

Exercise:
“Elevator Pitch” for a Grant Proposal (COMP 100 linked)
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Course: *MKT 100*
Title: *Conceptual Foundations in American Enterprise (3 units)*

“A great speaker is first a great person who happens to speak well.”
---Socrates (469 B.C. – 399 B.C.)

Goal:

The primary goal of this assignment is to help students practice giving a brief, but important, presentation to the class. The secondary goal of this assignment is to link an activity from COMP 100 with an activity in MKT 100. The tertiary goal of this assignment is to practice your skills with a presentation tool such as Powerpoint.

Instructions:

In general, your task is to design, develop, and present a 1 and ½ minute presentation on the subject of your capstone project “grant proposal” from COMP 100. In COMP 100, you’ll be using MS-Office tools to develop one or more documents that are part of a request to ask a philanthropic entity for money for some purpose.

In COMP 100, your task is to complete your work in a timely and accurate manner. In MKT 100, your task is to distill your work into a single Powerpoint slide and give a short presentation in class on this subject. A short presentation to ask for an investment is often called an “elevator pitch” because it contains just the most important information and delivered succinctly (that is, in the time it takes an elevator to go between, say, ten floors in a high-rise office building). This is not a difficult assignment, but it requires some practice.

A sample Powerpoint is at:

<http://ocw.smithw.org/2011fall/mkt100-18873/exercise-elevator-pitch-sample.ppt>

Deliverable:

The due date is listed on the course outline. Before that due date, there should be enough time in or out of class to go over any questions you may have. *The Powerpoint file is to be uploaded into the MKT 100 class Moodle at least 48 hours before the due date.*

Length:

The Powerpoint must be *one* slide only. The presentation must be no less than 1 minute and no more than 1 and ½ minutes.

Scoring:

There will be 10 points allocated. Half of the points will be for the breadth and depth of content, and half of the points will be for the quality of the oral presentation.

Presentation:

No two individuals have the same speaking or presentational style. In general, the following Powerpoint entitled “The Practice of Speech” that I use for my business juniors can be helpful (please ignore the very last slide). See:

<http://ocw.smithw.org/bus302/speech-practice.ppt>

You need to allocate enough time to practice. There can be no substitute for practice. You’ll be doing a number of presentations and public-speaking activities in the your academic and professional life.