July 13

8:30 – 9:00 AM	Welcome, Logistics, Course Overview
9:00 – 9:45 AM	Your Professional *Persona*: Lecture*
9:45 –10:30 AM	Your Professional *Persona*: Exercise
10:30 –11:15 AM	Professional Presentations: Lecture*
11:15 – Noon	Professional Presentations: Exercise
Noon – 1:00 PM	One-on-One Diagnostic Meetings

* = Content includes discussion of Generative AI

July 14

8:30 – 9:30 AM	Persuasion Theory & Practice
9:30 – 10:30 AM	Persuasion Exercises*
10:30 – 11:00 AM	Best Practices in Slide Design Lecture*
11:00 – 11:30 AM	Best Practices in Slide Design Exercise
11:30 – 1:00 PM	One-on-One Diagnostic Meetings

July 15

8:30 – 9:00 AM	Your Social Media *Persona* Diagnostic Exercise
9:00 – 9:45 AM	Your Social Media *Persona* Strategy*
9:45 – 10:15 AM	Persuading through Social Media*
10:15 – 11:00 AM	Persuading through Social Media Exercise
11:00 – Noon	Presentations in Digital Media*
Noon – 1:00 PM	One-on-One Diagnostic Meetings

July 16

8:30 – 9:30 AM	Argumentation & Critical Thinking*
9:30 – 10:30 AM	Critical Thinking Exercise
10:30 – 11:30 AM	Message Adaptation, esp. for Scientific/Technical Material*
11:30 to 12:30 PM	Message Adaptation Exercise
12:30 – 1:00 PM	One-on-One Diagnostic Meetings

July 17

8:30 – 10:00 AM	Generative AI, Promise & Pitfalls*
10:00 – 10:30 AM	Generative AI Exercise*
10:30 – 11:30 AM	Intercultural Adaptation (Guest Lecture)
11:30 – 12:30 PM	Intercultural/AI Exercise*
12:30 – 1:00 PM	Certificates Awarded(?), One-on-One Diagnostic Meetings