

MEMORANDUM



Date: 7.20.2020

To: MGMT 350 Students
From: Mel Bakeman, Professor

RE: Final oral persuasive presentation

For your final oral presentation for this class, I want you to present an argument where you persuade us that your position is the better one to take. You may work on any unique topic that is personal to you. This can be anything school related, something in your community you would like to see changed, a household item that you would like to purchase that is a big ticket items, a work-related issue that would improve the environment or anything that puts your consideration within our society. You may not work on something global unless you can personalize it in a dynamic or unique way. There are a few topics I will not allow, and they include: animal cruelty, religion issues or abortion.

While presenting, you should use elements of *The Pocket Guide to Public Speaking* in order to make your presentation next level. You should think about a clear and engaging introduction, a full and well-developed body and a conclusion that leaves us thinking, "Yes! That is an awesome idea!" You should also do your research and include a minimum of 2 outside sources to prove your position.

In terms of what you will be graded on, the expectations are higher for this one, so be sure to BRING IT! I will be looking for the following:

- Engagement—did we want to listen to you?
- Confidence level—did you sell us?
- Knowledge of your topic and research—did you know what you were talking about? Did you incorporate your outside sources?
- Fluidity—was your presentation seamless? Your language, verbal pauses, tone, etc. were skillful and smooth.
- Verbal and non-verbal elements were practiced and made for a strong presentation. I will be listening to voice fluctuation, rate of speaking, transitions, body language, eye contact, gesturing, etc.
- If using ppt, all language is grammatically correct—no spelling or grammar errors

Your presentation must clock in at no less than 7 minutes in length or you will be assessed a full grade reduction. Please submit your topics no later than Friday, July 17 via email or text or you will receive a full grade reduction from your presentation score.