

**Course Objective:** This course prepares business leaders for the communication challenges of the workplace in speaking.

Our website <http://rider.wharton.upenn.edu/~commprog> provides the link to *web café* for all assignments and information on the Communication Program.

**Assignments:** All assignments are posted in *webCafé*

**Required Reading:** Course pack (available at [www.study.net](http://www.study.net))

**Recommended Reading:** Strunk and White, *Elements of Style* (available at Penn Bookstore)

**Course Deliverables:**

Class	Content/Focus	Criteria/Content	Points Awarded
1	Presentation skills basics; structure and delivery; impromptu speaking; role of Omnicom Fellow (TA)	1 to 2-min speech on topic assigned in class	
2	Clarifying & organizing one's message	2-3 min speech on business topic	10
3	Theories of persuasion, concise messaging, answering questions	1-min speech and response to questions	10
4	Persuasive speeches	5-min persuasive speech plus 3-min response to questions. Half of all student speak	35
5	Persuasive speeches; fundamentals of presenting using PPT, teleprompter guidelines	5-min persuasive speech plus 3-min response to questions. The remainder of students speak	
6	Using a teleprompter, concise messaging, Q&A for social media	2-min presentation (max 2-3 slides)	15
	Data display assignment	2 slides depicting data posted in WebCafé	5
ALL	Providing meaningful feedback and being an attentive audience member	Class Participation – includes meeting with TA and 3 pts for Writing Challenge	25
		<b>Total Points</b>	<b>100</b>

**Drop-in/Make-up Classes:** Every Wed and Thurs, 4:30pm–6pm, room location on Spike

**Important:** All assignments must be completed in order to receive a passing grade.

### Grading/Note-taking

Please read every assignment carefully. During the first class you will receive an evaluation matrix with the criteria we use to evaluate speeches. Class participation is based on the quality of your comments during class discussions and feedback you offer peers. Please be sure to have all mobile and electronic devices turned off. If you need to take notes using a laptop, tablet, etc., please notify your instructor.

### Role of the TA (Wharton - Omnicom Communication Fellow)

We have a group of highly qualified TAs who are here to give you additional assistance with your speech preparation and delivery. They are second-year MBA students who were selected based on their effectiveness offering feedback during their core course. Our “Omnicom Fellows” are committed to helping you develop strong speaking skills. All students are required to meet with their Fellow *before* delivering their Persuasive Speech.

### Course Syllabus:

#### Class 1: Speechmaking Basics

- Organizing one’s message; Structure of speeches
- Verbal, Vocal and Visual Elements of Speech Delivery
- In-class activity: One to two-minute speech based on prompt provided in class
- Assignment for Class 2:
  - Course Pack readings – Class 2 Readings in Study.net
  - Email instructor specifying at least three strengths you believe you have as a public speaker, and at least three areas in which you hope to use this course to improve
  - Prepare a 2 minute speech- a business topic of your choice.

#### Class 2: Clarifying and Organizing One’s Message

- Students deliver 2 minute speech on a topic of their choice. Please choose a topic that will be suitable for Class 3 when students will be asked to answer questions about their topic
- Class discussion and feedback on speech structure, clarity of message and speech delivery
- Assignment for Class 3:
  - Course Pack readings – Class 3 Readings in Study.net
  - Prepare concise statement summarizing Week 2 speech

#### Class 3: Q&A Strategies and Introduction to Persuasion

- Fundamentals of Persuasion, including Aristotle
- Persuasive Speech Frameworks/Audience Analysis/Q&A strategies
- In class activity: Discussion of example videos (visualization, Q&A)

- Students present one minute summary statement and respond to questions
- Assignment for Class 4:
  - Course pack readings – Class 4 Readings in Study.net **plus** *Necessary Art of Persuasion* in Study.net
  - Prepare persuasive speech: 5 min speech; 3 min Q&A
  - All students must meet with the TA prior to presenting their persuasive speeches

### **Class 4: Persuasive Speeches**

- Students deliver persuasive speeches and respond to questions
- Feedback and discussion on clarity of message, persuasive structure, and speech delivery
- Assignment for Class 5 –
  - Course pack readings –Can begin Class 6 Readings in Study.net

### **Class 5: Persuasive speeches, Presenting with PowerPoint, Teleprompter Strategies**

- Remaining students deliver persuasive speeches
- Feedback and discussion on clarity of message, persuasive structure, and speech delivery
- Discuss fundamentals of presenting while using PPT
- Discuss teleprompter delivery strategies
- Assignment for Class 6 –
  - Course pack readings- Class 6 in Study.net
  - All students prepare 1-min persuasive speech based on either Class 2 topic or their persuasive speech topic
  - **Prepare 2 PPT charts in support of your Week 2 or Persuasive speech topic and post in webCafé**

### **Class 6: Deliver Statement using teleprompter, Social Media strategies**

- Students use teleprompter to deliver concise persuasive message
- Discuss social media delivery strategies
- Students respond to questions about their persuasive speech topic in social media setting
- Summary of course