

Business Presentations

MKTG 1300

Instructor Information

Phone:

Email:

Office Location:

Office Hours

Course Description

This course explores visual and oral communication methods and focuses on professional presentation skills, their application to the field of business, and provides practice on a variety of presentations methods.

Semester(s) Taught: Fall

The ability to communicate well is one of the most essential skills that employees seek - even above specific technical skills a job requires. MKTG-1300 gives students an opportunity to build powerful business presentation skills. Since business situations are so varied, this course will help students learn and apply principles of business presentations that are relevant in any professional environment.

You'll notice the course starts out by helping you develop some foundations for communicating well. Then we will then build upon that foundation by adding design, development and delivery skills throughout the first half of the course and again in the second half.

Late Assignments

Due dates for all assignments must be met to receive maximum points. Discussions, midterm, and the final presentation cannot be made up. Any late assignments submitted after the due date will lose 50% of the possible points allowed for that assignment (Example: Assignment is worth 20 and student scores 16, the student will receive an 8 with the 50% deduction). I will only accept assignments up to one week late.

Course Student Learning Outcomes

- Create and deliver effective visual and oral marketing presentations.
- Communicate effectively during business presentations.
- Explore presentation methods which improve the quality of visual and oral communication skills.
- Learn to apply presentation methods in a variety of fields of business.
- Work with others professionally and constructively.

Course Prerequisites

There are no prerequisites for this course, but it is recommended that you at least take BUS-1010.

Grading Scale

Your classmates and I will conduct regular assessments in this class that you can use to determine how successful you are at achieving the course learning outcomes outlined in the syllabus. If you find you are not mastering the material and skills, you are encouraged to reflect on how you study and prepare for each class. I welcome a dialogue on what you discover and may be able to assist you in finding resources on campus that will improve your performance.

You will be evaluated on a total point accumulation basis as follows:

Discussions/Attendance = 20%

Assignments = 35%

Midterm Presentation = 20%

Final Presentation = 25%

Possible points:

A: 94-100

A-: 90-93

B +: 87-89

B: 83-86

B-: 80-82

C+: 77-79

C: 73-76

C-: 70-72

D+: 67-69

D: 63-66

D-: 60-62

F: < 60

Assignment Schedule

Due Date	Assignment Name	Assignment Type	Points
	Introduce Yourself	Discussion	0
8/23	Introduce Yourself	Discussion	10
8/26	Module 1 Discussion	Discussion	10
8/26	Module 1 Assignment	Assignment	20

Due Date	Assignment Name	Assignment Type	Points
9/2	Module 2 Discussion	Discussion	10
9/2	Module 2 Assignment	Assignment	20
9/9	Module 3 Discussion	Discussion	10
9/9	Module 3 Assignment	Assignment	20
9/16	Module 4 Discussion	Discussion	10
9/16	Module 4 Assignment	Assignment	20
9/23	Module 5 Discussion	Discussion	10
9/23	Module 5 Assignment	Assignment	20
9/30	Module 6 Discussion	Discussion	10
9/30	Module 6 Assignment	Assignment	20
10/7	Module 7 Discussion	Discussion	10
10/7	Module 7 Assignment	Assignment	20
10/16	Midterm	Assignment	100
10/21	Module 8 Discussion	Discussion	10
10/21	Module 8 Assignment	Assignment	20
10/28	Module 9 Discussion	Discussion	10
10/28	Module 9 Assignment	Assignment	20
11/4	Module 10 Discussion	Discussion	10
11/4	Module 10 Assignment	Assignment	20
11/11	Module 11 Discussion	Discussion	10
11/11	Module 11 Assignment	Assignment	20
11/18	Module 12 Discussion	Discussion	10

Due Date	Assignment Name	Assignment Type	Points
12/2	End of Course Survey	Quiz	5
12/2	Final Presentation	Assignment	100

Homework Assignments

Points will be deducted from assignments for spelling, grammar, and punctuation errors. The goal of taking business course is to prepare you for a professional career. No one will consider you credible or professional in ANY career if you cannot express yourself both verbally and in writing.

Preparation and Participation

The points below cover several factors that are important to know:

1. Due dates for all assignments must be met. Any late assignments up to a week will lose 50% of the total possible points for that assignment. A late assignment is one that is handed in after the class period ends on the specified due date. Where applicable, you are certainly encouraged to turn in assignments early; this is an important habit to establish as you continue to prepare for your career. I will not accept discussions, midterm or final after the due date.
2. The instructor reserves the right to adjust the daily schedule and the syllabus. Announcements will be made via Canvas if this were to happen.
3. There will be no make-up for final presentations, assignments or discussions unless prior arrangements are made with the instructor.

Communication Plan

- I will respond to email within 24-48 hours for a response. I will offer feedback on major assignments within 1 week. The best way to contact me is via the Canvas Inbox, as I will prioritize this email over other modes of communication.

- ♦ In this course I will be posting interactive announcements which will offer specific opportunities for class questions.
- ♦ Additionally, I will be participating in the discussion forums with you to share my perspective within the discipline and to offer some nuances of interpretation that may not be present in your textbook.

SLCC Learning Outcomes

SLCC is committed to fostering and assessing the following student learning outcomes in its programs and courses:

1. Acquire substantive knowledge throughout the general education core and distribution areas.
2. Communicate effectively.
3. Think critically and creatively.
4. Develop the knowledge and skills to be a community-engaged learner and scholar.
5. Develop quantitative literacy necessary for their chosen field of study.
6. Develop the knowledge and skills to work with others in a professional and constructive manner.
7. Develop computer and information literacy.

Brief Description of Assignments/Exams

As your instructor and a student in this class, it is our shared responsibility to develop and maintain a positive learning environment for everyone. I take this responsibility very seriously and will inform members of the class if their behavior makes it difficult for him/her to carry out this task. As a fellow learner, I ask you to respect the learning needs of your classmates and assist me in achieving this critical goal.

Due to the nature of this class, points are earned through assignments, discussions and presentations. You will be responsible for all information provided on Canvas.

1) Discussions (20% of Grade) There are 11 online discussions assigned during the term. You can find them listed under the Modules tab in the left navigation. You are required to post your thoughts to the assigned topic, case or video and comment on at least one of your peer's posts to receive the points for the discussion. Discussions cannot be made up, so please submit them on time.

2) Assignments (35% of Grade) There are 9 assignments during the term. All of the assignments will be performed individually. The assignments may be updated as the semester progresses, and they can be found under the Modules tab in the left navigation. You may present your assignments up to one week after the due date, but the late policy (50% off) will apply. See the course Home for more information about the late policy.

3) Midterm Presentation (20% of Grade) The Midterm is worth 20% of your grade and is in the form of a presentation submitted on Canvas. This will be an informative speech. The details can be found in the Modules Tab.

4) Final Presentation (25% of Grade) Your final will be in the form of a presentation submitted on Canvas. You will be required to stand up, dress up and present your information to an audience of at least two other people. Details can be found in the Modules Tab. **THE FINAL PRESENTATION CANNOT BE MADE UP.**

5) Extra Credit Extra credit assignments may be randomly assigned throughout the course. Watch for announcements.

[How to Navigate to Canvas](#)

Online Tutoring

Students at SLCC have access to online tutoring through Canvas. From your Canvas course click Online Tutoring in the course navigation and follow the steps to set up an appointment. If this is your first time using the Online Tutoring we recommend you click "Take a Tour" to familiarize yourself with the service.

Note that students only receive 480 minutes of tutoring time each semester. After that we encourage you to use the resources found through this link:

<https://www.slcc.edu/tutoring/index.aspx>

If you have any additional questions reach out to elarningsupport@slcc.edu.

Institutional Policies

As members of our academic community, we would like to invite you to review the Institutional Syllabus which covers important policies and procedures. This document contains important links for students on the code of student rights and responsibilities, academic integrity, and grading policies, Title IX and other important acknowledgements. By familiarizing yourself with this information, you can help us create a safe and respectful environment for everyone.

You can access the document by clicking on the following link:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>

Learning Support and Tutoring Services

We are pleased to offer a range of tutoring and learning support services to help you achieve your academic goals. Whether you need assistance with a specific subject or want to improve your study skills, you have many options for tutoring or other support.

To learn more about the services we offer and how to access them, please visit the Institutional Syllabus under the Tutoring and Learning Support tab:

<https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. We encourage you to take advantage of these resources to help you succeed in your studies. If you have any questions or would like to schedule a tutoring session, please don't hesitate to reach out to us. We are here to support you in any way we can.

Advising and Counseling Support Services

At our institution, we are committed to supporting your academic and personal growth. That's why we offer a range of advising and counseling services to help you navigate the challenges of college life. To learn more about the resources available to you and how to access them, please visit the Institutional Syllabus under the Advising and Counseling Support Services tab: <https://slcc.instructure.com/courses/530981/pages/institutional-syllabus>. Our advising team and the support centers across campus are here to support you in achieving your goals and overcoming any obstacles you may face.

Student Academic Calendar

As students you should be aware of all important dates in the semester, such as the day that courses begin and end, as well as the drop date and the last day to withdraw. To learn more about those dates, navigate to the Student Academic Calendar below:

[SLCC Student Academic Calendar](#)