

ENGW 3335 Unit #4: Persuasive Oral Presentation

(Worth 20% of your grade; due November 30)

Scenario

Your consulting team has been hired to help a major corporation understand and respond to the complaints that customers make about the company on the Internet. Your consulting contract specifies that you will analyze complaints filed on websites such as complaints.com, complaintsboard.com, my3cents.com, and getsatisfaction.com, then develop recommendations to help the company resolve its problem(s). You will present your recommendations to the company's board of directors at its next quarterly meeting.

Assignment Details

Begin by selecting a company that you think needs your help. You may choose any major corporation, provided it has enough online complaints to draw a sample. (The size of your sample should be 25 times the size of your team; in other words, a four-person team would analyze 100 complaints). Collect the complaints, classify the complaints, analyze the complaints, draw appropriate conclusions, and develop recommendations to help the company address its most serious problem(s).

Deliverables

This assignment will measure your abilities in several areas, including public speaking, visual design, and team collaboration. Your primary deliverable for this assignment is a formal oral presentation accompanied by some type of electronic media (e.g., PowerPoint, Prezi). All members of your team should participate equally in the presentation, which should be 15–20 minutes long, followed by a five-minute Q&A session. Your classmates will play the role of the company's board of directors during your presentation.

In addition to your oral presentation, your team will submit two printed deliverables:

1. A one-page, one-side handout to accompany your presentation.
2. A letter of transmittal to your client that would precede a formal written report. Please note that you are not writing a formal report, just the letter of transmittal. Your letter should contain an executive summary of the content in the (imagined) report and should be no longer than two pages.

Evaluation Criteria

Your team's project will be evaluated using the following criteria:

- Do all deliverables exhibit an understanding of the rhetorical situation?
- Does the presentation effectively blend oral, visual, and technological elements?
- Does the presentation makes a sustained, persuasive argument?
- Does the presentation display a level of professionalism (in terms of dress, speech, etc.) appropriate for a presentation of this type?
- Does the presentation make innovative use of electronic software to create a consistent look and feel throughout the presentation?
- Does the presentation involve all members of your team equally?
- Does the one-page handout complement the oral presentation without being redundant?
- Does the letter of transmittal effectively summarize your team's findings?
- Do all deliverables adhere to the principles of visual design we have studied this semester?
- Do the written documents follow standard professional writing conventions?

Note: This assignment is a modified version of an assignment originally developed by Bill Baker and Jacob Rawlins.