

JUN 14 2001



BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**Option: **Marketing Management****MKTG 1323****Effective Public Speaking**

Hours/Week:	3	Total Hours:	36	Term/Level:	199930
Lecture:	3	Total Weeks:	12	Credits:	3

Prerequisites:

Reasonable fluency in the English language is necessary for effective participation in this course..

Course Objectives:

At the conclusion of this course, the student will be able to approach with greater confidence any personal or professional public speaking opportunity, including remarks, presentations, informal and formal speeches.

Evaluation

Each student will be evaluated by all of the other students, as well as the instructor.

Course mark will be made up of:

Impromptu Speeches	20%
Five-Minute Speech / Presentation	30%
Ten-Minute Speech / Presentation	40%
Written Outlines & Speech Copies	10%
TOTAL	100%

ATTENDANCE:

Regular attendance is required. Students must attend at least 80% of all classes unless other arrangements are made with the instructor(s). Failure to do so may result in the student being prevented from completing the course.

Course Outline
MKTG 1323 – Effective Public Speaking

Course Summary:

Course Record

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		

Course Outline
MKTG 1323 – Effective Public Speaking



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business
Program: **PART TIME STUDIES**
Option: **Marketing Management**

MKTG 1323
Effective Public Speaking

Effective Date

September 1999

Instructor(s)

John Keirstead

Office No.:

Office Hours:

Phone: 524-1661

Required Text(s) and Equipment

A manuscript copy of Speechwriting Without Pain (Matt Hughes, Apr; 1987; unpublished) will be loaned to each student for the duration of the course.

Many handouts will be provided for information and reference, as well as a bibliography of useful books and other publications.

Reference Text(s) and Recommended Equipment

COURSE NOTES (Policies and Procedures)

ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.

This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.

CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

ASSIGNMENTS; Late assignments or projects will not normally be accepted for marking unless agreed to by the instructor.

CLASS CONDUCT: Students are expected to act professionally during class. Students disrupting classes or disturbing others during class will be asked to leave and their behaviour will be reported to their program head.

COURSE OUTLINE CHANGES: The material specified in this course outline may be changed by the instructor. If changes are required, they will be announced in class.

Course Outline
MKTG 1323 – Effective Public Speaking

Session	Outcome/Material Covered	Reference/ Reading
1	<p>Introduction to course and review of course outline. Mutual introduction of students. Cold reading of challenging texts. Instructional videotapes by Steve Allen and Toastmasters International</p> <p>Assignment: Begin reading text; prepare rehearsed reading.</p>	
2	<p>Background and theory of varieties of public speaking. How to give a speech (use of voice, body, gestures, props and visuals). Tongue twisters and other vocal exercises. Videotaped delivery of rehearsed readings.</p> <p>Assignment: Continue reading.</p>	
3	<p>Review of rehearsed readings. How to write a speech. Outline preparation. Preparation time-lines.</p> <p>Assignment: Continue reading. Prepare outline of five-minute speech/presentation.</p>	
4	<p>Explanation and discussion of evaluation procedure, forms and criteria. Videotaped impromptu two-minute speeches on randomly-selected topics. Review and evaluation.</p> <p>Assignment: Continue reading</p>	
5	<p>Outlines returned and discussed. Videotaped impromptu two-minute speeches with introduction, thanks and critique.</p> <p>Assignment: Begin preparation and rehearsal of five-minute speech/presentation.</p>	
6	<p>Balance of "team" speeches.</p> <p>Assignment: Continue preparation and rehearsal of five-minute speech/presentation.</p>	
7	<p>Videotaped five-minute speeches/presentations.</p>	
8	<p>Balance of five-minute speeches/presentations</p>	
9	<p>Review of videotape.</p> <p>Assignment: Preparation of ten-minute speech/presentation.</p>	
10	<p>Videotaped ten-minute speeches/presentations. Review & discussion.</p>	
11	<p>Videotaped ten-minute speeches/presentations. Review & discussion.</p>	
12	<p>Balance of videotaped ten-minute speeches/presentations. Review and discussion.</p> <p>Review of course.</p>	

BIBLIOGRAPHY

1. Tacey, William S. (1970). Business and Professional Speaking
Wm. C. Brown Co.
2. Fellows, Hugh P. The Art and Skill of Talking with People
New Jersey: Prentice Hall Inc.
3. Nirenberg, Jesse S. (1975) Getting Through to People
New Jersey: Prentice Hall Inc.
4. Hanna, Michael S., & Gibson, James W. Public Speaking for Personal Success
(Second Edition) Dubuque, Iowa: Wm. C. Brown Publishers
5. Sarnoff, Dorothy (1970) Speech Can Change Your Life
New York: Doubleday
6. Samouar, Larry A., & Mills, Jack (1983) Oral Communications Message and Response (Fifth Edition) Dubuque, Iowa: W.C. Brown Co.
7. Spicer, Keith (1982) Winging It
Double Day Canada, 1982