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15.281 Advanced Managerial Communication
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15.281 Assignment Individual Project

This assignment asks you to give one longer presentation and to write a one-page executive summary on some project you are working on in another course, for your thesis, for an outside job, or for this class. The final presentation and document must have *a real world audience* (either actual or hypothetical). Thus a project that requires working with an outside client is well-suited for this assignment. If you want to base your individual project on a term paper or thesis aimed at a teacher, you will need to adapt it to an appropriate external audience for your 15.281 presentation and document.

The due dates and brief descriptions of the various phases of the project are as follows:

- LEC 7** ***Subject for project.*** One paragraph on the tentative subject, audience, and purpose of your project. Some discussion with me may be necessary before you finalize your project. (You may change topics up to LEC 14, by turning in an alternative paragraph for the new topic.)
- LEC 22-23** ***Final oral presentation.*** Your presentation with visual aids should be 15 - 20 minutes long, plus up to 5 minutes of Q & A. The presentation should be aimed at your hypothetical real-world audience. Your purpose may be informative or persuasive, depending on the nature of your project.

Guidelines

Form: 15 - 20-minute presentation plus 5 minutes of Q & A
Grade: 15% of course grade, based on strategy, structure, delivery, and visual aids

- LEC 23** ***Executive summary.*** Your executive summary should be a 1-page (single spaced, including tables, graphs, etc., as appropriate) document, aimed at your hypothetical audience and having a suitable structure and level of detail.

Guidelines

Form: 1-page executive summary
Grade: 10% of course grade, based on strategy, structure, style, and clarity