

# COURSE SYLLABUS

## ENG300: Professional Presentation Skills and Techniques

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### Course Description

Theory and principles of multimedia presentation software and communication skills necessary to produce professional presentations. Practice in the integration of various multimedia sources into MS PowerPoint. Verbal, nonverbal, interpersonal, group, organizational, and public speaking skills will be developed.

*Please Note:* This course includes the viewing of films that contain violent and sexual content. If anyone feels uncomfortable viewing this material please contact me to make arrangements to complete alternative assignments.

### General Course Information

Number of Units/Weeks	4/10
#Hours Lecture/#Hours Laboratory/#Hours Homework	40/0/80
Prerequisite(s)	None
Co-requisites (s)	None
Course Developer(s)	Dr Flavius Akerele III
Date Approved / Last Review	April 2015/

### Learning Outcomes

- Produce and present, informative, persuasive, “how to” and team technical presentations.
- Create professional quality presentations using PowerPoint Software.
- Demonstrate organizational, verbal, non-verbal, group, and public speaking skills.
- Create professional presentations based on the theory of rhetoric.
- Implement proper presentation planning skills.

### Instructional Methods Employed in this Course

- Lecture and reading assignments
- Hands-on exercises
- Research
- Student presentations
- Practical application of theory and skills in authentic design projects
- Build on prior knowledge and experience of students to enhance richness of class activities

## Information Resources for this Course



### Textbook

Frleigh, Douglas M & Tuman, Joseph S Speak Up: AN Illustrated Guide To Public Speaking. Bedford: St Martin's.

ENG 300 Course study Guide



### Optional Readings

Levy, Frank and Murname, Richard J. (2015). Dancing with Robots: *Human Skilled For Computerized Work*

Subapriya, K. K. (2009). The Importance of Non-Verbal Cues. *ICFAI Journal Of Soft Skills*, 3(2), 37-42.

The Sales Presentation - how it's done. (2007). *Management Services*, 51(4), 28-32.

## Table/Topics & Assignments

### Types of Assignments:

**Lecture -**

Considered Lecture Hours

**Classroom Discussion -**

Considered Lecture Hours

**In Class Critique -**

Considered Lecture Hours

**Delivering Oral Presentations -**

Considered Lecture Hours

**In Class (IC) Exercise -**

Considered Lecture Hours

**Reading -**

Considered Homework, work done outside of class

**WebClass lesson (non-online courses) -**

Considered Homework, work done outside of class

**Lab Work -**

Considered Lab Hours

**Quiz, Midterm or Final -**

Considered Lecture Hours

Week 1						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 1A	Introduction to Study Guide	1	--	--	--	
LEC 1B	Terminologies	2	--	--	--	
HW 1A	Read Chapters 1, 2, 3	--	--	10	--	
HW 1B	What do you expect to get out of this class?	--	--	1	10	Week 2
HW 1C	Bullets for Presentation	--	--	1	10	Week 2
HW 1D	Read "Using Public Speaking in Your Community" P.12	--	--	0.5	--	
HW 1E	Read "Public Speaking: A great Tradition" P.13	--	--	0.5	--	
HW 1F	Read "The Classical Approach To Speech Preparation" P. 38	--	--	0.5	--	
HW 1G	Read "Preparing and Delivering your first speech" P. 40	--	--	2	--	
Total Week 1		4	0	15.5	20	
Week 2						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
IC EX 2A	Readings Discussion	1	--	--	--	
LEC 2A	Overcoming Nervousness	1	--	--	--	
LEC 2B	Using the Library	1	--	--	--	
LEC 2C	Conducting Scholarly Research	1	--	--	--	
HW 2A	Read Chapters 4, 5, 6	--	--	3	--	
HW 2B	Prepare Informative Presentations 1	--	--	3	50	Week 3
HW 2C	Read "The Listening Process" p.94	--	--	1	--	
HW 2D	Read "Understanding Situational Characteristics" p. 122	--	--	0.5	--	
HW 2E	Read "Developing A Set of Potential Topics" p. 163	--	--	1	--	
HW 2F	Go Over Study Guide	--	--	1	--	

HW 2G	Make Notes on Terminology	--	--	0.5	--	
Total Week 2		4	0	10	50	

Week 3						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 3A	Researching Your Speech	1	--	--	--	
IC EX 3A	Reading Discussion	1	--	--	--	
LEC 3B	Audience Analysis	1	--	--	--	
IC EX. 3A	Deliver Information Presentations 1	1	--	--	50	
HW 3A	Read Chapters 7, 8, 9	--	--	6	--	
HW 3B	Read "Evaluating A Source's Credibility" p. 196	--	--	1	--	
HW 3C	Read "Why Use Supporting Materials" p. 229	--	--	3	--	
HW 3D	Read "Arranging Your Main Points" p. 264	--	--	0.5	--	
HW 3E	Continuous Study Guide	--	--	0.5	--	
HW 3F	Class Exercise	--	--	1	--	
Total Week 3		4	0	12	50	
Week 4						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 4A	Introductions and Conclusions Ch. 10	3.5	--	--	--	
IC EX 4A	Quiz	0.5	--	--	100	
HW 4A	Read Chapters 10, 11, 12	--	--	6	--	
HW 4B	Review Study Guide	--	--	2	20	Week 5
HW 4C	Prepare Informative Presentation 2	--	--	2	50	Week 5
HW 4D	Read pgs 305-360	--	--	1.5	--	
Total Week 4		4	0	11.5	170	
Week 5						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
IC EX 5A	Deliver Informative Presentation	1	--	--	50	
IC EX 5B	Class Discussion	1	--	--	--	

LEC 5A	Persuasive and Action Plan Presentations	2	--	--	--	
HW 5A	Read Chapters 13 & 14	--	--	1	--	
HW 5B	Read "Delivering Your Speech" p. 369	--	--	0.5	--	
HW 5C	Read "Using Nonverbal Delivery Skills" p. 388	--	--	0.5	--	
HW 5D	Read "Using Presentation Aids" p. 403	--	--	1	--	
HW 5E	Read "Using Technology Wisely" p. 418	--	--	3	--	
HW 5F	Read "Initial Evaluation"	--	--	1	--	
HW 5G	Prepare Persuasive Presentation	--	--	0.5	--	
HW 5H	Read Study Questions from Chapters for Midterm	--	--	1	--	
Total Week 5		4	0	8.5	50	
<b>Week 6</b>						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 6A	Using Analogies	2	--	--	--	
IC EX 6A	Reading Discussions	1	--	--	--	
HW 6A	Read Chapters 15 & 16	--	--	3	--	
HW 6B	Persuasive Presentation	--	--	3	50	Week 7
HW 6C	Read "The Rise of Mediated Communication" p. 439	--	--	0.5	--	
HW 6D	Read "Informative Speaking" p. 471	--	--	0.5	--	
HW 6E	Read "Types of Informative Speeches" p. 481	--	--	2	--	
EXAM 6A	Midterm Exam	1	--	--	150	
Total Week 6		4	0	9	200	
<b>Week 7</b>						
Type	Topic/Description	LEC Hours	LAB Hours	HW Hours	Point Value	Due
LEC 7A	"Explanation of How To Presentations"	1	--	--	--	

LEC 7B	Explanation of Professional Presentations	1	--	--	--	
IC EX 7B	Explanation of Persuasive Presentations	1	--	--	50	
HW 7A	Read Chapter 17	--	--	2.5	--	
HW 7B	"How To..." Presentation	--	--	2	10	Week 8
HW 7C	Practice	--	--	2	--	
Total Week 7		4	0	8.5	60	
<b>Week 8</b>						
<b>Type</b>	<b>Topic/Description</b>	<b>LEC Hours</b>	<b>LAB Hours</b>	<b>HW Hours</b>	<b>Point Value</b>	<b>Due</b>
IC EX 8A	"How To..." Presentations	1	--	--	10	
IC EX 8B	Final Exam Review	0.5	--	--	100	
IC EX 8C	Reading Discussions	1	--	--	--	
HW 8A	Read Chapter 18	--	--	2	--	
HW 8B	Team Presentation	--	--	4	100	Week 9
Total Week 8		4	0	8.5	210	
<b>Week 9</b>						
<b>Type</b>	<b>Topic/Description</b>	<b>LEC Hours</b>	<b>LAB Hours</b>	<b>HW Hours</b>	<b>Point Value</b>	<b>Due</b>
LEC 9A	Technical Presentations and the Public	2	--	--	--	
IC EX 9A	Team Presentations	1	--	--	100	
HW 9A	Read Chapter 19	--	--	2.5	--	
HW 9B	Hand In Professional Presentations	--	--	2	50	Week 9
HW 9C	Final Exam Review	--	--	3	--	
Total Week 9		4	0	8.5	150	
<b>Week 10</b>						
<b>Type</b>	<b>Topic/Description</b>	<b>LEC Hours</b>	<b>LAB Hours</b>	<b>HW Hours</b>	<b>Point Value</b>	<b>Due</b>
IC EX 10A	Re-visit Study Guide	1	--	--	--	
LEC 10A	Final Wrap-Up	1	--	--	--	
EXAM 10A	Final Exam	1	--	--	200	
	Cumulative Participation				100	
Total Week 10		4	0	0	300	



## Course Hours Summary

Week	Topic	LEC Hours	LAB Hours	HW Hour
1	Public Speaking and PowerPoint Basics	4	0	15.5
2	Overcoming Nervousness	4	0	10
3	Building an Effective Presentation	4	0	12
4	Completing an Effective Presentation	4	0	11.5
5	Persuasive and Action Plan Presentation	4	0	8.5
6	Using Analogies	4	0	9
7	"How To..." Presentations	4	0	8.5
8	Visual vs. Verbal Communication	4	0	8.5
9	Technical Presentations and the Public	4	0	8.5
10	Ethical Issues	4	0	0
Total		40	0	92

## Table/Point Breakdown

Week	Assignment	Possible Points	Percent of Grade
1			
2	Description of Informative Presentation	10	1%
2	Presentation Bullet Points	10	1%
3	Information Presentations 1	50	5%
4	Quiz 1	100	10%
5	Informative Presentations 2	50	5%
6	Midterm	150	15%
7	Persuasive Presentations	50	5%
8	"How To..." Presentations	10	1%
8	Final Review	100	10%
9	Team Presentations	100	10%
10	Final	200	20%
10	Professional Presentations	50	5%
	Participation	120	10%
Total		1000	100%

## Your Grades for this Course

Your final grade for this course will be based on an assessment by the Instructor of your performance on a number of course activities, which may include objective tests, classroom exercises, laboratory demonstrations, project papers, or other types of activities. The chart below indicates in what activities you will engage, how many possible points can be earned for each activity, and the percentage of your final grade that will be accounted for by each activity.

Students in this course should be graded following Coleman University assessment practices and policies. A point system is used in the University to indicate student performance on various required activities or projects. For this course, it is recommended that points be distributed as follows:

### Coleman University Grade Assignment Policy:

Percent	Letter Grade	Grade Points
94-100	A	4
90-93	A-	3.67
87-89	B+	3.33
84-86	B	3
80-83	B-	2.67
77-79	C+	2.33
74-76	C	2
70-73	C-	1.67
67-69	D+	1.33
64-66	D	1
60-63	D-	0.67
N/A	INC	0
N/A	W	0
60 or above	CR	0
59 or below	NC	0
N/A	I	0
N/A	W	0
N/A	AU	0
N/A	TR	0
N/A	WV	0

Legend	
CR = Credit	NC = No Credit
I = Incomplete	W = Course Withdrawal
AU = Audit	TR = Transfer Credit

## **Academic Accommodation / Adjustment Policy:**

In accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA), Coleman University offers accommodations to students with documented physical, psychological, and/or cognitive disabilities. Coleman University will adhere to all applicable federal, state, and local laws, regulations, and guidelines with respect to providing reasonable accommodations as required to offer equal educational opportunities to qualified disabled individuals.

To qualify for an academic accommodation under ADA, the student must provide adequate documentation of a disability. Students seeking academic accommodations should contact the campus ADA Coordinator at 858-966-3953 or via email at [ada@coleman.edu](mailto:ada@coleman.edu). The ADA Coordinator will review the documentation provided and verify ADA coverage. Students covered under ADA must meet with the ADA Coordinator at the beginning of every term to determine the appropriate academic accommodations. Failing to meet with the ADA Coordinator at the beginning of every term may impact the availability of accommodations.

After the academic accommodations have been determined, the students' instructors will be notified by the ADA Coordinator. If any problems or concerns regarding the provision of accommodations occur, the student must inform the ADA Coordinator. If the student feels accommodation is not being made appropriately, the student may follow the published Student Grievance Procedures.