



Course: Professional Communication: Presenting (GRAD711)
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Overview

The 1.5-credit **Professional Communication: Presenting** course focuses on presenting complex topics using plain language in professional settings. Key topics include selecting and organizing content, developing audience-centered visual aids, incorporating storytelling, projecting a professional image, and managing Q & A. This course requires a strong command of English. The course does not have a mid-term or a final exam.

Over the course of the term you will learn how to:

- Plan/organize presentations with the target audience in mind (segmenting diverse audiences)
- Select content
- Design visual aids
- Demonstrate confidence through executive presence
- Manage presentation anxiety
- Handle Q & A

Course Materials

Required Text:

Alley, M. (2013). *The Craft of Scientific Presentations*, 2nd ed. New York: Springer. (ISBN: 978-1-4419-8279-7)

Readings will also be available on the course Canvas site and distributed in class.

Participation & Attendance

The *Professional Communication: Presenting* course is a working seminar, and you will frequently work on your presentations during class. **You should always bring your laptop to class, so you're prepared to make full use of the time that's available.** You'll also be participating in workshop groups, during which you will be expected to make a contribution to your peers' efforts. Active participation in this course will help you develop the message, slide design, delivery, and performance assessment skills you will need to succeed professionally.

In order to fully participate in the course, you should make every effort to attend all class periods. If you must miss a class, please contact Professor Tisdale ahead of time, and then work with a colleague to catch up with the material. Arriving late or leaving class early will negatively impact your final grade.

Office Hours

I hold in-person and virtual office hours by appointment. If you have a specific question(s), email me and I'll be happy to meet with you about the area of concern.

Honor Code

The honor code is in effect in this class and all others at the University. I am committed to treating honor code violations seriously. Please check out the honor code terms that are described at <http://instrument.unc.edu>. If you have questions, it's your responsibility to ask me about the honor code's application. *Note: Draft workshops and class activities designated as collaborative constitute permissible collaboration.*

Grading & Evaluation

Please review the "Evaluation Criteria" section at the end of each assignment to understand how I'll grade the assignments. Here are the numerical equivalents and ranges for the letter grades:

H = 4.0

H- = 3.8 to 3.9

P+ = 3.4 to 3.7

P = 3.1 to 3.3

P- = 2.8 to 3.0

L = 2.0 to 2.7

F = 0.0

I reserve the right to adjust final grades based on attendance and participation.

Overview of Assignments & Assignment Weights

Participation (includes thoughtfully participating in class and in exercises; providing quality feedback to colleagues; bringing in solid drafts; engaging in class exercises; turning in a detailed baseline message, etc.)	Expected
Goals Memo	required
Baseline presentation	required
Reading Responses	10%
Pres 1 (informative message)	15%
Pres 2 (persuasive message)	25%
Pres 3 (seated boardroom report)	25%
Pres 4 (virtual or teleconference presentation)	25%