BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY   SEP 1 8 2003

COURSE OUTLINE

COURSE NAME_____EFFECTIVE PUBLIC SPEAKING_____

COURSE NUMBER___MKTG 1323_____   DATE___APRIL 1996_____

Prepared by__Sheelagh Lawson_____   Taught to_Part Time Studies_____

School_____Business_____   Date Prepared___APRIL 1994____

Term___ALL_____   Hrs/Wk____3_____   Credits_____3_____

No. of Weeks_____12_____   Total Hours_____36_____

PREREQUISITES

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

COURSE OBJECTIVES

To enable students to:

- Gain confidence in public speaking and in business and social situations

- Develop communication skills

- Organize and express ideas clearly

- Maintain audience interest

- Identify informative and persuasive techniques

- Practise effective presentation skills

EVALUATION

Demonstration	15 %
Informative speech	30 %
Persuasive speech	25 %
Other Assignments/Attendance	30 %

REQUIRED TEXT(S) AND MATERIALS

NONE

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

Handout material will be provided
and texts recommended for review

COURSE SUMMARY

The purpose of the course is to help students gain confidence in public speaking and provide them with the skills for immediate practical application.

The study of basic speech construction principles will enable learners to arrange ideas and express themselves clearly and to the point.

The importance of audience rapport and speaker credibility will be emphasized.

Delivery techniques will focus on the impact of non-verbal communication and the use of visual aids.

In addition to instructor evaluation of presentations, students will provide constructive feedback for each other.

Emphasis will be placed on allowing frequent opportunities for speaking, whether prepared or impromptu.

Since public speaking skills are acquired through maximum participation as speaker and as listener, students will be expected to attend at least 75% of classes and complete all assignments.

WEEK LECTURE OF LAB NUMBER	MATERIAL COVERED	NOTES
1	• Introduction to course • Idenfitying objectives • Developing topics • Dealing with stagefright	
2	• Audio-visual presentations • Evaluations • Appearing confident	
3	• Speech Preparation 1 • Selecting a topic • Getting to the point • Identifying the purpose • Voice projection • Student assignments	
4	• Speech Preparation 2 • Analyzing audience and occasion • Gathering material • Organizing and arranging ideas • Effective introductions and conclusions • Articulation and vocal variety • Student assignments	
5	• Speech Preparation 3 • Outlinging • Preparing notes • The non-verbal messag • Visual aids • Student assignments	
6	• Audio-visual presentations • Evaluations • The informative speech • Special occasion speeches • Impromptu speaking	

WEEK LECTURE OF LAB NUMBER	MATERIAL COVERED	NOTES
7	• Mid-term review of course & instruction • Student presentations • Evaluation	
8	• Persuasive speaking • Student presentations • Evaluation	
9	• Student presentations • Evaluation	
10	• Student presentations • Evaluation	
11	• Student presentations • Evaluation	
12	• Student presentations • Evaluation • Review of course and objectives	