

# **CRS 325: Presentational Speaking**

**CRS 325**  
**Presentational Speaking**  
**(3 credits)**  
**Class Size: 10-20**

*Faculty: Christopher Perrello, Instructor, Syracuse University*  
*Administrative Contact: Christina Parish, Director, Project Advance*

## **Course Catalog Description**

Conceptual and practical dimensions of formal presentations in organizational settings. Analysis, adaptation, strategic arrangement and development of ideas, verbal and nonverbal presentational skills.

## **Course Overview**

CRS 325 presents the conceptual and practical dimensions of formal presentations in organizational settings. Analysis, adaptation, strategic arrangement, development of ideas, and verbal and nonverbal presentation skills are examined.

This course breaks down the skills needed to present a proper image, and reflects on many other elements of communication also required for good speaking. This course builds a solid understanding of the fundamentals of public presentations and of how to competently and flexibly employ these skills so that a speaker can adjust selected topics to specific audiences.

## **Pre- / Co-requisites**

N/A

## **Course Objectives**

The specific goals of this course are to understand and apply:

- The basic principles of effective presentational speaking.
- The principles of audience and message analysis.
- Basic understanding of persuasion and other relevant skills to speaking.
- Application of these skills in appropriate business situations.

## **Laboratory**

N/A

## **Required Materials**

Public Speaking: The Virtual Text Online textbook  
(<http://www.publicspeakingproject.org> )

Alternate Textbook: Public Speaking in the 21st Century,  
Version 2.0 Davis Houck Digital: ISBN 978-1-7327075-6-6

Digital/Print Bundle: ISBN 978-1-7327075-7-3

(Flip Learning  
<https://fliplearning.com/book/publicspeaking-in-the-21st-century/> 814-753-1385)

## **Instructor Recommendations**

N/A