



FILED APR 26 2000
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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:	200020
Lecture:		Total Weeks:	6	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 Summary:

Course Record

Developed by:	<hr/>	Date:	<hr/>
	Instructor Name and Department (signature)		
Revised by:	<hr/>	Date:	<hr/>
	John Keirstead Instructor Name and Department (signature)		April 2000
Approved by:	<hr/>	Start Date:	<hr/>
	Associate Dean (signature)		



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 1323
Effective Public Speaking

Effective Date

April 2000

Instructor(s)

John Keirstead

Office No.:

Office Hours:

Phone: 524-1661

Required Text(s) and Equipment

Seven Steps to Fearless Speaking, by Lilyan Wilder

John Wiley & Sons, 1999

Reference Text(s) and Recommended Equipment

List attached

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	Introduction to course and review of course outline. Mutual introduction of students. Cold reading of challenging texts. Instructional videotapes.	
2	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. Assignment: Prepare rehearsed readings	
3	Review of rehearsed readings. How to write a speech. Outline preparation. Preparation time-lines.	
4	Explanation and discussion of evaluation procedure, forms and criteria. Videotaped impromptu two-minute speeches on randomly-selected topics. Review and evaluation. Assignment: Prepare outline of five-minute speech/presentation.	
5	Outlines presented and discussed. Videotaped impromptu two-minute speeches with introduction, thanks and critique.	
6	Balance of "team" speeches. Assignment: Preparation and rehearsal of five-minute speech/presentation. Prepare outline of ten-minute speech/presentation.	
7	Videotaped five-minute speeches/presentations.	
8	Balance of five-minute speeches/presentations. Outlines presented and discussed Assignment: Preparation of ten-minute speech/presentation.	
9	Review of videotape. Impromptu speeches	
10	Videotaped ten-minute speeches/presentations. Review & discussion.	
11	Videotaped ten-minute speeches/presentations. Review & discussion.	
12	Balance of videotaped ten-minute speeches/presentations. Review and discussion. Review of course.	

SUGGESTED TEXTS

Cooper, Morton
CHANGE YOUR VOICE, CHANGE YOUR LIFE
Harper & Row, NYC. 1984

Cooper, Morton
WINNING WITH YOUR VOICE
Fell Publishers, Hollywood, Fla. 1990

Detz, Joan
HOW TO WRITE & GIVE A SPEECH
St. Martin's Press, NYC. 1992

Hoff, Ron
I CAN SEE YOU NAKED
(A FEARLESS GUIDE TO MAKING PRESENTATIONS)
Andrews & McMeel, Kansas City, MO. 1988

McFarland, Kenneth
ELOQUENCE IN PUBLIC SPEAKING
Prentice Hall, Englewood Cliffs, NJ. 1976 (Reward Edition)

McMahon, Ed
THE ART OF PUBLIC SPEAKING
G.P. Putnam's sons, NYC. 1986

Smith, Terry C.
MAKING SUCCESSFUL PRESENTATIONS (2ND EDITION)
John Wiley & Sons, NYC 1990

PLUS: Elements of Style (Strunk & White), Modern English Usage (2nd Edition),
and a good pronouncing dictionary, preferably of Canadian usage.