

## COURSE SYLLABUS

SUBJECT TO REVISIONS FOR EXTREME CIRCUMSTANCES AT THE DISCRETION OF THE PROFESSOR/INSTRUCTOR

DEPARTMENT:  
COURSE NUMBER:

SEMESTER: **Fall 2010**  
CREDIT HOURS: **3.0**

TITLE:  
INSTRUCTOR:  
EMAIL:

OFFICE:  
OFFICE HOURS: **M**  
**T**  
**W**  
**TH**  
**F,S,S by appointment only**

PHONE:  
**2:00pm-4:30PM**

I. CATALOG DESCRIPTION:

- II. PURPOSE: To introduce (or reinforce) an understanding of presentation principles. Additionally, this course will help enhance the following skills through direct application and constructive feedback: critical and organized thinking, listening, delivery, audience analysis, topic selection, and the use of presentation aids.

III. COURSE OBJECTIVES:

1. Gain a knowledge and an understanding about \_\_\_\_\_
2. Conduct several audience analyses
3. Select and adapt a topic to meet the needs and interests of an audience
4. Demonstrate the ability to collect, analyze, and use information to develop and adapt messages for particular audiences, purposes and settings
5. Describe and evaluate one's own presentations and the presentations of others
6. Develop delivery skills by using your voice and body effectively for presentations
7. Speak competently, confidently, and ethically in public or employment-related settings
8. Improve listening skills

IV. COURSE OUTLINE:

1. Chapter 1 Knowing Your People, Places and Things
2. Chapter 2 The Introduction and Conclusion
3. Chapter 3 Organizing and Supporting an Ethical Message
4. Chapter 4 Language, Connecting Words and Outlines
5. Chapter 5 Basic Delivery Concepts
6. Chapter 6 Presentation Aids
7. Chapter 7 Types of Informative and Persuasive Presentations
8. Chapter 8 A Quick Impromptu Guide

V. INSTRUCTIONAL ACTIVITIES: Activities will include but are not limited to:

1. Lectures
2. Discussions
3. Projects/Exercises
4. Recorded Review
5. Presentations
6. Team Activities

- VI. FIELD/LABORATORY EXPERIENCES: Students will be required to do oral and written presentations. Students may be required to observe presentations outside of class that are given by professional or lay speakers. Written and verbal evaluations may be required.

- VII. RESOURCES: Library resources, textbooks, multimedia devices, thepresentationguidebook.com website and DVD and Blackboard will be used as instructed.

VIII. GRADING PROCEDURES AND SCALE:

- ❖ ALL OUTLINES ARE TYPED
- ❖ **THE MANUSCRIPT OUTLINE** WITH COMPLETE SENTENCES OF THE WORD FOR WORD PRESENTATION MAY HAVE UNLIMITED TYPED PAGES
- ❖ **THE PRESENTATION OUTLINE** THAT YOU TAKE TO THE PODIUM/LECTERN CAN NOT CONSIST OF MORE THAN TWO TYPED PAGES WITH NO COMPLETE SENTENCES EXCEPT FOR DIRECT QUOTATIONS---***This typed outline should be placed in a conservative and solid color portfolio/folder***

A= 540-600  
B= 480-539  
C= 420-479  
D= 360-419  
E= We won't go here

GRADED ASSIGNMENTS AND DATES: 600 POINTS TOTAL

Outlines and Verbal Presentations (510 Points)

- Assignment #1 **25 Total Points** (Brief Informative Lecture about a pet peeve—what really bothers you!?) (Will be recorded)  
10pt. Manuscript Outline.....Due Date:  
5pt. Presentation Outline---- and 10pt. Verbal Presentation.....Due Date:
- Assignment #2 **85 Total Points** (Student's choice: Holiday Celebration, Tribute or Farewell)  
10pt. Manuscript Outline.....Due Date:  
5pt. Presentation Outline and 70pt. Verbal Presentation. ....Due Date:
- \*Assignment #3 **50 Total Points** ***(This brief presentation will be given the same day as Assignment #4)***  
20pt. Manuscript Outline---- 10pt. Presentation Outline----**and** 35pt. Verbal Presentation...Due Date:  
(Introduce your partner: background, achievements , motivation for field of study, goals, issue, why topic was chosen)
- \* Assignment #4 **100 Total Points** ***(This presentation will be given the same day as Assignment #3)***  
20pt. Manuscript Outline---- 10pt. Presentation Outline----**and** 70pt. Verbal Presentation...Due Date:  
(Informative Lecture About a Current Issue in Your Field of Study—something we may need to know one day)
- Assignment #5 **100 Total Points (50 pts. Team Grade and 50 pts. Individual Grade)** (See Appendix for topics and instructions)  
Both Outlines will be considered when assessing the 50 pt. Individual Grade  
Manuscript and Presentation Outlines and Verbal Presentations Are Due the Same Day.....Due Date:
- Assignment #6 **150 Total Points** (Persuasive Keynote: Monroe's Motivated Sequence)  
40pt. Manuscript Outline-----10pt. Presentation Outline---**and** 100pt. Verbal Presentation...Due Date:

Self-Evaluation Paper (Analyze your performance for assignment #1) **(40 Points)**  
Due Date: at the beginning of class!!!!

Quizzes **(40 Points)**  
Quiz #1 Due Date: 25pts.  
Quiz #2 Due Date: 15pts.

Team Member Evaluation **(10 Points)**  
Due Date: at the beginning of class!!!!

**\*\*\*Mandatory Final Exam\*\*\***

**A Presentation**

(Point Value: A loss of points for not completing this assignment or up to 100 points)

\*At the discretion of the professor/instructor

DATE:

**No make-Ups!!!! If you do not attend the Exam Day.....you lose 3 Full Letter Grades!**

**(NOTES ABOUT ASSIGNMENTS, GUIDELINES & ADVICE):** It is strongly encouraged that students maintain a log of all submitted assignments and grades received. Grade histories will not be reviewed at the onset of each class. If you are uncertain about your grades, please visit me during office hours or make an appointment. All late submissions are subject to penalties. **(ZEROES!)**

IX. LATENESS AND ATTENDANCE POLICY: Lateness will not be tolerated. Excessive lateness will result in absences, which will result in failing the course. Attendance is REQUIRED and will be recorded in this class. Lecture notes are critical. You will find that relying upon someone else's lecture notes is a poor substitute for the real thing. Absences in excess of 3 classes **regardless of the reason**, will critically impact your grade. **MISSING MORE THAN 3 CLASSES WILL RESULT IN YOU FAILING THE CLASS!!! THERE ARE NO UNIVERSITY EVENTS THAT WILL REQUIRE MORE THAN A 3-DAY ABSENCE!** You must be present on the date of your presentation. You must be present to earn the 3 credit hours. Be here and be on time! **THERE ARE NO MAKE-UPS FOR ANY GRADED ASSIGNMENT! IF YOU MISS YOUR PRESENTATION, QUIZ, OR WRITTEN ASSIGNMENT---YOU GET A ZERO---END OF STORY---PERIOD.**

X. ACADEMIC HONESTY: **Academic dishonesty** includes the use of unauthorized books, notebooks, other sources in order to secure or give help during an examination, the unauthorized copying of exams, assignments, reports, or term papers or the presentation of unacknowledged material as if it were the student's work. **Plagiarism** is stealing the words or ideas of another and passing them off as one's own. Whenever a student submits a piece of writing claiming original authorship, conclusions, revisions and words are the student's own original work, unless the student explicitly indicates otherwise via footnotes, attribution in the text, and/or appropriate quotation marks. Failure to acknowledge the contribution of the original author is an act of dishonest deception for which a student can be disciplined under the university's policy on academic dishonesty. See the official policies and procedures printed in the Undergraduate Bulletin and the Policies and Procedures Manual of the College of Business or view the complete policy at:  
<http://www.murraystate.edu/qacd/cbpa/pdf/honesty.pdf>

In accordance with these documents, the following actions will be taken:

- 1) Upon the first discovery of academic dishonesty, the faculty member will notify the student and the Dean of the College of Business that a violation has been detected.
- 2) Second offenses will result in a failing grade. The Dean will recommend to the Office of Student Affairs and the University Judicial Board that the student be expelled from the university.

XI. TEXT and REFERENCES:

Coel Coleman (2010). *THE Presentation Guide Book: From the Classroom to the Boardroom*, 2<sup>nd</sup> ed., Kendall/Hunt Publishing Company, Dubuque, Iowa.  
(Additional readings and recordings as assigned. You must check your own email account daily)

XII. PREREQUISITES:

XIII. STUDENTS WITH DISABILITIES: Students requiring special assistance due to a disability should inform the instructor immediately.

XIV. STATEMENT OF AFFIRMATIVE ACTION AND EQUAL OPPORTUNITY: \_\_\_\_\_ University does not discriminate on the basis of race, color, national origin, sex, religion, marital status, age or disability in employment, admission, or the provision of services, educational programs and activities, and provides, upon request, reasonable accommodation including auxiliary aids and services necessary to afford individuals with disabilities an equal opportunity to participate in all programs and activities. For information regarding nondiscrimination policies contact the Office of Equal Opportunity, \_\_\_\_\_ Hall, 270-888-8887.

XV. SEXUAL HARASSMENT: "The Department of \_\_\_\_\_ supports all applicable Equal Opportunity Commission (EEOC) and \_\_\_\_\_ University policies including prohibited discrimination and sexual harassment. If you ever feel you are a victim of policy violation or if others inform you of such violations, please inform your instructor or the Dept. Chair, \_\_\_\_\_ Hall at 888-8889 immediately.

**SAMPLE SCHEDULE (For a Tuesday/Thursday Class)**

For the Instructor or Company Leader:

*The class is split into two groups: A's and B's (or A's B's C's for a MWF class)*

*Half of the class presents on one day and the other half presents on the other day.*

*When presentations are long, you can start the session a little early or you can modify the dates*

*NOTE: Lectures are compact so that the focus can be on speechwriting and delivery*

*NOTE: Assignment #3 The Introduction of a Keynote Speaker will be given with #4 The Informative Lecture about an issue in one's major field of study. The current issue can be broad and relevant for several areas of study; i.e. The BP Oil Crisis can be covered by a student majoring in environmental engineering or business administration.*

*\*No topic area should be repeated. Once the topic has been chosen, no other student can do that specific topic.*

*\*The Brief Introduction of a Keynote Speaker will involve one student introducing another student and his or her issue.*

*"DELIVER TODAY" means the students will be fully prepared to show you some of the presentation...You **may** want to offer constructive feedback before grades are given.*

**BOLD AND CAPITAL LETTERS INDICATE GRADED COURSE ASSIGNMENTS**

*ITALICS AND CAPITAL LETTERS INDICATE A RECORDED HOMEWORK ASSIGNMENT*

Week #1	(T) Introduction and Chap. 1 (TH) Chap. 2
Week #2	(T) Chap. 3 (TH) Chap. 4
Week #3	(T) Chap. 5 <b>A's &amp; B's (TH) ALL MANUSCRIPT OUTLINES FOR SPEECH #1 ARE DUE</b> Chapter 6 Lecture
Week #4	(T) <i>Coach A'S and give feedback about the manuscript outlines</i> (TH) <i>Coach B'S and give feedback about the manuscript outlines</i>
Week #5	<b>A's (T) PRESENTATION #1 AND PRESENTATION OUTLINE (Question Attention Grabber) 2-3 Minutes</b> <b>B's (TH) PRESENTATION #1 AND PRESENTATION OUTLINE (Question Closure)</b>
Week #6	(T) Chapter 7 Lecture...STUDY! (TH) <b>QUIZ #1 Chapters 1-6</b>
Week #7	<b>B's (T) MANUSCRIPT OUTLINE FOR #2 IS DUE ---DELIVER TODAY</b> <b>A's (TH) MANUSCRIPT OUTLINE FOR #2 IS DUE---DELIVER TODAY</b>
Week #8	<b>B's (T) PRESENTATION #2 AND PRESENTATION OUTLINE (Quotation Attention Grabber)</b> <b>A's (TH) PRESENTATION #2 AND PRESENTATION OUTLINE (Refer Back Closure) 3-5 Minutes</b>
Week #9	(T) Prep for #3 AND #4 (Interview Partner) (TH) <b>SELF-EVALUATION PAPER IS DUE 3-5 Pages Typed &amp; Double-Spaced</b> Prep for #3
Week #10	(T) Lecture Assignment #5.....Assign Teams (TH) #5 Prep
Week #11	<b>A's (T) PRESENTATIONS #3 and #4 AND BOTH OUTLINES (Emotional Statement Attention Grabber)</b> <b>B's (TH) PRESENTATIONS #3 and #4 AND BOTH OUTLINES (Quotation Closure)</b> Assignment #3 <b>1-2 Minutes</b> Assignment #4 <b>4-6 Minutes</b>
Week #12	(T) <i>PERSUASION TOPIC DUE</i> Lecture Monroe's Motivated Sequence and Prep for #5 (TH) TBA --Prep Time
Week #13	(T) <b>PRESENTATION #5 TEAMS <u>W</u> AND <u>X</u> 18-25-Minutes</b> (TH) <b>PRESENTATION #5 TEAMS <u>Y</u> AND <u>Z</u> 18-25 Minutes ALL TEAM MEMBER EVALUATIONS ARE DUE</b>
Week #14	<b>B's (T) #5 ROUGH DRAFT OF MANUSCRIPT OUTLINE IS DUE--DELIVER TODAY</b> <b>A's (TH) #5 ROUGH DRAFT OF MANUSCRIPT OUTLINE IS DUE—DELIVER TODAY</b>
Week #15	<b>B's (T) PRESENTATION #6 AND BOTH OUTLINES (Short Story Attention Grabber)</b> <b>A's (TH) PRESENTATION #6 AND BOTH OUTLINES (Call to Act Closure) 5-7 Minutes</b>

**Week # 16 THE FINAL EXAM PRESENTATION IS: Day\_\_\_\_\_ Date\_\_\_\_\_ Time\_\_\_ Point Value\_\_\_\_\_**

Please email me at [crystal.coleman@murraystate.edu](mailto:crystal.coleman@murraystate.edu) if you have questions about anything concerning this syllabus or text