

Course Syllabus Summer 2017

Stanford Environmental and Water Studies Summer Program
Stanford University School of Engineering
Wednesdays, June 28th - August 16th; 6:30pm - 8:20pm
Y2E2 101

CEE 175P/275P (2 units):

*Persuasive Communication
for Environmental Scientists, Practitioners, and Entrepreneurs*

Instructors:

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Course Overview:

Achieving your goals will depend not only on how innovative your ideas are but also how persuasive you are in communicating these ideas. What makes you persuasive? Your ability to create value for your audience. This course will teach you how to: 1) focus on your audience and 2) create value for your audience using research-proven communication techniques. The specific techniques you will learn are: Problem/Solution, Benefit, Same Team, and Alignment. You will master these techniques through oral and written exercises so that, after taking this course, you speak and write more persuasively. The course is geared towards undergraduate and graduate students interested in engineering or entrepreneurship who wish to master the science of persuasive communication to achieve their personal and professional goals.

Assignments:

Each week students will identify an example from the real world (i.e., from a newspaper or video clip) of the technique(s) discussed in the previous class and write a 150-word reflection evaluating its persuasiveness. In addition, students will, themselves, practice the technique in some situation in their daily lives and write a 150-word reflection evaluating their own persuasiveness.

Beyond these weekly exercises, the following 3 written and oral assignments will help students further master the communication techniques.

Homework 1. 500-word essay for a scientific journal, letter to the editor of a newspaper or magazine, or product pitch (students are welcome to suggest alternative formats) on an environmental topic of interest to them.

Homework 2. 1-minute pitch about an environmental topic that matters to them.

Homework 3. 2-minute pitch about an environmental topic that matters to them.

Preliminary Sequence and Schedule:

Wk	Date	Topic	Homework due by class time
1	6/21	Audience Focus	None
2	6/28	Problem/Solution	Example of AF
3	7/5	Benefit and Same Team	Example of P/S
4	7/12	RCS Framework in writing and speaking	Examples of B and ST
5	7/19	Practice pitches	Homeworks 1 (written) & 2
6	7/26	Alignment	
7	8/2	Standard	Example of AL
8	8/9	Final pitches	Homework 3

Pre-requisites:

None.

Honor Code:

The Honor Code is the University's statement on academic integrity written by students in 1921. It articulates University expectations of students and faculty in establishing and maintaining the highest standards in academic work. In the context of this course, adhering to the Stanford Honor Code implies that all homework assignments must be done individually. Students may consult with TAs and with other students, but must prepare the assignments independently based on their own understanding. More details regarding the Honor Code can be found [here](#).

Students with Documented Disabilities:

Students who may need an academic accommodation based on the impact of a disability must initiate the request with the Office of Accessible Education (OAE). Professional staff will evaluate the request with required documentation, recommend reasonable accommodations, and prepare an Accommodation Letter for faculty dated in the current quarter in which the request is being made. Students should contact the OAE as soon as possible since timely notice is needed to coordinate accommodations. More details regarding the OAE may be found [here](#).