COURSE PROFESSOR: Robert M. (Bob) McCann, Ph.D.

COURSE TEACHING FELLOW: Steven Werber, Ph.D.

COURSE OBJECTIVE: This HYBRID version of the advanced management communication course seeks to raise your strategic business presenting skills to an advanced level in interpersonal and large group settings. A second goal is to help you communicate better and with more executive presence as a manager and leader in a variety of organizational settings.

COURSE DETAILS: Course topics include persuasive presenting, executive presence, foundational and advanced visual design, various methods of organizing and framing messages, delivery methods, presenting data, virtual presenting, Q&A strategies, and context specific presenting methods depending on student needs (e.g., VC pitching, script pitching, real estate presenting, etc.). Special topics in management communication may also be covered.

The course has some degree of flexibility built into it in order to best meet student needs and interests. For example, if you have a VC pitch to make, a personalized assignment can be built around that. If you have a presentation you need to make at work, we can build around that. There are videotaped presentations in class, as well as faculty, T.A., and/or peer coaching.

While there is no prerequisite, this course is intended for those who have had at least some prior exposure to business presenting.

This advanced course rests on three pillars of research – communication research, persuasion research (visual and verbal), and memory research. By calling upon these three bodies of research, the goal is to get you presenting in a way that is highly audience centric, highly persuasive, and highly memorable.
**COURSE EXPECTATIONS:** Attendance, active participation, and a positive attitude are required for successful completion of this course. Your professor asks that you notify him as far in advance as possible if you are unable to attend any class or exercise so that he may adjust as necessary.

Missed classes, late arrivals, early departures, lack of communication or inappropriate communication will reduce your grade on individual assignments and your final grade in the course. Partial credit for missed classes or activities is solely at the discretion of your professor and may not be possible depending on the activity and timing.

**ON-LINE COURSE CONSIDERATIONS:** Given the hybrid nature of this course, you are expected to log in to the course website with great regularity. There, you will find items such as due dates, announcements, supplemental readings, class videos, and discussions. The course website is the primary means of communicating critical information to you and it is expected that you will regularly monitor the content there.

*Videos.* Numerous class lecture and activity videos can be found on the course website. Unless otherwise stated, these videos represent an integral part of this course, and are required viewing. Note that some videos – though not all – have integrated activities.

*Discussion Forums.* The online discussion forums are an important part of your class participation grade. Substantive comments are appreciated and expected. You may increase your class participation score by responding not only to original prompts, but also to your classmates’ posts. Please note that you will not be able to view other comments until you have responded to the original prompt for yourself.

You are expected to submit your response to each of the online Discussion Forum questions by 2:00 pm on various Saturdays, as assigned. After you submit your initial response to each online Discussion Forum question, you are encouraged to read your classmates’ contributions and engage them in discussion as you see fit thereafter.

Please keep in mind your answers to the discussion forum questions should be thoughtful, but they can be brief and informal. Do not think of them as “mini-papers” or formal written assignments in the traditional sense of a case analysis or formal paper. The online discussion forum partially substitutes for the in-person discussion we would otherwise have during in-person class sessions, and is not intended to add disproportionately to your workload. I hope you’ll find that the written format stimulates your thinking in different ways and is a net plus for your learning compared to exclusively verbal discussion. One of the great advantages of the online discussion forum is that everyone participates, and so you can learn from and interact with any and all members of the class on each topic.
Responses to your classmates should always be respectful and should move the discussion forward by contributing new insights, opinions, or perspectives. If you choose to read ahead with the class material, please be sure your comments contribute to the class discussion forums during the current week.

**COURSE READINGS:**

**COURSE EVALUATION AND GRADING:** At the end of the course, your professor will assign a final grade based on your performance. The graded components of the course are detailed below.

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<th>TOPIC</th>
<th>GRADE</th>
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<tr>
<td>First Individual Presentation</td>
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<tr>
<td>Data Visualization Assignment</td>
<td>10%</td>
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<tr>
<td>Virtual (Short Form) Presentation</td>
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<tr>
<td>Final Individual Presentation</td>
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<tr>
<td>Discussion Boards</td>
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<tr>
<td>Class Participation</td>
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100%

See the “Schedule, Topics and Assignments” for specific due dates.
SCHEDULE, TOPICS, AND ASSIGNMENTS
ON CAMPUS (LIVE) DATES
Week 1: Saturday, April 6 from 2:00 pm – 8:00 pm at UCLA (5:00-5:30 pm break)
Week 4: Saturday, April 27 from 2:00 pm – 8:00 pm at UCLA (5:00-5:30 pm break)
Week 7: Saturday, May 18 from 2:00 pm – 8:00 pm at UCLA (5:00-5:30 pm break)
Week 10: Saturday, June 8 from 2:00 pm – 8:00 pm at UCLA (5:00-5:30 pm break)

WEEKLY SCHEDULE
Pre Work (On-line)
Familiarize yourself with the technological and on-line elements of the class such as self-taping, posting videos to youtube accounts, and adding comments to the Class Discussion Forum.

Get up to speed on class content by watching some videos of material that can be found on the course homepage.

Videos and Assignments Associated with Pre-Work Topics:
• Self-Videotaped Assignment: My Favorite Presenters & Why (On-line; due by 2:00 pm Saturday, April 6)
• Discussion Forum Assignment: Self-Introduction (On-line; due by 2:00 pm Saturday, April 6)
• Post a Video File to youtube (Read this document and train yourself in videotaping and video posting, if needed)
• Using Zoom (Read this document and familiarize yourself with ZOOM, if needed)

Videos and Assignments Associated with Pre Work Topics:
• none

Week 1: Saturday, April 6 from 2:00 pm – 8:00 pm at UCLA
Audience Targeting; Methods of Organizing a Presentation; Beginning & Ending a Presentation
Discuss the goals of the course and how these goals will be addressed. Discuss the role of communication in management and leadership contexts. Establish and agree on course and class expectations.

Learn how to set the stage for visual and verbal presentation choices that are highly targeted to different audiences. Learn about different (including advanced) methods of structuring an argument or presentation. Learn and practice effective ways to open and close a presentation.

Videos Associated with Week 1 Topics:
• none
Readings Associated with Week 1 Topics:
• Duarte, pgs. 1-88

Assign:
• First Individual Presentation (Live; Graded)
• Discussion Forum Assignment: Individual Plan for Presentation Success (On-line)

Due:
• Self-Videotaped Assignment: My Favorite Presenters & Why (On-line; due by 2:00 pm Saturday, April 6)
• Discussion Forum Assignment: Self-Introduction (On-line; due by 2:00 pm Saturday, April 6)

Week 2: for the week ending Saturday, April 13 (On-line)
Foundational Business Storytelling; Foundational & Advanced Delivery Techniques
Learn business storytelling methods. Learn about delivery techniques in presenting arguments. Analyze delivery techniques in a variety of settings and for different audiences.

Videos Associated with Week 2 Topics:
• Delivery Videos (all students view; 2 Part Video)
• Storytelling Primer (all students view)

Readings Associated with Week 2 Topics:
• Duarte, pgs. 153-186

Due:
• Discussion Forum Assignment: Individual Plan for Presentation Success (On-line; due by 2:00 pm Saturday, April 13)

Week 3: for the week ending Saturday, April 20 (On-line)
Presenting Data and Messages Visually
Learn data visualization techniques. Learn the elements that go into making an effective and visually compelling presentation. Review and solidify your visual persuasion skills.

Videos Associated with Week 3 Topics:
• How to Create Simple and Clean PPTs (2 Part Optional/Review Video on CCLE) – highly recommended viewing
• Several “Presenting Data and Messages Visually” Videos (several Optional/Review Videos on CCLE)
• How to Create Visuals with Prezi (various free and paid web based resources have content on Prezi training; Optional/Review Videos)
• Pecha Kucha (two Optional/Review video links are included on the Pecha Kucha style of presenting)

Readings Associated with Week 3 Topics:
• Duarte, pgs. 89-152

Week 4: Saturday, April 27 from 2:00 pm – 8:00 pm at UCLA
First Individual Presentation (Graded Assignment; Live); Verbal Persuasion & Use of Sticky Evidence; Business Storytelling; Foundational & Advanced Visual Persuasion
Demonstrate your ability to present a persuasive argument via a graded, individual presentation. These presentations will be videotaped by staff. The presentations are LIVE – in the classroom.

Learn how to make soft and hard evidence sticky. Learn about business storytelling techniques and ways to use evidence types in persuasion.

Learn foundational and advanced visual persuasion and presentation techniques so your message can best resonate with, and be memorable to, an audience.

Videos Associated with Week 4 Topics:
• none

Readings Associated with Week 4 Topics:
• Duarte, pgs. 89-152 (*Complete this reading if not yet finished earlier*)

Assign:
• Data Visualization Assignment (On-line)
• Discussion Forum Assignment: Storybanking (On-line)
• Virtual “Short Form” Presentation (*Virtual; Graded – due between May 19 and June 1 via ZOOM*)
• Final Individual Presentation (Live; Graded)

Due:
• First Individual Presentation (Live; Graded)
• First Individual Presentation PPT Deck (via Dropbox)

INTER-SESSION MEETINGS
First Individual Presentation “Post-Presentation” Video Viewings with course teaching fellow or professor. Skype or Zoom are options for these meetings. Sign-ups will be posted on-line.

Week 5: for the week ending Saturday, May 4 (On-line)
Team Presenting Techniques
Learn how to best present as a team.

Videos Associated with Week 5 Topics:
• Team Presenting Video (all students view)

Readings Associated with Week 5 Topics:
• None

Due:
• Discussion Forum Assignment: Storybanking (On-line; due by 2:00 pm Saturday, May 4)

Week 6: for the week ending Saturday, May 11 (On-line)
Mediated Communication and Virtual Presenting
Learn presentation techniques in the domain of mediated communication such as webinars. Learn ways to effectively build trust and persuade remote audiences.

Videos Associated with Week 6 Topics:
• Virtual/Remote Presenting (all students view)
• Remote Presenting Webinar (Optional webinar; highly suggested Duarte webinar for those interested in the topic)

Readings Associated with Week 6 Topics:
• Duarte, pgs. 183-186; 191-202; 203-221

Due:
• Data Visualization Assignment (On-line; due by 2:00 pm Saturday, May 11)

Week 7: Saturday, May 18 from 2:00 pm – 8:00 pm at UCLA
Advanced Persuasion Techniques in Presenting; Communicating Executive Presence
Learn how to incorporate advanced persuasion techniques into presentations. Learn how to communicate “executive presence.”

Videos Associated with Week 7 Topics:
• none

Readings Associated with Week 7 Topics:
• none

Week 8: for the week ending Saturday, May 25 (On-line)
Q&A Strategies; Virtual “Short Form” Presentation (Virtual, conducted between May 19 and June 1 via ZOOM)
Learn how to best handle Q&A. Demonstrate your ability to present a virtual “short form” presentation to a group of individuals. These presentations are graded.

Videos Associated with Week 8 Topics:
- Q&A Video (all students view)

Readings Associated with Week 8 Topics:
- Duarte, pgs. 187-190

Due (between May 19 and June 1 via ZOOM):
- Virtual Short Form Presentation

**Week 9: for the week ending Saturday, June 1 (On-line)**

**Review**
Prepare for your final presentation. Work with faculty and/or TA to finalize your final individual presentation.

Videos Associated with Week 9 Topics:
- see sample videos under final week

Readings Associated with Week 9 Topics:
- none

**Week 10: Saturday, June 8 from 2:00 pm – 8:00 pm at UCLA**

**Final Individual Presentation (Graded Assignment; Live)**
Demonstrate your ability to present a persuasive argument via a graded, individual presentation. These presentations will be videotaped by staff. The presentations are LIVE – in the classroom.

Videos Associated with Week 10 Topics:
- see sample videos
- none

Readings Associated with Week 10 Topics:
- none

Due:
- Final Individual Presentation (Live; Graded)
- Final Individual Presentation PPT Outlines (hard copy in class or via Dropbox)
- Final Individual Presentation PPT Deck (via Dropbox)