



Wharton Communication Program

Management Communication **WHCP 6140**

SYLLABUS

MBA Program for Executives
Spring, 2023

Wharton Communication Program WHCP 6140

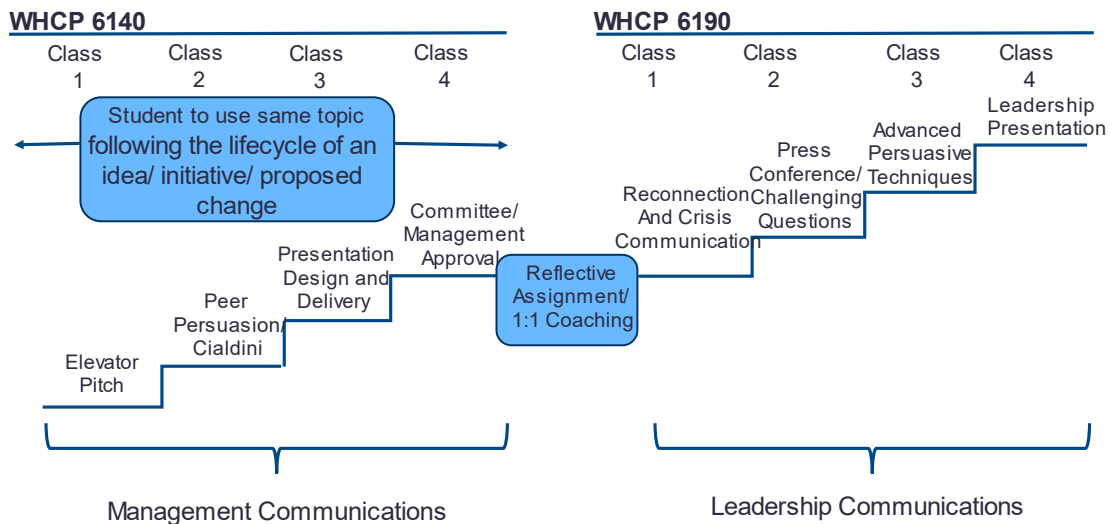
Management Communication: Persuasive Strategies for Turning Ideas into Action

Description: WHCP 6140 is the first course of the management communication core requirement. In this course students learn to communicate effectively as business leaders. The goal of these four sessions is to apply the theories and fundamentals of persuasion to your communication as managers, entrepreneurs, and thought leaders in your industries. You will prepare and deliver a presentation in three of the four sessions and receive feedback from your instructor and peers.

Context: WHCP 6140 will provide the opportunity for you to develop, practice, and receive feedback on the major communication elements of idea realization - taking an idea, change, or key initiative from initial proposal through management approval. This includes an elevator pitch, a presentation to a peer group, the creation of impactful visuals, and finally, a presentation to a management group. Note the content of the course is based primarily on internally-focused communications. In its follow-up course, WHCP 6190, the focus shifts to various types of leadership communications, such as dealing with the media and organizational or industry change.

Class Sequence:

WHCP 6140 and WHCP 6190 Sequence



The speaking skills covered in the course include:

1. **Persuasive Frameworks and Techniques:** Students will gain practice and insight into the fundamentals of persuasive speaking.
2. **Structure and Organization:** Students will learn to develop impactful communication using various presentation structures and organizational tools.
3. **Building and Delivering Effective Presentations:** Students will learn how to display data and numerical analysis to support an argument.

The major components of this course include:

Class 1: Elevator Pitch, Structure and Delivery, and Fundamentals of Persuasion

Class 2: Peer Persuasion

Class 3: Building and Delivering Effective Presentations

Class 4: Persuasive Presentation with Slides and Q&A

Assignments and Grading:

Elevator Pitch (Class 1)	10 points
Persuasive Presentation to Peers (Class 2)	20 points
Data Visualization (Class 3)	15 points
Persuasive Presentation to Decision-makers (Class 4)	25 points
Classroom Participation	<u>30 points</u>
Total	100 points

Note the following about assignments:

- **You must complete all 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 (providing meaningful feedback in class and being an attentive audience member), and timely completion of ungraded assignments.
- Students are responsible for compliance with the WHCP Ethics Matrix found on Canvas.

Attendance Policy:

- Students are required to attend and come prepared for all classes. If you are unable to attend class contact your instructor and Class Manager ahead of time.
- Students missing class due to an excused absence will be given the opportunity to attend a virtual class given at the same time as their regularly scheduled class. If you are unable to attend the virtual class contact your instructor to make alternate arrangements.
- **Students missing more than one class – for any reason - will not pass the course.**

Required Reading: All required readings can be accessed from the WHCP 6140 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.

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.

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. Use of mobile or electronic devices without instructor permission may result in the deduction of participation points.

WHCP 6140 Course Overview

CLASS	CONTENT/FOCUS	ASSIGNMENT DUE	POINTS
1	Elevator Pitch, Structure and Delivery, and Fundamentals of Persuasion	Strengths and Goals for Growth (due 24 hours before class) 90-second Elevator Pitch	10
2	Peer Persuasion	3-minute persuasive presentation to a peer group or team members	20
3	Building and Delivering Effective Presentations	4 complex, analytical data slides	15
4	Persuasive Presentation with Slides and Q&A	5-minute persuasive presentation to decision-makers	25
ALL	Class participation	Providing meaningful feedback, participating in class and on the discussion board, and being an attentive audience member	30
		Total Points	100

Course Overview:

Full assignment details are posted on Canvas

Class 1: Elevator Pitch, Structure and Delivery, and Fundamentals of Persuasion

Learning Objectives:

- Apply techniques for effectively delivering and critiquing an elevator pitch.
- Examine and discuss presentation frameworks; including governing message and theories of persuasion.

To prepare for Class 1

- Read the following in Study.net:
 - *The Power of Communication, Chapter 9*
 - *The Necessary Art of Persuasion*
- Watch the following videos on Canvas:
 - Karen Friedman - "Hit the Headline"
 - Anne Ricketts (Lighthouse Communications) - "How to Make Clear and Concise Points (PREP framework)"
- Complete and submit a self-assessment of your communication strengths and opportunities for growth at least 24 hours before class.
- Prepare to deliver a 90-second elevator pitch on a self-selected topic (a new idea, key initiative, or proposal for change) to someone internal to your organization.

Note: You will use this topic for the duration of the course (all presentations/exercises in classes 2, 3, and 4), so be sure to chose a topic that is appropriately challenging and interesting/relevant in a business or civic leadership setting. Also, we don't want you to spend time researching content, data, etc. so chose a topic you are familiar with.

Session Overview:

- Organizing your message; effective delivery
- Student elevator pitches followed by instructor and peer feedback
- Communication preparation process, fundamentals of persuasion

Class 2: Peer Persuasion

Learning Objectives:

- Demonstrate application of strategies useful for persuading a peer audience, including Cialdini's 6 influence strategies.
- Identify and analyze differences in persuasive strategies when audience is a peer/team group.

To prepare for Class 2

- Read the following in Study.net:
 - *The New Leadership is Horizontal, Not Vertical*
 - Cialdini's *Harnessing the Science of Persuasion*
- Watch the following video on Canvas:
 - Cialdini's Science of Persuasion
- Prepare a 3-minute persuasive presentation to your peers/colleagues on the topic you introduced in your Class 1 elevator pitch.

Session Overview:

- Student peer/team presentations, followed by instructor and peer feedback

Class 3: Building and Delivering Effective Presentations

Learning Objectives:

- Discuss techniques and strategies for effective presentations.
- Identify and implement principles for effective visual data representation.

To prepare for Class 3

- Read the following in Study.net:
 - *Visual Display of Quantitative Information*
 - *Say It With Charts - The Executive's Guide to Visual Communication*
 - *From Data to Chart*
 - *General Graphing*
- Prepare 4 complex, analytical data slides that support the idea, proposal or project you discussed during classes 1 and 2. You will review these slides during the in-class workshop.

Session Overview:

- First hour – Presentation/lecture of best practices including structure and organization, slide design, storyboarding, handling complex data sets, and examples of effective and ineffective slides
- Second hour - In-class workshop focused on slide enhancement
- Q&A Strategies

Class 4: Persuasive Presentation with Slides and Q&A

Learning Objectives

- Apply frameworks for persuasion and effective data display in a formal presentation.
- Defend your position when faced with challenging questions.

To Prepare for Class 4

- Prepare a 5-minute presentation, using four (4) data/analytical slides, to decision-makers capable of approving your proposal/idea. After the presentation, you will take 2 minutes of Q&A.

Session Overview:

- Students will deliver a persuasive presentation with slides and Q&A to decision-makers
- Course summary, preview upcoming WHCP 6190 and reflective bridge assignment

Between Courses: Reflective Assignment (Due 1 week after last class)

You will be asked to respond to several prompts related to your own assessment of your performance. The purpose of this exercise is to give you an opportunity to reflect, identify newfound strengths, and describe your future business communications goals. In the professional world, it is often rare that you'll receive targeted, action-oriented feedback on your performance as a communicator. By cultivating a reflective attitude toward communication, however, you can achieve continuous self-improvement.

For this assignment complete the Reflective Assessment Worksheet. The worksheet asks you to revisit the strengths and areas for growth that you submitted at the beginning of the course. Reflecting on your experience in the course, as well as the feedback you received from your instructor and peers, respond to the following:

- Have you identified any new strengths that you have as a communicator? Alternatively, do you look at any of your previous strengths in a new light? Be sure to refer to specific readings, exercises, discussions, or pieces of feedback that inform your perspective.
- To what degree have you made progress on your "areas for growth", and how might you improve on them going forward? Looking ahead are there new opportunities for growth that you'd like to pursue? Here as well, be sure to refer to specific components of or experiences in the course that inform your perspective.

This worksheet will form the basis for a 30 minute one-on-one coaching session you will have with your Instructor prior to beginning WHCP 6190.