

## **GEB 5215: Professional Communication**

**Course Description:** Employer surveys put communication skills at the top of the list of most essential employee qualifications needed in the business world today. Not only will good communication skills get you the job, but they will also ensure your effectiveness in the workplace and move you up the managerial ladder. In today's workplace, your listening and speaking skills will define the pace and scope of your advancement within a company.

In the sphere of oral communication, presentations are an integral part of many occupations--especially in the business world. This course teaches you how to structure and deliver your ideas effectively and persuasively. You will learn guidelines that will help build your confidence as a presenter and make your presentations more effective. We will discuss techniques for more businesslike and action-orientated speaking, analyzing an audience, using PowerPoint, and delivering high impact presentations. By the end of the semester, you will have all the skills and knowledge necessary to be a great presenter.

**Prerequisites:** Graduate student

**Packet:** Announced in class

**Assignments:** (1) Informative Presentation - you are required to inform us about a company or product of your choosing (2) Persuasive Presentation-- you are required to persuade us to adopt a recommendation or proposal.

**Grading:** Informative Presentation (100pts.), Persuasive Presentation (100pts.), & Final Exam (100pts.)