

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: CMPA-~~380~~²³⁰ Lec. 3 Class Credits: 3 Lab hrs: 0 Department: Technologies Information

Course Title: Basic Presentation Skills for the Facebook Generation Semester: Spring Year: 2013

Course Description/Other Information:

CMPA-~~380~~²³⁰ Presentation Skills for the Facebook Generation (3 credits)

Presentation Skills for the Facebook Generation provides students with the tools to create quality multimedia presentations for personal and professional use. This course is centered on using the student's inventory of personal and work experiences to produce written and oral presentations. Student projects include a paper resume, a PowerPoint resume, personal Facebook and business Facebook pages. Microsoft Office, Google Docs, Facebook, and LinkedIn will be some of the tools utilized in the course. Three lecture hours.
 PREREQUISITE: CMPA 160 or permission of Instructor.

Course Objective	Competencies
<ol style="list-style-type: none"> To create a paper resume in Microsoft Word. It provides the base of information necessary for the other presentations in the course. 	<ol style="list-style-type: none"> Utilize a standard resume style to create a resume that can be used by the student for job applications. Understand how a resume is meant to convey to a potential employer that the student will produce a return on their hiring investment. Create a structured resume that is well organized and easy to read. Demonstrate the ability to create, format, organize, insert, edit and proofread text. Create a resume in Word and then save it as different file types such as HTML and PDF. Transferring text from Word to PowerPoint, a web page and Google Presentation. Understand that employers are looking for positive behaviors in

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<p>2. Deliver a 5-minute oral presentation on the Word resume to the class.</p> <p>3. To create a PowerPoint 2010 multimedia resume that utilizes the paper resume's content plus photographs, audio, and video.</p> <p>4. To present the PowerPoint 2010 multimedia resume to the class as if the class were the hiring managers at a company/organization.</p>	<p>addition to tangible skills or experiences.</p> <ol style="list-style-type: none"> 1. Prepare a 5-minute oral presentation on the Word resume to the class as if the class were the hiring managers at the company/organization the student is applying to. 2. Explain how positive behaviors in addition to tangible skills or experiences will benefit student's employers. 3. Creating a good first impression. Practice makes perfect. 4. Understand common public speaking mistakes and practice avoiding them. <ol style="list-style-type: none"> 1. Utilize the paper resume's content in a PowerPoint multimedia presentation. Plan and create a PowerPoint presentation. 2. Demonstrate the ability to create, format, and present well formatted presentations. 3. Utilize a slide master, color schemes, backgrounds, design templates, text placeholders, slide transitions, sound effects, photographs, video, animation, etc. in the presentation. Create and format an organizational chart, a diagram, and a table. 4. Run a slide show automatically. 5. Understand the power of visual information. "A picture is worth a thousand words". Produce photographs or video for use in course multimedia presentations. 6. Save the presentation in multiple file types for different mediums. <ol style="list-style-type: none"> 1. Creating a good first impression. 2. Understand common public speaking mistakes and practice avoiding them. 3. Understand some of the speaking techniques that turn ordinary speakers into polished and confident speakers. 4. Prepare a 5-minute oral presentation for classmates that explain the personal and business sites/pages created.

Course Objective	Competencies
5. To create a Google Presentation multimedia resume from scratch or from imported PowerPoint presentation that utilizes the paper resume's content plus photographs, audio, and video.	<ol style="list-style-type: none"> 1. Utilize the paper resume's content in a Google multimedia presentation. Plan and create a Google presentation. 2. Demonstrate the ability to create, format, and present well formatted presentations.
6. To create a positive personal Facebook presence. Facebook is used by about 90% of college students so it is important that their Facebook site is well done.	<ol style="list-style-type: none"> 1. Understand the importance of a professional online persona for personal and career benefits. 2. Understand how to balance privacy and the providing of useful information for potential friends or employers. 3. Create a Facebook account and understand the basic components of a Facebook personal site. 4. Acquire an appreciation of how Facebook shows up in other Facebook user accounts or in other non-Facebook venues.
7. To create a positive business Facebook presence.	<ol style="list-style-type: none"> 1. Understand the difference between personal and business Facebook sites/pages. 2. Create business Facebook content to demonstrate the different purpose that business Facebook pages satisfy. 3. Understand how to use collaborative or team building behavior in Facebook.
8. To present the personal and business Facebook pages to the class to develop speaking skills and to benefit fellow classmates by viewing others' content.	<ol style="list-style-type: none"> 1. Prepare a 5-minute oral presentation for classmates that explain the Facebook personal and business pages created.
9. To create a positive LinkedIn Presence	<ol style="list-style-type: none"> 1. Understand the purpose of LinkedIn in one's professional career. Understand personal and professional networking as it applies to LinkedIn. 2. Create a LinkedIn profile page that may attract professional interest.
10. To present the LinkedIn page to the class to develop speaking skills and benefit fellow classmates by viewing others.	<ol style="list-style-type: none"> 1. Prepare a 5-minute oral presentation for classmates that explain the LinkedIn sites/pages created.