



MGT 550 Module Ten Small Group Discussion Guidelines and Rubric

Overview: In 8 to 10 slides with voice narration, provide a brief overview of the situation and, using the key concepts from your strategic communications case study, the steps that can be taken to remedy the issues. The audience for your presentation is your peers and the goal of the presentation is to convince your audience that your communications will best address the problem you identified in the case study. Introduce the problem your communications are going to address, and use the following sections of your final project to persuade your peers:

- Goals
- Justification
- Types of internal and external communications
- Mediums for both communications
- Target audiences and cultural considerations
- Potential sources of conflict
- Alignment with mission, vision, and goals
- Measurement: internal and external

Note: Although all of this information will be derived from the work you have done for your final project; be sure to revise the content for the purpose of the presentation and do not simply copy and paste.

In addition to your presentation, post a reflection on your experience in this course and in developing your final project, including the lessons you learned and how you plan to apply them in your personal or professional life.

In response to your peers' presentations, provide feedback on the following elements:

- Appropriateness of the presentation for audience and assignment
- Clarity of text and narration
- Tone
- Support and details
- Organization and transition
- Design and layout contributed to the effectiveness of the presentation (i.e., few or no distracting elements)

In addition, respond to the following questions:

- What was done particularly well?
- What is one suggestion you have for future presentations?
- Did you learn something new from your peer's presentation or find anything particularly helpful or interesting?

Principles of an Effective Presentation:

- You may use a product such as Microsoft PowerPoint, Google Slides, or Prezi to create your presentations.
- There are various template designs that you can find for your presentation on the internet. However, consider your presentation from the perspective of your audience prior to selecting a specific style. Distracting backgrounds, large blocks of text, all uppercase fonts, elaborate font styles, grammatical errors, and misspellings are distracting. Be consistent with the style of text, bullets, and sub-points in order to support a powerful presentation that allows your content to be the focus.
- Each slide should include your key points. Do not place large blocks of text on the visual. Your presentation is not a means of presenting a short paper. In an actual presentation, you would not read from your slides but rather use them as prompts.
- Any notes or narration you would use in delivering this presentation to a group should be listed in the Notes section of the slide.
- References should be listed at the bottom of the slide in slightly smaller text.
- Use clip art, AutoShapes, pictures, charts, tables, and diagrams to enhance but not overwhelm your content.
- Be mindful of the intended audience and seek to assess the presentation's effectiveness by gauging audience comprehension (when possible).

Below are some links that offer helpful tips and examples for developing your presentations:

- [Making PowerPoint Slides](#)
- [Beyond Bullet Points: Unlocking the True Value of Your Story](#)
- [Really Bad PowerPoint \(and How to Avoid It\)](#)

Requirements for Submission

For your initial post (1), you must do the following:

- Compose a presentation of 8 to 10 slides.
- Complete the initial post by Thursday at 11:59 p.m. of your local time zone.
- Take into consideration material such as relevant grading rubrics, course content, and other assignments from the current module and previous modules, when appropriate.

For your response posts (2), you must do the following:

- Review your peers' presentations.
- Identify specific strengths of your peers' presentations and explain why these elements are particularly effective.
- Provide your peer review posts by Sunday at 11:59 p.m. of your local time zone.

Rubric

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Presentation	Presents a comprehensive overview of the key concepts from the communications case study; slides show conclusions that are supported by appropriate research	Presents key concepts from communications case study but presentation is not clear or is unsupported by appropriate research	Does not present key concepts from communications case study	50
Organization	Slides are organized in a logical way that supports the central theme; transitions are well paced to create a natural and engaging flow; audio is clear	Slides are organized in a logical way and transitions are paced so that the material is easily accessible; audio is unclear or not included	Slides are organized in a way that is illogical or transitions are paced so that the material cannot be understood	20
Reflection	Reflects on what was learned in course and discusses how it might be applied	Reflects on what was learned in course but does not discuss ways it can be applied	Does not reflect on what was learned in course	10
Timeliness	Submits initial post on time	Submits initial post one day late	Submits initial post two or more days late	10
Writing (Mechanics)	Initial post and responses are easily understood using proper citation methods where applicable with few errors in citations	Initial post and responses are understandable using proper citation methods where applicable with a number of errors in citations	Initial post and responses are not understandable and do not use proper citation methods where applicable	10
Total				100%