



GEORGETOWN UNIVERSITY
School of Continuing Studies
Public Relations and Corporate Communications

Georgetown University, MPS PR/CC | Spring 2017
MPMC 890-01: Public Speaking and Pitching

Class Meets: Wednesday, 8:00-10:30 pm

Class Location: 640 Mass Ave Washington, DC 20001 | Room: XXX

Professor: Bob Conrad

Office Hours: Arranged by appointment.

COURSE DESCRIPTION

The most important part of any successful career is the ability to present your ideas clearly. Frankly, it doesn't matter how smart or well prepared you are unless you're able to communicate effectively with others. We know that presentations are not exclusively one person, standing alone at a podium. They are often impromptu, in groups, to various audiences and even in written form. Therefore, this course will explore all types of "presentation" and help you grow your skillset for each and every opportunity. The schedule involves lectures, class exercises, workshops and (of course) presentations of various lengths. This course will help with overall storytelling/presentation preparation and give you the tools to craft effective arguments. The overall goal is for you to feel comfortable presenting yourself and your ideas with the right supporting materials.

LEARNING OBJECTIVES

By the end of this course, students can expect to:

- ✓Read the nuances of an audience or situation to present appropriately
- ✓Be comfortable in front of an audience
- ✓Understand how to craft a story and/or argument
- ✓Find a personal style
- ✓Learn how to sell what you're saying

ATTENDANCE

In-class discussion and practice are essential to mastering the content of this course. Students are expected to attend every class and arrive on time. If you are detained from attending a class or arriving before it begins, you are responsible for notifying me via email prior to the start of class. Missing more than two classes will result in a final grade reduction of one level (for example, an A will be converted to an A-). Absences from classes, beyond the initial two, will result in further reduction of the final grade. If you are absent for more than four classes, you will be in danger of failing this course.

WORK SUBMITTED

Assignments and presentations are expected to be of high quality and submitted in the correct format with any relevant sourcing. There is no excuse for typos – you are better than that.

Assignments will be considered for quality of content, performance and professional appearance. The instructors (and probably your fellow students) will easily notice being unprepared or attempting to

“wing it” for presentations. Expecting to get by without preparation is a sign of disrespect to your fellow students, so always make sure you prepare!

Your instructors understand that sometimes things just happen and life gets in the way. We’re not unreasonable – so if you do have a situation like that, email us about it and we’ll see what we can do.

REQUIRED READINGS

The resources for this course include book excerpts and multimedia. The readings are chosen to give you a solid foundation for understanding and internalizing the coursework

Steel, J. (2007) *Perfect Pitch: The Art of Selling Ideas and Winning New Business* (1st ed.).

ISBN-13: 978-0471789765 | \$23.29

Donovan, J. (2013) *How to Deliver a TED Talk: Secrets of the World's Most Inspiring Presentations (rev. and expanded new edition .)*.

ISBN-13: 978-0071831598 | \$16.79

All articles, book excerpts, cases, and multimedia listed on the course schedule will be distributed in advance, via the class Blackboard group. Readings not included in the initial syllabus will be provided later in the semester, so we can review real-time cases and current events.

LIBRARY RESOURCES FOR MPPR-600

<http://guides.library.georgetown.edu/researchcourseguides>

<http://guides.library.georgetown.edu/prcc>

ASSIGNMENTS

You are expected to submit work on time and of high quality. Please refer to the course schedule and plan your timetable for completing assignments in advance. I encourage you to actively ask questions prior to submitting any assignment. As long as you submit your assignments for review (with a specific question in mind) at least three business days before the assignment is due, I would be happy to review your specific question and discuss it with you. Feedback on all final assignments will be provided in a timely manner; no more than 2 weeks after the assignment was turned in. All grading criteria, including page length and essential content, will be distributed in advance and discussed in class.

GRADING

Your course grade will be based on the following:

Participation (5pts per class) 75 (smaller presentations/engaged in discussion/feedback)

Individual Presentation #1 - 20

Individual Presentation #2 - 20

Weekly Homework Assignments (5pts each) 25 (completed and on time)

Team Presentation #1 - 80

Team Presentation #2 - 80

Total: 300

Graduate course grades include A, A---, B+, B, B---, C, and F. **There are no grades of C+, C---, or D.**

Your course grade will be based on the following:

Grading Metrics:

Students will have the opportunity to earn a **total of 300 points** this semester. This total will then be divided by three to equal out your final numeric grade. Example - Student X earns 280 points - $280/3=93\%$ and is given an "A."

Please reference the below grading scale and assignments:

Grading Scale:

A	100 - 93
A-	92 - 90
B+	89 - 87
B	86 - 83
B-	82 - 80
C	79 - 70
F	69 and below

The instructors will provide a warning by mid-semester to any student who appears to be on track for a poor final grade.

THE INSTRUCTORS WILL PROVIDE A WARNING BY MID-SEMESTER TO ANY STUDENT WHO APPEARS TO BE ON TRACK FOR A POOR FINAL GRADE.

INDIVIDUAL PRESENTATION GRADING: 20 POSSIBLE POINTS ON EACH OF TWO PRESENTATIONS

CLARITY (1-5 POINTS)

- ✓WAS THE CLASS ABLE TO WALK AWAY WITH A SIMPLE MESSAGE?
- ✓DID YOU WANDER, OR STICK WITH A SIMPLE, MEMORABLE THEME?

PERFORMANCE (1-5 POINTS)

- ✓HOW CREATIVE WERE YOU?
- ✓HOW WELL DID YOU COMMAND THE ROOM?
- ✓WERE PEOPLE PAYING ATTENTION?
- ✓DID YOU MAKE GOOD EYE CONTACT?
- ✓DID YOU TELL A GOOD STORY?

PREPARATION (1-5 POINTS)

- ✓DID YOU SEEM TO KNOW THE MATERIAL BACKWARDS AND FORWARDS?
- ✓HOW DID YOU HANDLE Q&A FROM THE CLASS?
- ✓DID YOUR PRESENTATION END AT OR BEFORE THE TIME LIMIT?

PERSUASIVENESS (1-5 POINTS)

- ✓DID THE AUDIENCE BUY WHAT YOU WERE SELLING?
- ✓HOW PASSIONATE DID YOU FEEL ABOUT THE POINTS YOU WERE MAKING?
- ✓DID YOU MAKE IT PERSONAL TO THE AUDIENCE?

TEAM PRESENTATION GRADING: 80 POSSIBLE POINTS ON EACH OF TWO PRESENTATIONS

CLARITY (1-16 POINTS)

PERFORMANCE (1-16 POINTS)

PREPARATION (1-16 POINTS)

PERSUASIVENESS (1-6 POINTS)

+ TEAMWORK (1-16 POINTS)

- ✓DID THE TEAM WORK WELL TOGETHER? (HANDOFFS, INTERACTIONS, INTERRUPTIONS)
- ✓DID ALL TEAM MEMBERS SEEM TO KNOW ALL THE MATERIAL?
- ✓WHERE EACH TEAM MEMBER'S TALENTS AND SKILLS APPLIED WELL TO THE PRESENTATION?

UNIVERSITY RESOURCES

Georgetown offers a variety of support systems for students that can be accessed on main campus or at the downtown location:

- MPS Writing Resource Program
202-687-4246
<http://writingcenter.georgetown.edu/>
- Academic Resource Center
202-687-8354 | arc@georgetown.edu
<http://academicsupport.georgetown.edu>
- Counseling and Psychiatric Services
202-687-6985
<http://caps.georgetown.edu/>
- Institutional Diversity, Equity & Affirmative Action (IDEAA)
(202) 687-4798
<https://ideaa.georgetown.edu/>

STUDENTS WITH DISABILITIES POLICY

Students with documented disabilities have the right to specific accommodations that do not fundamentally alter the nature of the course. Students with disabilities should contact the Academic Resource Center (202-687-8354; arc@georgetown.edu; <http://academicsupport.georgetown.edu>) before the start of classes to allow time to review the documentation and make recommendations for appropriate accommodations. If accommodations are recommended, you will be given a letter from ARC to share with your professors. You are personally responsible for completing this process officially and in a timely manner. Neither accommodations nor exceptions to policies can be permitted to students who have not completed this process in advance.

GEORGETOWN HONOR SYSTEM

All students are expected to maintain the highest standards of academic and personal integrity in pursuit of their education at Georgetown. Academic dishonesty in any form is a serious offense, and students found in violation are subject to academic penalties that include, but are not limited to, failure of the course, termination from the program, and revocation of degrees already conferred. All students are held to the Honor Code. The Honor Code pledge follows:

In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown University Honor System: To be honest in any academic endeavor, and To conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.

PLAGIARISM

Stealing someone else's work is a terminal offense in the workplace, and it will wreck your career in academia, too. Students are expected to work with integrity and honesty in all their assignments. The Georgetown University Honor System defines plagiarism as "the act of passing off as one's own the ideas or writings of another." More guidance is available through the Gervase Programs at

<http://gervaseprograms.georgetown.edu/honor/system/53377.html>. If you have any doubts about plagiarism, paraphrasing and the need to credit, check out <http://www.plagiarism.org>.

SYLLABUS MODIFICATION

The syllabus may change to accommodate discussion of emerging topics. Also, the schedules of guest speakers may require some shifting of the agenda. The instructors will make every effort to provide as much advance notice as possible for any alterations.

COURSE SCHEDULE

DATE/TOPIC	READING DUE	ASSIGNMENT DUE	IN-CLASS ACTIVITIES
Class 1: January 12, 2017 Introductions 101: Getting Your Introduction Down	NA	NA	Lecture: introduction to public speaking and presentation tips. Activity : Elevator Speech & Introductions Homework: Write down the three most frequent presentations or speaking engagements you have in your life and who is the typical audience for those presentations.
Class 2: January 19, 2017 Audit of Your Experience and Storytelling Tactics and Crafting	Perfect Pitch, Pp. 1-19, 39-68	Email by noon on 1/18 the three most frequent types of presentations you do and the audiences for each.	Lecture: How to tell the right story. Activity: Review of presentations you have made and audiences you make them to. Class discussion on strengths/areas of improvement. Homework: Pick a topic to speak about (something you're passionate about or interested in) and prepare two things. (1) A 1 to 2 minute opening that would get an audience hooked on the topic. (2) A paragraph "blurb" that explains to an unfamiliar audience, your topic of choice.
Class 3: January 26, 2017 Individual Presentations & Presence	NA	Email by noon on 1/25 your "blurb".	Lecture: Individual presentation skills, confidence and presence. Activity: Present to the class the 1 to 2 minute opening of your individual presentation. Homework : Prepare your first individual presentation on a topic of your choice
Class 4: February 2, 2017	NA	Individual Presentation #1	Lecture & Activity: Class presentations, discussion and

Telling Your Story			feedback. Homework: Write down a bulleted list of 3-5 things you would change about your individual presentation based on individual critique and class feedback, Additionally, on a topic of your choice, prepare a 5 minute presentation to your Executive Leadership on a current project or something you wish to implement.
Class 5: February 9, 2017 Talking to Your Leadership	Perfect Pitch, Pp. 141 - 179	Email by noon 2/8 your bulleted list of changes from presentation #1 & Topic/Slides for 5 minute presentation.	Lecture & Activity: Self review of presentation #1 and 5 minute individual presentation to your executive leadership. Homework: Select two short video examples of good presentations or interviews and bad ones.
Class 6: February 16, 2017 Best Practices	NA	Email by noon 2/15 video selections	Lecture & Activity: Video review - Performances that worked - why others did not. Homework: Create a 5 minute 'status' individual presentation to 'your client' (non-peer or co-worker group) on project topic of your choosing.
Class 7: February 23, 2017 Finding an Insight	NA	Email topic and slides by noon 2/22	Lecture & Activity: Individual Client Presentations Homework: Select an insight or POV you want to put forth to the class. This 10 minute presentation will be an idea you want to "sell" your audience. Think of it as an opportunity to convince or inspire.
Class 8: March 2, 2017 Q&A/Negotiation	Perfect Pitch, Pp. 181 - 204	Email by noon on 3/1 a description of your "sell" individual presentation.	Lecture: How to navigate audience questions and negotiate sensitive topics. Activity: "Sell" Presentations Homework: Review your 1st half presentations. Select 10 things you have done well and 10 areas for improvement
Class 9: March 16, 2017 INDIVIDUAL PRESENTATION	NA	Email by noon 3/15 your 10 & 10 Lists	Activity: <ul style="list-style-type: none"> ● Class Discussion of each members 10 & 10. ● Class team selection and

DAY			team project overviews.
Class 10: March 23, 2017 Presentation Refresher	Perfect Pitch, Pp. 115 - 140	NA	Lecture: Effective storytelling, idea crafting and overall visual technique refresher class. NOTE: This lecture will be based on how individual presentations have gone and any opportunities we see for improvement. Homework: Work with your team to prepare a new business 15-minute presentation.
Class 11: April 6, 2017 TEAM PRESENTATIONS	NA	Team Presentation #1	Activity: Class discussion & friendly presentation critique
Class 12: April 20, 2017 Workshop Training	NA	NA	Lecture: How/when to run a workshop and how to effectively use that time.
Class 13: April 27, 2017 Scheduled Office Hours/Group Time	NA	By noon 4/26 you must have signed your team up for a 30-minute spot.	Activity: Team work time for 20 minute presentation #2.
Class 14: May 11, 2017 TEAM PRESENTATION	NA	Team Presentation #2	Activity: Final group presentation (20 minutes) with class discussion & friendly presentation critique.