

**COMM 103-202 | SCHOOL OF COMMUNICATION |
BUSINESS & PROFESSIONAL SPEAKING | Spring 2019**

CLASS SCHEDULE AND LOCATION:

- Wednesdays: 7:00pm – 9:30pm
- Water Tower Campus | Room: 013, School of Communications

INSTRUCTOR: James Warda

CONTACT INFORMATION:

- Email: jwarda@luc.edu (preferred method, checked often)
- Mobile: 847-204-2555 (for more urgent matters or if response is needed that day, 9:00am to 9:00pm, will return calls asap)
- Office Hours: Before or after class, by appointment

Book (required):

A Speakers Guidebook, seventh edition by Dan O’Hair, Rob Stewart, Hannah Rubenstein (ISBN13 – 978-1319059415) *NOTE:* Print or online version is acceptable.

Course description:

This course is designed to teach you how to research, organize, write and deliver speeches with an emphasis on delivering speeches and other communications in a business environment. You will learn to be an intelligent, thoughtful and critical listener, while gaining insight into the business world.

As a speaker, you will develop an understanding of the discipline of rhetoric and the art of public speaking. You will then be asked to demonstrate your knowledge in the following ways.

- Selecting a topic or position on an issue; researching the topic; choosing the proper material to support the position.
- Organizing your ideas in a logical, cogent manner.
- Using proper presentation methods to deliver a speech to an audience.

As a listener, you will be responsible for the following:

- Providing feedback to others.
- Expressing your opinions about a speech topic.
- Being curious as to other’s perspectives.
- Doing both in a constructive, supportive manner.

As a business communicator you will:

- Gain a clear set of skills for ensuring any conversation is productive.
- Maintain the ability to be candid and curious even when the conversations are tough.

The course will begin with basic speeches, which will serve as a foundation for presentations with a business professional element. Since a great deal of business activity is collaborative where you are not necessarily in control of who is on your project team, you will also work in assigned teams on the main influential speech near the end of the class.

Grading:

Students will be graded based on five speech presentations, a written report evaluating a public speaker class exercises and classroom attendance and participation. Grades are based on a 1,000-point scale.

Grades will be determined in the following manner:

- Informative Introduction speech: 50 points
- Informative Impromptu speech: 50 points
- Informative “What’s my passion/hobby?” speech: 100 points
- Informative Individual Product/Service Speech for Manager: 200 points
- Persuasive Group Product/Service Speech for Executives: 300 points
- Persuasive Individual speech: 100 points
- Speaker Evaluation Written Report: 100 points
- Attendance and participation: 100 points

All speeches must be accompanied by an outline and, as assigned by instructor, a bibliography.

- Failure to give the instructor an outline and bibliography on the day of the presentation will result in a reduction of ONE LETTER grade.
- The outline should be neatly typed.

Final grade scale:

- 1000 – 940: A
- 939-900: A-
- 899-880: B+
- 879-830: B
- 829-800: B-
- 799-780: C+
- 779-730: C
- 729-700: C-
- 699-680: D+
- 679-640: D
- 639-600: D-

- 599-0: F

Attendance.... and a few last words: Some straight-forward rules that will make it easier for everyone:

- Attendance and class participation are critical.
 - We work as a group to develop speaking and listening skills. You will learn a great deal by watching and hearing your classmates. You will be expected to be a regular participant in all we do. Your grade will be impacted by non-participation.
 - If you are unable to make class, it is important to call or e-mail the instructor beforehand. This is especially important since the class meets only once a week.
 - If there is an unexcused absence on the scheduled day of your presentation, you will receive an F for your presentation.
 - Repeated unexcused absences will greatly affect your final grade, including when others are scheduled to speak.
 - If you have more than three absences during the semester, your grade will be reduced by a full letter, unless medical documentation proves the necessity of absence. This does not apply to student athletes or others who must miss class because of university business, but proper documentation must be provided by them before the class they'll be missing occurs.
- Be on time and complete all assignments on time.
 - No late assignments will be accepted, unless the instructor agrees due to specific circumstances.
 - All written assignments must be typed, double-spaced and proofread.
- Be original. Be ethical. Be honest—always.
 - Plagiarism in any form will be reported to the Dean of Students and, at a minimum, the student will automatically receive a failing grade for the course.
 - Producing forged or manufactured documents also will result in the same discipline.
- Be fair and open-minded.
- Encourage and respect your fellow classmates as they present.
- Don't ever hesitate to ask for clarification or direction.
- Be aware of current events and be prepared to participate in all discussions.
- Turn off cell phones and other electronic devices unless the instructor specifically allows their use.
- Please use the instructor's email account (preferred) and/or cell phone number (urgent matters) for all class-related questions, to report absences, etc.
- **Special Note:** The syllabus may change over the course of the semester as events dictate, guest speakers are included, etc., and to reflect the unique learning arc and opportunities of the specific class this semester. There may also be modifications or changes in our coursework, including readings and assignments to enhance learning and increase your opportunities in the class. The instructor will communicate any changes.

Week One

- January 16
- Introduction; Review of syllabus; the basics of communications; getting to know each other
- Prep and deliver Informative Introduction Speech
- Homework - Readings for Next Class: Chapters 1-5

Week Two

- January 23
- Continue delivery of Informative Introduction Speech
- Review reading homework
- Flipping speech anxiety on its head, listeners and speakers, ethical public speaking
- Homework - Readings for Next Class: Chapters 6-10

Week Three

- January 30
- Review reading homework
- Audience Analysis, Selecting a Topic, Research
- Homework - Prep Informative Speech: "What's my passion/hobby?"

Week Four

- February 6
- Deliver Informative "What's my passion/hobby?" Speech
- Homework - Readings for Next Class: Chapters 11-16

Week Five

- February 13
- Continue delivery of Informative "What's my passion/hobby?" Speech
- Review reading homework
- Organizing and outlining; Introductions; Conclusions
- Homework - Brainstorm, then prep Informative Individual Product/Service Speech for Manager

Week Six

- February 20
- Deliver Informative Individual Product/Service Speech for Manager
- Homework - Readings for Next Class: Chapters 17-22

Week Seven

- February 27
- Continue delivery of Informative Individual Product/Service Speech for Manager
- Review reading homework
- Vocal and nonvocal delivery, presentation aids
- Video homework: https://www.ted.com/playlists/226/before_public_speaking

Week Eight

- March 13
- Review video homework
- Share best practices/insights
- Librarian/Research presentation (*timing TBD*)
- Homework - Readings for Next Class: Chapters 23-27

Week Nine

- March 20
- Review reading homework
- Cover basics of the Persuasive Speech
- Assign groups for Persuasive Group Product/Service Speech for Executives
- Homework: Teams to create Persuasive Group Product/Service Speech for Executives outline, schedule time with librarian

Week Ten

- March 27
- Individual instructor review with teams of Persuasive Group Product/Service Speech for Executives outlines.
- Groups continue prep in-class.
- 1:1 feedback sessions begin
- Homework: Teams continue to prep Persuasive Group Product/Service Speech for Executives

Week Eleven

- April 3
- Managing the Question & Answer session and Metrics
- Groups continue prep of Persuasive Group Product/Service Speech for Executives
- 1:1 feedback sessions continue
- Homework - Teams continue to prep Persuasive Group Product/Service Speech for Executives

Week Twelve

- April 10
- Teams deliver Persuasive Group Product/Service Speech for Executives
- Homework - Speaker Evaluation Report and prep final Persuasive Individual Speech

Week Thirteen

- April 17
- Speaker Evaluation homework due; discuss insights and questions
- Impromptu speech (*timing TBD*)
 - Begin to Deliver Persuasive Individual Speech

Week Fourteen

- April 24
- Continue to deliver Persuasive Individual Speech

Week Fifteen

- May 1
- Continue to deliver Persuasive Individual Speech, as needed

About the instructor:

James Warda has over 20 years of experience in corporate communications at several Fortune 100 companies, including Allstate, Baxter, Boeing, Schneider Electric and Walgreens Boots Alliance. His background also includes being an author, contributing columnist for the "Chicago Tribune" and Pioneer Press, a blogger for ChicagoNow, and a writer and speaker for Chicken Soup for the Soul Enterprises. During his career, James has led and participated on teams that have won prestigious communication awards, including the Gold Quill from the International Association of Business Communicators. Plus, he has spoken at communication conferences across the country.

James is also a Loyola alum and serves on the School of Communication's Board of Advisors. Most important, James strongly believes in Loyola University's Promise of "preparing people to lead extraordinary lives."

Fun fact: James is the singer and guitarist for a blues/funk/rock band called "The Groove."