Wharton Communication Program
WHCP 6110: Management Communication, Fall 2022

The Management Communication Core Requirement has 3 components:

1. WHCP 6110: Management Communication, which students take in Q1 or Q2 (Fall) of Year 1
2. The MBA Writing Requirement, which students fulfill in Q1 or Q2 (Fall) of Year 1.
3. One advanced course (WHCP 6120, 6150, or 6240) that students must take in either Q3 or Q4 (Spring) of Year 1.

Course Objective: WHCP 6110 is the first course of the Management Communication Core Requirement. In this course, students learn the essentials of persuasion, gain confidence in public speaking, and receive individualized feedback from instructors and second-year TAs (Wharton Communication Fellows). The course enables students to develop and demonstrate effective business communication skills, regardless of their skill level when they start the course.

Assignments and Grading: Due dates vary so please read each assignment carefully.

Please note the following details about the assignments:

- All graded assignments are included in the course syllabus.
- Final details for all assignments are on Canvas.
- You must complete all graded assignments in order to pass this course and do so on time to receive full credit.
- All assignments, including presentations, submitted more than one week late will receive zero points.
- Class participation will be graded on attendance, class contributions (including discussion board contributions, providing meaningful feedback in class, and being an attentive audience member) and timely completion of ungraded assignments.
- Attendance at each session is very important. Any unexcused absence will have a negative impact on your grade. Note: students with more than two absences (for any reason) cannot pass the course.
- Students are responsible for compliance with the [Ethics Matrix](#).
- Instructors and students agree to hold each other accountable to the standards set forth in the [Wharton Learning Agreement](#).

WHCP 6110 Course Outline

Class	Content/Focus	Deliverables/Exercise	Points
1	Presentation Essentials	Due **one day before** class: Strengths/goals for growth	-
		1-min presentation on topic assigned in class	
2	Clarifying & Organizing Your Message	Due **two days before** class: Discussion board exercise	-
		2-min presentation with (ungraded) Q&A	15
3	Introduction to Persuasion	Due **one day before** class: Discussion board exercise	-
4	Persuasive Presentations	5-min persuasive presentation with Q&A	35
5	Persuasive Presentations	5-min persuasive presentation with Q&A	**See class 4**
6	Framing Your Message	Reflective self-assessment	10
Post-Class 6	-	Due **three days after** class 6: Upload 1-min framing statement	10
ALL	-	Class participation	30
		Total Points	100

Role of the TA (Wharton Communication Fellow): We have a group of highly qualified TAs (Wharton Communication Fellows) who are here to give you additional assistance with your presentation preparation and delivery. They are second-year MBA students who were selected based on their effectiveness in offering feedback during their own core experience. Wharton Communication Fellows are committed to helping you develop strong speaking skills. All students are required to meet with their TA before delivering their 5-minute persuasive presentation.

Absences & Make-up Work: For each class session, there is a make-up module on Canvas that outlines how students should make up work for the class. Any student who is unable to attend a class session should complete the corresponding make-up module.

Required Reading: All required readings can be accessed from the WHCP 6110 Canvas site. On the left side of the page, you'll find the Study.Net Materials link. Use that link to access all required readings unless otherwise noted on Canvas.

Electronics & Note-taking Policy: All students are expected to be fully engaged with the instructor, class content, and one another throughout the entirety of the class session. Use of mobile or electronic devices without instructor permission may result in the deduction of participation points.

Classroom Mask Policy: Per University policy, masks may be required in the classroom based on instructor prerogative. Your instructor will communicate their classroom mask policy prior to the first day of class via an email and Canvas announcement.

Course Overview:
Full assignment details and due dates are posted on Canvas

Class 1: Presentation Essentials
- Session Overview:
  - Organizing your message; structuring presentations
  - Communication preparation process
  - In-class activity: 1-minute presentation based on in-class prompt
- Assignments for class 1:
  - Read the following:
    - The course syllabus
  - On Canvas, complete the "strengths and goals for growth" exercise (due one day before class 1).

Class 2: Clarifying & Organizing Your Message
- Session Overview:
  - Students deliver a 2-minute presentation on a business topic of their choice and respond to Q&A
  - Feedback and discussion on structure, clarity of message and delivery
  - Strategies for approaching Q&A
- Assignment for Class 2:
  - Read the following articles in Study.Net, unless otherwise noted:
    - *Munter's Guide to Managerial Communication* (pp. 8-14)
    - *Organizing Your Message*
    - *Using a Roadmap*
    - *Delivering Constructive Peer Feedback*
  - On Canvas, post a reply to the "shared strengths and goals for growth" discussion board topic (due two days before class 2).
  - Prepare a 2-minute presentation on a business topic of your choice, followed by one minute of ungraded Q&A.

Class 3: Introduction to Persuasion
- Session Overview:
  - Fundamentals of persuasion, including ethos, logos, pathos; rhetorical devices
  - Inclusive language
  - CARE model
- Assignment for Class 3:
  - Read the following articles in Study.Net, unless otherwise noted:
    - *Munter's Guide to Managerial Communication* (pp. 15-22)
    - *How to Structure Your Presentation*
    - *Connecting with Audiences Through Inclusive Language*
  - On Canvas, post a reply to the "language and inclusivity" discussion board topic (due one day before class 3).

Class 4: Persuasive Presentations
- Session Overview:
  - Half of the students in the class deliver 5-minute persuasive presentations and respond to Q&A (the remaining students present in class 5)
  - Feedback and discussion on clarity of message, persuasive elements, and delivery
- Assignment for Class 4:
  - Read the following in Study.Net:
    - *Making Your Presentation Stick*
  - Watch the "Q&A Module" on Canvas
  - Submit your persuasive presentation topic for approval 48 hours after class 3 using the worksheet on Canvas.
  - Prepare a 5-minute persuasive presentation followed by 3-minutes of Q&A
  - *Note: All students must meet with the TA before delivering their persuasive presentation.*

Class 5: Persuasive Presentations
- Session Overview:
  - Remaining students deliver persuasive presentations and respond to Q&A
  - Feedback and discussion on clarity of message, persuasive elements, and delivery
- Assignments for class 5:
  - Read the following in Study.Net:
    - *Making Your Presentation Stick*
  - Watch the "Q&A Module" on Canvas
  - Prepare a 5-minute persuasive presentation followed by 3-minutes of Q&A
  - *Note: All students must meet with the TA before delivering their persuasive presentation*

Class 6: Framing Your Message
- Session Overview:
  - Lecture, discussion, and class activity around framing
  - Course wrap-up
  - In-class activity: exercise based on framing case study
- Assignments for class 6:
  - Read the following articles via links provided on Canvas:
    - *Framing Your Messages for Improved Business Communication*
    - *Whether "Beast" or "Virus", Metaphor is Powerful Stuff*
    - Framing case study
  - Upload your reflective self-assessment to Canvas (due as of class 6)
- Due after class 6
  - Record and submit a one-minute framing statement based on your persuasive presentation topic (due three days after class 6)