readings throughout the semester. The purpose of these readings is to 1) reinforce our classroom discussions, 2) supplement your understanding of the concepts, and 3) develop healthy research and information literacy skills. As such, for each reading, I ask that you provide a summary of your assigned chapter. I will drop the lowest two scores. For each chapter, I want:

1. At least three take away thoughts (something you learned from the chapter)
2. One application (where can you use this)
3. Two discussion questions (higher order, to inspire classroom discussion)

**TENTATIVE SCHEDULE:**

<i>Spring 2016 – B&amp;P Schedule</i>	<b>1</b>	<b>January 19</b> Introduction to the Class	<b>January 21</b> Dealing with Speech Anxiety Clapp Chapters 1-2
	<b>2</b>	<b>January 26</b> Delivery Boot Camp Clapp Chapters 3-6	<b>January 28</b> Delivery Boot Camp Clapp Chapters 7-9
	<b>3</b>	<b>February 2</b> Speech Writing Boot Camp Clapp Chapters 10-13	<b>February 4</b> Speech Writing Boot Camp Clapp Chapters 14-16
	<b>4</b>	<b>February 9</b> Speech Writing Boot Camp Clapp Chapters 17-20	<b>February 11</b> Resonate Duarte Chapter 1
	<b>5</b>	<b>February 16</b> Personal Brand Speech	<b>February 18</b> Informative Speaking Clapp Chapters 22-24
	<b>6</b>	<b>February 23</b> Storytelling Duarte Chapters 2-3 & 5	<b>February 25</b> Visual Aids Clapp Chapter 21
	<b>7</b>	<b>March 1</b> Present – Worst Slides Ever Clapp Chapter 30	<b>March 3</b> Workday
	<b>8</b>	<b>March 8</b> Briefings (Group 1)	<b>March 10</b> Briefings (Group 2)
	<b>9</b>	<b>March 22</b> Panel Presentations Clapp Chapter 28	<b>March 24</b> Working in teams
	<b>10</b>	<b>March 29</b> Managing Meetings Clapp Chapter 26	<b>March 31</b> Group Work Day
	<b>11</b>	<b>April 5</b> Networking Clapp Chapter 32	<b>April 7</b> Group Work Day
	<b>12</b>	<b>April 12</b> Panel Presentation Group 1	<b>April 14</b> Panel Presentation Group 2
	<b>14</b>	<b>April 19</b> Panel Presentation Group 3	<b>April 21</b> Persuasive Speaking Clapp Chapter 25

	<b>13</b>	<b>April 26</b> Persuasive Structure Duarte Chapter 4 & 6	<b>April 28</b> Persuasive Structure
	<b>14</b>	<b>May 3</b> Tweaking Your Speeches Duarte Chapter 8	<b>May 5</b> Presentations #4 (1-6)
	<b>15</b>	<b>Final:</b> Presentations #4 (6 -12)	