Instructor: Phil Terrigno, MS, MBA  
Email (preferred method of communication): pterrigno@fordham.edu  
Office hours: TBA and by appointment (Martino 712)  
Course location: TBA (specific information posted on Blackboard)  
Course date and time: TBA (specific information posted on Blackboard)  
Course dates: June 30-August 4

Course description

This course is an introduction to the elements of presenting information to an audience. This course will allow students to ‘fail forward’ in presenting information — meaning it will encourage mistakes and trying new things via multiple lab exercises during course meetings and online. Students will be assessed in presentations after they have honed the necessary skills during the lab work.

Communicating effectively is massively important to both personal and professional success and this course will help students identify their strengths and weaknesses in communicating, and help them to improve on both.

This class will be conducted in a hybrid format: meaning it will be a combination of online work, readings and exercises, as well as in-class meetings.

Learning Objectives

In this course, students will learn:
1. How to properly craft a narrative (storytelling)  
2. How to organize and pace a verbal narrative  
3. How to adapt to external factors while presenting information  
4. How to demonstrate credibility to an audience  
5. How to prepare to deliver information to an unfamiliar audience  
6. The appropriate way to critique a peer on a performance  
7. The appropriate way to digest criticism and use it to elevate your next performance

Textbook

Fraleigh, Douglas M and Joseph S. Tuman.  

(Please note: this book can be purchased used on Amazon at a very reasonable price compared to most texts. If you are able to secure a previous edition of this book within your price range, that is acceptable as well).
### Grading breakdown

<table>
<thead>
<tr>
<th>Item</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lab work (participation in in-class + online exercises)</td>
<td>10%</td>
</tr>
<tr>
<td>Quizzes (delivered online)</td>
<td>10%</td>
</tr>
<tr>
<td>Module 1: Business Comm. (online)</td>
<td>15%</td>
</tr>
<tr>
<td>Module 2: Informative Comm. (in class)</td>
<td>15%</td>
</tr>
<tr>
<td>Module 3: Persuasive Comm. (in class)</td>
<td>15%</td>
</tr>
<tr>
<td>Module 4: Group Comm. (in class)</td>
<td>15%</td>
</tr>
<tr>
<td>Module 5: Special Occasion Comm. (in class)</td>
<td>15%</td>
</tr>
<tr>
<td>Final reflection</td>
<td>5%</td>
</tr>
</tbody>
</table>

### Further information pertaining to grading:
- Rubrics for all assignments will be posted on Blackboard prior to the assignment due date.
- This course utilizes a 100-point percentage grading scale. Grades will be posted in the course Blackboard site throughout the semester. Students are encouraged to verify that grades posted correspond with their own records – if a discrepancy is noted, please notify the instructor as soon as possible. Due to privacy concerns, the instructor requests that all conversations pertaining to grades take place in his office and not over email, phone, etc.

### Assignment descriptions
*Please note that for each assignment, a detailed description and rubric will be posted to Blackboard and discussed in class.*

### Lab work
This comprises all of the in-class exercises we do in the class, from impromptu speeches to small group work. It also includes small assignments that are delivered and completed online.

### Presentations and final presentation
These presentations, which will be given to the class (except for the business comm. assignment), will allow students to demonstrate all that they have learned.

### Class schedule
*Please note: The class schedule may change slightly as the course progresses. Students will be notified immediately if changes are made to the schedule.*

The course is divided into modules. On Blackboard, you will have specific information about each module and what the content and expectations are.
<table>
<thead>
<tr>
<th>Date</th>
<th>Class details</th>
<th>Assignment due</th>
</tr>
</thead>
<tbody>
<tr>
<td>July 1</td>
<td><strong>Module 1: Business Communication</strong> (This module will explore communication in a professional setting)</td>
<td>Business Comm. (submitted online)</td>
</tr>
<tr>
<td>July 8</td>
<td><strong>Module 2: Informative Speaking</strong> (This module will explore communication in a setting in which the audience must be informed on a topic)</td>
<td>Informative Speaking</td>
</tr>
<tr>
<td>July 15</td>
<td><strong>Module 3: Persuasive Speaking</strong> (This module will explore communication in a setting in which the speaker must persuade the audience)</td>
<td>Persuasive Speaking</td>
</tr>
<tr>
<td>July 22</td>
<td><strong>Module 4: Group Comm.</strong> (This module will explore communication in a group setting)</td>
<td>Group communication.</td>
</tr>
<tr>
<td>July 29</td>
<td><strong>Module 5: Special Occasion Speaking</strong> (This module will explore communication in a setting in which the speaker has to report results, along with other special occasion types of speaking)</td>
<td>Special Occasion Speaking</td>
</tr>
</tbody>
</table>

**Department of Communication and Media Studies:** Please ‘like’ and ‘follow’ our departmental pages as www.facebook.com/FordhamCMS and www.Twitter.com/FordhamCMS to receive our department news, notices of jobs, internship opportunities, etc. The department website is located at www.fordham.edu/cms.

**Course Policies**

**Missed Assignments and Late Work**

Late work will not be accepted and will be assessed a zero. If extenuating circumstances arise, speak to your instructor immediately and before the due date has passed. The acceptance of late work based on a student emergency is at the discretion of the course instructor.

**Attendance:** Excused absences include religious holidays, participation in a university-sanctioned activity, illness, and other various extenuating circumstances. If you miss a class due to one of these reasons, please notify the instructor via email immediately (preferably before the class meets) and bring documentation of the absence to the next class meeting (when applicable).

Due to the condensed nature of the hybrid course, unexcused absences are not allowed and will be assessed a 2-point penalty on a student’s final average. For example: if a student finished the course with a 90 weighted average and had two unexcused absences, their final grade is an 86.

**Civility in the Classroom and Online**
All members of the class are expected to conduct themselves respectfully toward others throughout the semester. This includes interactions in class, online, and during any out-of-class group meetings, study sessions etc. organized in conjunction with the course. Students are expected to refrain from any behaviors that may inhibit others’ ability to communicate or receive course-related information.

**Behavior in the classroom**

*Students enrolled in the course are expected to refrain from the following behaviors:*

- In Class: talking, passing/writing notes, text messaging, prolonged chattering, reading non-course-related material, sleeping, gathering/shuffling belongings before the class is over, and repeated tardiness or early departure.
- Online: Posting messages or materials that are abusive, obscene, sexually oriented, threatening, harassing, damaging to another’s reputation, illegal or otherwise contrary to university policy.
- Special note on technology: Please be sure to turn off or mute mobile phones during class. Laptop, desktop and tablet use in the lecture is permitted only for course-related purposes such as taking notes, following the PowerPoint slides, accessing the course website, and the like. The use of computers for non-course-related activities is inappropriate and a potential distraction to other class members. The professor reserves the right to ban use of screens during lecture if this privilege is abused.

**UNIVERSITY STATEMENT ON ACADEMIC INTEGRITY:** A University, by its nature, strives to foster and recognize originality of thought. Originality can only be recognized, however, when people acknowledge the sources of ideas or works that are not their own. Therefore, students must maintain the highest standards with regards to honesty, effort and performance. As a Jesuit, Catholic University, Fordham is committed to ensuring that all members of the academic community strive not only for excellence in scholarship but also for integrity of character. In the pursuit of knowledge and personal development, it is imperative that students present their own ideas and insights for evaluation, critique and eventual reformulation. As part of this process, each student must acknowledge the intellectual contribution of others…. Violations of academic integrity include, but are not limited to, plagiarism, cheating on exams, falsification, unapproved collaboration, and destruction of library materials. For further details, consult the Standards of Academic Integrity on the University website [http://www.fordham.edu/academics/handbooks__publicati/undergraduate_academ/index.asp](http://www.fordham.edu/academics/handbooks__publicati/undergraduate_academ/index.asp)

**EQUAL EDUCATIONAL ACCESS FOR ALL STUDENTS:** The Office of Disability Services at Fordham University helps to ensure equal educational access and opportunity for all members of our community. In the Jesuit tradition of cura personalis, members of the ODS staff work individually with each student to understand his or her strengths and limitations in order to develop their most effective and comprehensive accommodation plan. Fordham will offer reasonable and appropriate auxiliary aids and services to assist otherwise qualified persons in achieving access to its programs, services, and facilities once students meet with ODS for an initial intake meeting to develop an accommodation plan directly with the student in accordance with Section 504 of the Federal Rehabilitation Act of 1973 and Title III of the Americans with...
Disabilities Act of 1990. Students seeking accommodation(s) should contact Erin Koch, Assistant Director of Disability Services, (212) 636-6282 or disabilityservices@fordham.edu.