**Business Communications MGT 6507**

**Fall Semester, 2015**

Revised 11-26-14

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**Course Description**

The purpose of this course is to provide future leaders and managers with the communication and writing skills that enable them to sell themselves and their ideas. After completing the course, you will have a formula for organizing your information quickly. You will be able to develop and deliver simple presentations that connect with listeners and sell ideas. You will also be able to write effective memos, emails, executive briefings, and PowerPoint presentations.

**Course Resources**

*Even A Geek Can Speak: Low Tech Communication Skills for High Tech People,* Joey Asher. Persuasive Speaker Press., 2001. ***Required Text.***

*15 Minutes Including Q&A: A Plan to Save the World from Lousy Presentations.* Persuasive Speaker Press, 2010. ***Optional text.***

<http://www.15minutesincludingqanda.com>. This is a simple on-line tool for creating presentations.

*The Executive Speaker Learning Guide:* Provided first day of class.

"Writing that Works: How to Communicate Effectively in Business", by Kenneth Roman and Joel Raphaelson. Collins Reference, 2010. ***Required Text.***

**Grading**

This is a pass/fail class. To pass, you must attend all classes and complete all assignments. That includes turning in all practice presentations and written assignments via Dropbox. If you miss a class or an assignment, you must make it up by the end of the semester.

**Assignment Schedule**

**Class 1: Learn How to Create a Presentation; Introduction to Effective Presentation Style.**

*Reading for this class*:

Even a Geek Can Speak: Chapters 1-7

*Class Activities*:

* Discuss how to create presentations.
* Create a presentation as a group,
* Deliver a brief impromptu presentation on camera.
* Receive personal feedback.

*Homework*.

Prepare a 3-4 minute persuasive business presentation. Practice it on camera and put it in T-Square Dropbox. Presentations must be deposited to Dropbox by 6 pm the night before the class.

**Class 2: Practice Delivery of Presentations: Continue to Develop Presentation Style**

*Reading for this class*:

Even a Geek Can Speak: Chapters 12-17

*Class Activities*

* Discuss Keys to Effective Style
* Deliver the Hook, MO and Three Points of your presentation and one point of evidence.
* Impromptu Style Exercise focusing on voice energy.

*Homework*:

Practice presentation on camera again, incorporating any style feedback. Practice it on camera and put it in T-Square Dropbox. Presentations must be deposited to Dropbox by 6 pm the night before the class.

**Class 3: Deliver Full Presentations: Discuss Team Presentations and Q&A: Learn how to Write an Effective PowerPoint presentation.**

*Reading for this Class:* Even a Geek Can Speak: Chapters 8-11

*Class Activities*

* Deliver full presentations
* Discuss keys to team presentations.
* Discuss Q&A

*Homework*:

Form a team and create a six-minute presentation. Practice it on camera and deliver the recording to T-Square Dropbox. Presentations must be deposited to Dropbox by 6 pm the night before the class. Presentations should include Powerpoint.

**Class 4 Team Presentations; How to Write a Proposal**

*Reading for this class:* Even a Geek Can Speak: Chapters 19-23; Writing that Works: Chapter 8

*Class Activities*

* Team Presentations with Q&A.
* Discussion of how to Write a business proposal.

Homework:

Take the individual presentation that you have been working on in the class and turn it into a proposal using the techniques discussed in class. Turn in to the Dropbox by noon the day before class.

**Class 5. Critique of Proposals, How to Write Letters and Emails.**

*Reading for this class:* Writing that Works,Chapters 4,5

Class Activities

* Critiques of proposals presented by students.
* Discussion of Emails and Letters
* Students Write emails and letters.

Homework:

Rewrite proposals based on feedback. Write emails and memos based on prompts provided in class. Homework to be turned in to Dropbox by noon the day before class.

**Class 6. Critique of letters and memos. Impromptu Communication.**

*Class activities*

* Critique of emails and letters presented by other students.
* Discussion of Impromptu Speaking
* Impromptu speaking exercise.
* Class graduation.