

## **WINNING PRESENTATIONS**

**MANA 7397-4**

**FALL 2025**

**Instructor:** Vanessa W. Jackson, M.Div., M.F.A.

**Location:** Asynchronous Online

**Office Hours:** By appointment

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### **COURSE DESCRIPTION**

Winning presentations utilizes the skills of compiling, organizing, and presenting information. Mastering these skills can advance a speaker from mediocre presentations to engaging presentations which linger in the mind of the audience long after the presentation is complete. This course will teach students the fundamentals of crafting and presenting informative, persuasive, and group presentations.

### **COURSE OBJECTIVES**

To establish and develop a set of core competencies in:

- Presentation research and preparation.
- Designing impactful visuals.
- Rehearsal and performance techniques for presentation delivery.
- Development of your personal style of public presence.
- Effective teamwork.

### **REQUIRED TEXTBOOKS :**

<https://open.umn.edu/opentextbooks/textbooks/messages-that-matter-public-speaking-in-the-information-age>

## GRADING / ASSIGNMENTS / POINTS

You will be graded in three areas:

|                                  |                                  |
|----------------------------------|----------------------------------|
| <b>Presentations</b>             | <b>60% of your overall grade</b> |
| <b>Participation Discussions</b> | <b>30% of your overall grade</b> |
| <b>Written Assignments</b>       | <b>10% of your overall grade</b> |

### Grading Rubric

Students can earn up to 1000 points for this course.

Students earning between 1000-930 points will receive an “A” in this course.

Students earning between 929.99-900 points will receive an “A-” in this course.

Students earning between 899.99-870 points will receive a “B+” in this course.

Students earning between 869.99-830 points will receive a “B” in this course.

Students earning between 829.99-800 points will receive a “B-” in this course.

Students earning between 799.99-700 points will receive a “C” in this course.

## DETAILED DESCRIPTION OF ASSIGNMENTS

- **PRESENTATIONS** (7 total – 60% of overall course grade / 600 possible points)

Over the course of the semester, you will deliver the following 7 presentations:

### **1. Personal Presentation:** 5% of course grade (50 points available)

It’s your first presentation for the class; are you nervous? If you are it’s alright to be nervous.

Look at the lecture on Stage Fright, Body Language, and Vocal Variety. This recording will offer insight into a few common questions:

1. What do I do with my hands?
2. Do I look directly into the camera?
3. Is this the proper lighting?
4. Will the audience know that I’m nervous?

For this presentation explore a few thoughts: Who are you? You’re the expert. Tell us something about yourself that we couldn’t get from reading your resume. Don’t just recite a list of facts about yourself. Craft an engaging *story* that highlights who you are in a way that matters to your

audience. A great presentation isn't about you, it's about your audience. Before beginning this assignment, define your audience and design an engaging, creative, and thoughtful presentation about you that is tailor-made just for them.

No late work accepted.

*Time limit: 1-1.5 minutes*

**2. Informative Presentation on a Topic of Your Choice:** *5% of course grade (50 points available)*

First watch the lecture on the informative presentation. This should assist in selecting a topic and in compiling and presenting the content.

As the name suggests, an informative presentation helps your audience understand and remember information that is important to them. However, because you are asking your audience to invest their time in what you have to say, your presentation must be more than just a recitation of facts (otherwise, just send a memo). Your textbook will help you craft an engaging presentation that will encourage your audience to think, feel, and do in new ways.

Choose a topic that interests and excites you. It should be emotionally engaging for you AND your audience. Slides are not permitted. An outline template will be provided to assist you in organizing the content for this presentation.

No late work accepted.

*Time limit: 2-3 minutes*

**3. Persuasive Presentation on a Topic of Your Choice:** *10% of course grade (100 points available)*

Before you begin watch the lecture about persuasive presentations.

As the name suggests, a persuasive presentation attempts to convince your audience to do something they are not already doing. True persuasion is difficult and cannot be achieved by the mere recitation of facts.

Choose a topic that interests and excites you. It should be emotionally engaging for you AND your audience. Slides are not permitted. An outline will be provided to assist you in organizing your content for this presentation.

No late work accepted.

*Time limit: 2-3 minutes*

**4. Slideshow Presentation:** *10% of course grade (100 points available)*

Before you begin watch the lecture about how to create more impactful slides for your presentation. Remember the slideshow should enhance your presentation.

Choose a NEW topic specific to your major of study. You must incorporate a slide show using PowerPoint, Keynote, Google Slides, or similar presentation software.

No late work accepted.

*Time limit: 3-4 minutes*

**5. Team / Group Presentations:** *10% course grade (100 points available per person)*

Before you begin watch the lecture about presenting as a team.

Your instructor will provide guidelines regarding topic selection. Each member of the team is expected to participate in all aspects of the presentation equally - including research, design, and delivery. You will complete a peer evaluation that will be considered during grading.

No late work accepted.

*Time limit: 5-7 minutes per team*

**6. Revised Slideshow Presentation:** *10% of course grade (100 points available)*

Revise your earlier slideshow presentation for a NEW audience. Explore how your presentation will change when delivering the same topic to a different audience.

No late work accepted.

*Time limit: 3-4 minutes*

**7. Final Reflection Presentation:** *10% of course grade (100 points available)*

For this assignment, imagine that your audience is a room full of incoming students and new instructors who might take or teach this class. Follow the presentation outline. Be creative and utilize storytelling techniques. Your presentation should include – but is not limited to – responding to the following: What were your oral communication skills prior to taking this class? In what aspects have you made the most improvements? (self-awareness, vocals, body language, creativity, storytelling, structure, etc.) What skills are you still working on regarding oral communication? What do you wish you knew before taking this class? How can students succeed in this class and in oral communication in general? What particular tips or tricks might most benefit incoming students? Final thoughts about your experience? Use these questions only as prompts to design your content (ie. don't just conduct a Q&A session).

No late work accepted.

*Time limit: 2-3 minutes*

- Participation Discussions *(30% of overall course grade / 300 possible points)*

Discussion Board entries will be used to assist the class in engaging with each other.

Students will observe Winning Presentations and engage in discussions regarding what was done effectively and what could be done more effectively.

- Written Assignments *(10% of overall course grade / 100 possible points)*

You will create written outlines for 5 of your presentations:

- Presentation #2 (**Informative Presentation**)
- Presentation #3 (**Persuasive Presentation**)
- Presentation #5 (**Group Presentation**)
- Presentation #6 (**Revised Slideshow Presentation**)
- Presentation #7 (**Final Reflection Presentation**).