



FILED JAN 20 1999

OCT 28 2003

Course Outline **Part A**

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Business

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

Hours/Week:	36	Total Hours:	36	Term/Level:	200010
Lecture:	36	Total Weeks:	1	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	15%
Using Response Getting & Structure	
Persuasive and Visual Aids 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 18, 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

February 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 STEP ONE - Experiencing Your Voice - Relaxation, Breathing and Vocal Inventory STEP TWO - Get a Response & Structure Your Thoughts STEP THREE - Establish a Dialogue Group Exercises on Getting a Response & Establishing Dialogue Topic Discovery Session A Impromptu – “Lil’ Baby Steps to Happiness” ASSIGNMENT #1 - Demonstration Speech (5 to 7 min.)</p>	<p>Pages 1 to 76 AND 197 to 211</p>
2	<p>Warm Up Exercise - What Stuck From Yesterday? Body Language & Thinking Noises STEP FOUR - Tap Your Creativity Group Exercise on Visual Aids STEP FIVE - Learn to Persuade - Winning Over Your Audience Understanding Your Audience Using Research Mini Speeches - Group Work on Persuasive Topics Presentation of ASSIGNMENT #1 First Aid and Emergency Kits for Impromptu Speaking Impromptu - Favorite Quotes and Poems ASSIGNMENT #2 – Persuasion and Visual Aids Speech (8 to 10 min.)</p>	<p>Pages 77 to 111 AND 183 to 190</p>
3	<p>Self-Critique Review Impromptu - "Miss America" Presentation of ASSIGNMENT #2 & Peer Evaluations STEP FIVE - Achieving a Higher Objective -Sharing Values and Beliefs Relating Higher Objective to Your Career Quads Practice Exercise on Higher Objective Dispelling Myths Using Microphones Speaking at Special Occasions ASSIGNMENT #3 – Achieving a Higher Objective (10 to 12 minutes)</p>	<p>Pages 113 to 128 AND 165 to 182</p>
4	<p>Presentation of ASSIGNMENT #3 Impromptu - "Favorite Place" STEP SIX - Give the Gift of Your Conviction - Speaking From the Core Topic Discovery Session B The Private Moment vs. The Affective Memory Pair Group Work - Structure Development for Gift of Conviction Speech ASSIGNMENT #4 - Give the Gift of Your Conviction (12 to 15 minutes)</p>	<p>Pages 129 to 182 AND 191 to 196</p>
5	<p>Presentation of ASSIGNMENT #5 Impromptu - Wrap Up Exercise</p>	<p>Pages 113 to 150 AND 151 to 196</p>