

**Kellogg School of Management
Persuasive Presentations KACI 450
Abbreviated Syllabus**

Subject to change

Contact Professor Van Camp at k-vancamp@kellogg.northwestern.edu
for questions.

Course Purpose and Description

This Persuasive Presentations class concerns verbal communication, which is one task that leaders cannot delegate to others. Most Kellogg experiences teach you to create value; this one teaches you to communicate your value. Your knowledge gives you power only if you can communicate it to others.

Text

None required

First Assignment

None

Mandatory First Class

No

SPEECH ASSIGNMENTS

These speech assignments are derived from my corporate clients' most recurring presentation situations. Students deliver speeches every week except Weeks 1 and 8. All speeches except Class 8/9 are individual.

Class 1	Introduction – No 1 st Class Assignment
Class 2	Communicating with Management
Class 3	Complex Topics
Class 4	Meetings
Class 5	Elevator Pitch
Class 6	Introductions or Conclusions
Class 7	Short Speeches
Class 8/9	Credibility - Team Persuasive Presentations with PowerPoint delivered Class 9
Class 10	Retention - Individual Presentations