

## Course Learning Outcomes for Unit VIII

Upon completion of this unit, students should be able to:

7. Discuss various types of presentation mediums.
  - 7.1 Describe the four common delivery methods of communicating ideas.
  - 7.2 Examine tips a speaker should consider when addressing the media.
  - 7.3 Interpret the power of visual and auditory aids as supplements for your presentation.
  
8. Create informative presentations that persuade various audiences.
  - 8.1 Demonstrate strategies that enhance the effectiveness of a persuasive message.
  - 8.2 Demonstrate some of the factors that make good business writing.
  - 8.3 Illustrate formats for different types of business documents.

Course/Unit Learning Outcomes	Learning Activity
7.1	Unit Lesson Chapter 14 Unit VIII Project
7.2	Unit Lesson Chapter 13 Unit VIII Project
7.3	Unit Lesson Chapter 14 Unit VIII Project
8.1	Unit Lesson Chapter 13 Unit VIII Project
8.2	Unit Lesson Chapter 14 Unit VIII Project
8.3	Unit Lesson Chapter 14 Unit VIII Project

## Reading Assignment

**Chapter 13:** Informing, Persuading, and Making Special Presentations

**Chapter 14:** Writing for Business

## Unit Lesson

The unit lessons for this course are presented through interactive presentations. To view the presentation, click on the link below. Once you are finished reading the slide, click on the “Next” button on the bottom right of the slide. To go to a previous slide, click “Back.” Some slides contain interactive elements that open additional screens.

Click [here](#) to access the Unit VIII Lesson presentation.

The lesson also includes videos. The link to the transcript for the video can be found below.

Click [here](#) to access the *Persuasion and Propaganda* video transcript.  
Click [here](#) to access the *Persuasion: Introduction* video transcript.  
Click [here](#) to access the *Priming* video transcript.  
Click [here](#) to access the *Joe Sabia—The Technology of Storytelling* video transcript.  
Click [here](#) to access the *Developing a Presentation* video transcript.  
Click [here](#) to access the *The Written Word* video transcript.  
Click [here](#) to access the *Communication: Email* video transcript.  
Click [here](#) to access the *Mastering Social Media: Cutting Edge Communication Comedy Series* video transcript.

## Suggested Reading

*In order to access the following resources, click the links below:*

The article explores tips, visual aids, technology/room set-up, colors, practice, and other aspects of presentations and using your computer for assistance.

Pass, A. (1997). Your computer can be a valuable presentation tool. *American Salesman*, 42(11), 21.  
Retrieved from

<https://libraryresources.columbiasouthern.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=9711060544&site=ehost-live&scope=site>

The article below examines cultural business sales letter writing. The article also explores the persuasion strategies affecting the cross-cultural aspects of business and sales writing.

Zhu, Y., & Hildebrandt, H. W. (2013). Effective persuasion of international business sales letters. *Management International Review*, 53(3), 391–418. Retrieved from

<https://libraryresources.columbiasouthern.edu/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=87784491&site=ehost-live&scope=site>

## Learning Activities (Nongraded)

Nongraded Learning Activities are provided to aid students in their course of study. You do not have to submit them. If you have questions, contact your instructor for further guidance and information.

Read “Going Mobile: Using Mobile Devices to Help You Present” on page 184 of your textbook. You have been asked to suggest a presentation app for your office staff. Conduct research to find one application, and evaluate the app’s effectiveness. Write a short memo to your supervisor with a report on the application with justification to purchase the app for your team.