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BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 1323

Effective Public Speaking

Hours/Week: 6 Total Hours: 36 Term/Level: 200010

Lecture: 6 Total Weeks: 6 Credits: 3

Prerequisites:

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

Course Objectives:

(Upon successful completion of this course, the student will be able to)

- Speak confidently, clearly and convincingly both in business presenting and in other public speaking situations
- Show leadership through communication that builds credibility and respect
- Meet the increasing demands for public speaking necessary for leadership positions.

Evaluation

Demonstration Speech	10%
Using Response Getting & Structure	
Dialogue & Visual Aids Speech	15%
Persuasive Speech	20%
Achieving an Higher Objective Speech	25%
Giving the Gift of Your Conviction Speech	30%
Impromptu Speaking	<u>10%</u>
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 Summary:

Lectures, audio visual, films, buzz groups, speech analysis will be some of the methods employed to cover the following:

- Discipline, adaptations for public speaking
- Controlling your visual signals
- The building of a speech
- Overcoming fear and development of self-confidence
- Delivery skills
- Basics of the communication process
- Informative presentations
- Inspiration speeches
- Introducing/thanking speakers
- Impromptu speaking

**Course
Record**

Developed by:



Anna Coleshaw

Date:

January 14, 2000

Approved by:

Associate Dean
(signature)

Start
Date:



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 1323
Effective Public Speaking

Effective Date

January 2000

Instructor(s)

Anna Coleshaw

Office No.: N/A

Office Hours: 10am to 8pm

Phone: 727-2662

Required Text(s) and Equipment

Seven Steps to Fearless Speaking by Lilyan Wilder

Use of Tape or Video Recorder recommended

A video tape for recording speeches

Reference Text(s) and Recommended Equipment

Book of Quotations and Anecdotes

Select according to your preference

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.

Session	Outcome/Material Covered	Reference/ Reading
1	<p> Introductions Get Talking Ice Breaker Exercise Overcoming the Fear of Public Speaking Experiencing Your Voice - Relaxation, Breathing and Vocal Inventory Get a Response & Structure Your Thoughts Group Exercises on Getting a Response Topic Discovery Session Impromptu – “Lil' Baby Steps to Happiness” </p> <p> ASSIGNMENT #1 - Demonstration Speech (4 to 6 minutes) </p>	<p> Pages 1 to 59 AND 197 to 211 </p>
2	<p> Warm Up Exercise - What Stuck From Last Week? Body Language & Thinking Noises Establish a Dialogue - Audience Communication Tap Your Creativity - Visual Aids as Speech Enhancements Group Exercise on Visual Aids Presentation of ASSIGNMENT #1 Triad Group Exercise on Dialoguing based on Assignment #1 Speeches Impromptu - Favorite Quotes and Poems </p> <p> ASSIGNMENT #2 - Using Dialogue Speech (5 to 7 minutes) </p>	<p> Pages 60 to 94 </p>
3	<p> Self Critique Review Impromptu - "Miss America" Learn to Persuade - Winning Over Your Audience Understanding Your Audience Using Research Group Work on Persuasive Topics Presentation of ASSIGNMENT #2 & Peer Evaluations </p> <p> ASSIGNMENT #3 - Persuading the Audience (8 to 10 minutes) </p>	<p> Pages 95 to 111 </p>
4	<p> Achieving a Higher Objective -Sharing Values and Beliefs Relating Higher Objective to Your Career Quads Practice Exercise on Higher Objective Dispelling Myths Using Microphones Presentation of ASSIGNMENT #3 Impromptu - "Favorite Movie" </p> <p> ASSIGNMENT #4 - Achieving Your Higher Objective (10 to 12 minutes) </p>	<p> Pages 113 to127 </p>

5	Give the Gift of Your Conviction - Speaking From the Core Topic Discovery Session B Presentation of ASSIGNMENT #4 The Private Moment vs. The Affective Memory Pair Group Work - Structure Development for Gift of Conviction Speech Impromptu - "Favorite Place" ASSIGNMENT #5 - Give the Gift of Your Conviction (12-15 minutes)	Pages 113 to150 AND 151 to196
6	Presentation of ASSIGNMENT #5 Impromptu - Wrap Up Exercise	