

This course was conceived with two purposes in mind: one, to allow students preparing presentations for clients while in the second year of their MBA to produce and deliver the most effective and professional presentations and documents possible at the conclusion of their projects; second, to give an opportunity for students going into careers that have significant client interactions (consulting, brand managers, investment bankers) to excel in all areas of communication competencies. This course should be highly attractive, then, to students preparing important communications in the course of their directed studies or starting an entrepreneurial venture, as well as to students who wish to take the work they began in first-year MC to a new level of excellence.

If you want to end the year with a top-notch presentation, put your new venture across with the clarity it deserves, or distinguish yourself with compelling communication in your new career, this course is for you. Effective Communication for Clients will address every aspect of communication in the communicator client relationship—meeting, phone calls, memos, the presentation development process, slide-writing, rehearsing and presenting the final presentation, deliverables and reports. The class will draw on articles, cases, current techniques used by top firms and the extensive professional expertise of the instructor.

Requirements: Attendance, a portfolio of written communications, a presentation. Grading will be based on these components.