Course: Professional Communication: Presenting (GRAD711)
Lecturer: Melissa Kaye, M.A., M.Ed. (Melissa_Kaye@unc.edu)
Office Hours: By appointment (please schedule by email)

Overview
The 1.5-credit Professional Communication: Presenting course focuses on helping you present complex topics clearly in professional settings. Key topics include selecting and organizing content, developing audience-centered visual aids, incorporating storytelling and drawing, using best practices in delivery, and managing Q & A.

By the end of the course, students will be able to:
- Plan/organize presentations for target audience
- Make technical information accessible to a general audience using plain language
- Research, select, organize content
- Prepare audience-centered visual aids
- Incorporate stories and drawings into your presentations
- Demonstrate confidence through best practices in delivery
- Craft effective feedback to peers/receive and incorporate peer and instructor feedback
- Manage presentation anxiety
- Confidently handle Q & A sessions

Course Materials
Required Text:
- Alley, M. (2013). The Craft of Scientific Presentations, 2nd ed. New York: Springer. (ISBN: 978-1-4419-8279-7). This text is available for free online on the University Libraries website. If you’re accessing it from off-campus, you will need to log in with your Onyen first. Once you get to the library website, you can select "Online Access" or "eBook" to view the contents of the book, and then you can either read it online or download PDFs of the chapters. If you would prefer to purchase a print copy of the textbook, you can purchase it through UNC Stores.
- Materials will also be available on the course Sakai site and distributed in class.
- USB flash drive

Participation & Attendance
The Professional Communication: Presenting course is a working seminar, and you will frequently work on your presentations during class. Bring your laptop to class, so you're prepared to make full use of the time that's available.

I expect thoughtful participation—which includes contributing during class exercises, providing quality feedback to your peers, and preparing solid peer workshop materials. Active participation in this course will help you develop the 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. I understand that life happens, though, and if you must miss a class, please contact me ahead of time, and then work with a peer to catch up with the material. Arriving late, leaving class early, and missing class will negatively impact your final grade. You’ll find it difficult to be successful in this course if you miss class.
Office Hours
I typically meet virtually, by appointment. If you have a specific question(s), email me and we'll find a time to meet.

Honor Code
The honor code is in effect in this class and all others at the University. “It shall be the responsibility of every student at The University of North Carolina at Chapel Hill to obey and support the enforcement of the Honor Code, which prohibits lying, cheating, or stealing when these actions involve academic processes or University students or academic personnel acting in an official capacity.” ([https://studentconduct.unc.edu](https://studentconduct.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.

An especially serious Honor Code violation is plagiarism—essentially, taking someone else’s work and passing it off as your own without giving credit. The [UNC Libraries Plagiarism Tutorial](https://studentconduct.unc.edu) offers tips on how to avoid plagiarism. Also see the UNC-Chapel Hill Writing Center’s page on plagiarism.

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

Assignment Timeliness
Because of the pace of the course, I don’t typically allow changes to the due dates for assignments. And most of the time, you’ll be delivering your presentations during class. If you must miss a class on an evening a presentation is due, please contact me as soon as possible. To make up the missed session, you’ll need to set up an appointment in a timely manner at the Kenan-Flagler Business Communication Center to have your make-up presentation recorded.

Overview of Assignments & Assignment Weights

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participation (includes thoughtfully participating in class and in exercises; providing quality feedback to colleagues; preparing solid workshop materials, etc.)</td>
<td>Expected</td>
</tr>
<tr>
<td>Baseline presentation</td>
<td>Required to pass</td>
</tr>
<tr>
<td>Goals Memo</td>
<td>Required to pass</td>
</tr>
<tr>
<td>Analysis Presentation</td>
<td>15%</td>
</tr>
<tr>
<td>Story Presentation and Peer Feedback</td>
<td>15%</td>
</tr>
<tr>
<td>Informative Presentation (with drawing element)</td>
<td>30%</td>
</tr>
<tr>
<td>Persuasive Presentation (seated boardroom-style presentation)</td>
<td>40%</td>
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*I reserve the right to adjust final grades based on attendance and participation.

**This course is based on material developed by Patricia Harms, PhD, UNC-Chapel Hill.