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The Florida Master Teacher Seminar

The Classroom Innovation

One of the courses that I teach is Business Communications. Instead of giving a final exam, I have the students complete a final project. Throughout the term, students will complete “checkpoints” that will prepare them for the final project (and to remind them that there is, in fact, a final project). They are assignments that include: picking a topic, analyzing the audience, brainstorming/mind mapping, an outline, and a draft of the final project.

The final project is one that they pick. They can choose any of the following options:

- **OPTION 1: WRITTEN ASSIGNMENT**
You will be writing an essay response to the question “How has technology affected the ability of people to communicate?”.
- **OPTION 2: MAKE A COMMERCIAL**
Take an everyday object – an apple, pen, table, lunchbox – and create a commercial trying to sell it.
- **OPTION 3: INFORMATIONAL OR ANALYTICAL REPORT EXAMING TWEETS AND OTHER SOCIAL MEDIA POSTS**
Pick a trending topic and analyze the social media, both positive and negative about the topic.
- **OPTION 4: POWERPOINT PRESENTATION**
Create a 10-slide minimum PowerPoint presentation on a topic of your choice.
- **OPTION 5: CREATE A HOW-TO VIDEO**
Create a how-to video on anything you would like.

This allows the students to choose a format that suits them best, while still enforcing the things that they have learned throughout the course. Students can exercise their creativity and use their phones (if that is one of the options they choose).

I have gotten how-to videos on making slime, putting on false eyelashes, and an exercise video. I have gotten commercials selling Zipfizz, dog treats, and yarn. One student analyzed social media posts about the live action Little Mermaid movie.

It’s been very entertaining and the students seem to enjoy it more than an exam.

