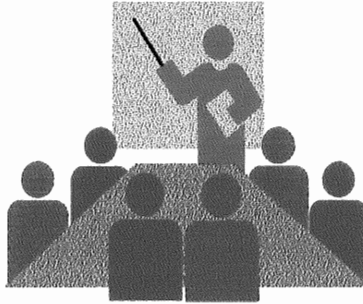


BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business
 Programme: Continuing Education
 Option:

MKGT 1323
Effective Public Speaking



Instructor: Rich Pender

Office: 432-8445
Fax 439-6700
SE6 (IBM) 314

No. of weeks: 1

No. of hours: 34

Prepared by: Rich Pender

Date: May 1997

Prerequisites: Reasonable fluency in English

Course Objectives:

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

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

Evaluation:

Informative Speaking Assignment	20%
Delivery Skills Assignment	20%
Selling Assignment	20%
Impromptu Speaking	20%
Final Inspirational Speech Assignment	20%

Required Text(s) and Materials:

One 1/2" VHS Video Tape for recording presentations
 Materials will be supplied by the instructor during lectures

Recommended Texts

Book of quotations and anecdotes

Course Summary:

Lectures, videos, action groups, peer evaluation, and speech analysis will be employed to cover the following:

- Discipline, adaptations required 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
 - Inspirational speeches
 - Introducing/thanking speakers
 - Impromptu speaking
-
-

Recommended Readings

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
3. Nirenberg, Jesse S., (1975), Getting Through to People, New Jersey, Prentice Hall
4. Hanna, Michael S., & Gibson, James W., Public Speaking for Personal Success, 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 Dubuque Iowa: W.C. Brown Co
7. Spicer, Keith (1982) Winging It, Doubleday Canada, 1982