

COM 327 **Team Presentation Assignment** Dr. Comeaux
(50 points potential for presentation of team of 3, plus 5 points for proposal of topic and
10 points for team's final outline)

*Enhancing and Extending Organizational Communication Theories: The Experience
and Application of Communicating/Organizing in the Workplace*

Educational Purposes:

- To enhance our understanding of selected theories/concepts of organizational communication.
- To extend our knowledge of how **communication functions in the workplace.**
- To learn more about how organizations work from examples of or applications to the workplace.
- To obtain valuable information (about particular companies) for future job possibilities.
- To practice your abilities to research, synthesize and present information effectively to an audience of your peers (a professional presentation focused on enhancing understanding).

Task/Project

With two partners, you will prepare and present to your classmates a 30-35 minute presentation/discussion on a selected and approved topic (from unassigned chapters) or an approved extended application of topic covered in class. These topics not covered can be from chapters 8, 9, 10, 11, 12, and 13 from your Miller text(or related text) or you may also select any topics/chapters (other than personal mastery) from Senge's book: The Fifth Discipline. The presentation should be a clear explanation of the concepts/issues relevant to organizational communication. You should incorporate an application of the topic if appropriate (e.g., a description of a project team at G. E.) You and your classmates will be held accountable for the material (handout) and information/examples you present (in EXAM II) so be sure that your goal is to teach/explain and create understanding. Thus, you must include (plan for) audience participation or questions (about 5 minutes of your presentation).

Procedure and Tasks:

1. Select a topic and justify your choice by indicating your **knowledge, experience and why you are interested** (for example, you could have experience working with a project team in a particular organization or of you could know or have first-hand experience of what it is like being “assimilated” into an organization).
2. Indicate a second choice for a topic and if you have any strong preferences for a partner(s) to work with.

NOTE: your response to # 1 & 2 above are due in class on September 5.

3. Selection process of two partners to work with (self-selected or linked by topic interest) and agree to be committed and thorough in your planning and strive for excellence in the content and delivery of your presentation.
4. **On or before NOON, Wednesday, October 24**, EMAIL to me (with copy to partners) a **BRIEF DRAFT PROPOSAL (worth 5 points)** consisting of:
 - a. Your three names;
 - b. What your specific topic or focus you will take in your presentation (**this is most important**).
 - c. Brief content outline of topic/presentation.
 - d. Description of the application component (what you will do/how you will approach it).
 - e. Your plan of action which will include how you will research or prepare for your presentation: what sources will you consult (readings, case studies, interviews, questions, etc.). How will you approach the topic (concepts/ideas you will focus on, examples, application or case studies?). In other words, provide as much information to indicate your content and method.

Turn in a **FINAL DRAFT TEAM OUTLINE (worth 10 points)** by **NOON** (send as email attachment to me and partners) **on Wednesday, October 31**. ***Once you have Comeaux's feedback and approval of final team outline you will make copies for class adhering to the following:**

- Team members' names.
- A typed content outline of your presentation (approx. 2 pages) that *outlines the key points to be said. These outlines should be more than just key words but not complete sentences; use key phrases so the reader can use to study.
- Bibliographic sources (include full citation references and people interviewed and questions asked).

NOTE: Please do NOT use power point for these presentations; your outline (with copies to class members) serve that purpose. You may use video/DVD clips or poster or board (with markers) for any charts or similar visuals.

Regarding Evaluation: potential of 50 points will be awarded on the basis of the quality and degree to which you and your partners achieve the following:

- Clear purpose and focus.
- Description of the relevant functions of the company in relation to your purpose and focus.
- Connection and relevance to our course readings
- Professional content handout that outlines the key points of your presentation and includes bibliographic citations (copies stapled and provided for class members).
- Time limit (30 to 35 minutes) adhered to.
- Effective introduction of individuals and topic focus and a clear conclusion that follows audience discussion/questions.
- Audience participation and questions well planned for and incorporated into presentation.
- Obviously well prepared and easy to follow the presentation; transitions used.
- Extemporaneous delivery (a conversational professional style); notes used and referred to BUT NOT READ OR MEMORIZED!

PREVIOUS TEAM PRESENTATIONS (some examples)

- Understanding image and public relations of the organization: Lands' End
- Stages in the socialization process at Goody's Clothing Store.
- What is a project team at Corning?
- Investigating the communication strategies needed for a successful interview for a sales position at C-Phone.
- How goals are examined and communicated throughout Flight Deck.
- Exploring the management styles of Alpha Graphics Print Shop.
- Understanding the training and orientation process at Harris Teeter.
- A detailed look at the interview and orientation process at Corning.
- Relational Strategies (human resources approaches) at BB& T.
- Discovering how Fieldcrest Cannon incorporates their goals, values, and desires into their corporate team players.
- Opportunities for advancement within Bob King Automall.
- How the staff at Winter Park Baptist Church works together to successfully accomplish the goal as communicated in the mission statement.
- Training and learning practices that promote teamwork and success at Victoria's Secret.
- A case study analysis of one individual's progression through the stages of anticipation, encounter and arrival and BB & T.
- A content analysis of Amazon.Com (a virtual organization) and their images/marketing strategies and customer relations.

- Managing Diversity in the Workplace: a case study of Corning, Inc.
- Focusing on the interview process at Jackson Beverage Company.
- How Cape Fear Group Homes uses shared vision to achieve its goal.
- Communication and service at Bob King Service Department.
- Orientation and training process at Circuit City.
- Shared Vision for UNCW Alumni Association.
- GE orientation process for newcomers.
- Gender, Diversity and Communication in the Workplace: Understanding the issues.
- UNCW recruiting process.
- GE Project Team: Functions and Purposes.
- Non-Profit Organization: An example of how they function and operate.
- Working Women: Content analysis of the last 5 years of magazine.
- Applying Traditional Strategies to UNCW's Office of Admissions
- Internal Conflict at Onslow Memorial Hospital
- Cultural Theories Applied to Outback Steakhouse

OTHER POSSIBILITIES

- How technology functions at _____.
- Corporate image at _____.
- Leadership styles at _____.
- Communicating with customers at _____.
- How teams function at _____.
- Sexual harassment in the workplace: a case study.