

BUS 5390 Management Communication

Fall 2012

Week 8-15 Team Web-based Project: Rough Drafts, Executive Report, PPT Presentation, and Feedback

Purpose: To critique Web-based communication and determine its effectiveness
To enhance ability to develop and finalize an executive report
To enhance ability to design, create, & deliver a PPT presentation
To improve teamwork skills in a time-constraint situation
To improve self and peer evaluation and feedback skills

WELCOME to Grinols&Waller Consulting PC (GWC). As you are probably aware, our firm has represented a wide array of our nation's largest trade associations before the United States Congress. Our clients contract with us to advise them on best current PR practices in the area of business sustainability reporting. Toward that end, GWC is presently engaged in an analysis of high-profile Websites, and today your group will receive your project assignment.

In this project you will have the opportunity to analyze the communication effectiveness of two consumer-oriented Websites concerning their commitment to sustainability and present your findings and recommendations in an executive written report and in an oral presentation.

Your audience for the presentation consists of GWC's two senior partners, Drs. Grinols and Waller.

As part of your analysis, you will examine the effectiveness of each company's Website according to the following criteria:

- Appropriateness for intended audience
- Clarity of message
- Message strategy
- Design/Appearance of Website
- Accuracy

With these in mind, you will examine the communication effectiveness of the site in conveying the company's commitment to sustainability. Then based on your findings, make recommendations to adopt one of the two Websites as a model while noting the strengths and weaknesses of both. Be aware that we are not interested in the technical aspects of Website design, the history of the company, nor the products advertised. We are interested in Best Current Communication Practices for a corporate Website.

Potential industry selections (by random drawing in class 10/9/12)

GM and Ford
Dow Chemical and DuPont
ExxonMobil and Shell
Pfizer and GlaxoSmithKline
P&G and SC Johnson

Dell and HP
FedEx and UPS
Subway and McDonalds
Target and Wal-Mart
GE and United Technologies

Guidelines for the Report:

Your final document should conform to standard GWC short-report guidelines. Here is the order of presentation: title page (1 page), executive summary (1 page), report body (3 pages), reference page (1 page). You will receive a sample title page; you will receive specific instructions on how to prepare the executive summary; you will use APA style for the reference page. Use the Arial size font in the handout for the title page; use Arial size 11 font throughout the rest of the report. Headings should be centered, all caps, and bolded. The text should be left justified, but not right justified. Use the default margins. **DO NOT** indent the first line of each paragraph; use single spacing within the paragraphs and double spacing between paragraphs. You have the option of attaching a limited number of “screen shots” to your document as appendices if you so choose.

Your final report will contain these sections and subsections immediately following the executive summary:

Introduction

- A. Brief Background
- B. Statement of Recommendation(s)

Body

- A. Description of both Websites’ coverage of corporate sustainability efforts
- B. Comparative analysis of Websites’ communication effectiveness
- C. Overall assessment of how well each company conveys its commitment to sustainability on its Website

Conclusion

- A. Summary of Recommendation(s)
- B. Expected Impact of Recommendation(s)

References

(Appendices if any)

Part I: Team Assignment: Overview and Due Dates

- A. As a team, analyze two specific Websites according to criteria provided.
- B. Create a rough draft and deliver it to Dr. Waller's office 403 Cashion by **9:00am Tuesday, October 16, 2012**. Drafts submitted late will be penalized. Critiqued drafts will be returned during class the same day. Begin work on your PPTs while you wait.
Choose template, design, colors
Create "dummy" slides, including internal transition slides, ready for content before content is ready

Update your rough draft and bring the update to class **Thursday, October 18, 2012**. Continue work on your PPT as you wait for feedback on your second draft.

- C. Complete an executive report to submit to class (2 copies) **Tuesday, November 13, 2012** following specific instructions provided.
- D. In a work session in class on the 13th, complete your PPT presentation to present in class on **Thursday, November 15, 2012**.
Determine slide coverage, own your slides, and rehearse as a team.
- E. In formal business attire, give your team presentation on **Thursday, November 15th**. At the beginning of class, submit 1 set of color copies of your slides, 3 slides per page. List team members in order of presentation on the first or second slide. (Come early to class to load your PPT.)

You will have **10** minutes for the presentation, **3** minutes for Q/A.
Everyone must participate, including speaking.

Part II: Individual Feedback

- A. When not presenting, you will listen to the other team's presentation and contribute to the Q/A sessions. You will also participate in REACT feedback. Bring your laptops charged up.
- B. Each person will also complete a team self-and-peer feedback form in class November 27nd.

BUS 5390 Management Communication Web Presentation Team Assignment

Confidential Group Member Participation Evaluation (maximum 50 pts)

Name _____ Team _____ Date _____

1. Your responses are confidential.
2. In the space provided below, list the names of all the members in your group, beginning with yourself.
3. For each team member, indicate your assessment of the percentage of value added by each group member (including yourself) to the planning and participation of the assignment. Note that the percentages that you give must add up to 100%. Example: In a 4-member team where everyone contributed equally, each member would receive 25%.
4. Indicate Poor, Average, or Excellent for each student for the criteria listed below.

Optional: You may make additional comments on the participation of each group member (including yourself) below. You may also give feedback about what you learned about teamwork.

Thank you.

	Names of Group Members	% Contributed (total must equal 100%)	Supports Team Decisions (Poor/Average/Excellent)	Interacts Effectively with Others (Poor/Average/Excellent)
1				
2				
3				
4				

Comments