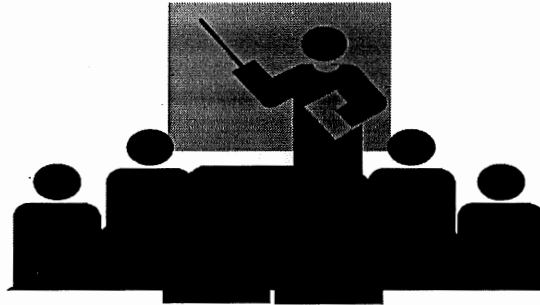


**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY**

School of Business  
Programme: Continuing Education  
Option:

**MKGT 1323**  
**Effective Public Speaking**



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**Instructor: Rich Pender**

**Office: 432-8445**

**Fax 439-6700**

**SE6 (IBM) 314**

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No. of weeks: 14

No. of hours: 42

3 hours per week Lecture/Lab

Prepared by: Rich Pender

Date: Sept 1997

Prerequisites: Reasonable fluency in English

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**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.

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**Evaluation:**

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

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**Required Text(s) and Materials:**

One 1/2" VHS Video Tape for recording presentations (to keep a personal record of speeches).  
Other relevant materials will be supplied by the instructor during classes.

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**Recommended Texts**

Book of quotations and anecdotes

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**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

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**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

**MKTG 1323 - EFFECTIVE PUBLIC SPEAKING**  
**Schedule**

subject to change at instructor's discretion

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Session	Date	Lecture Topics	Lab
1	Jan 15	Need for Public Speaking • applications Planning a Speech	Exercises
2	Jan 22	Types of Speeches Anxiety, Listening skills	Exercises
3	Jan 29	Constructive Criticism Ethics, Topic Selection, Purpose of Speech	Exercises
4	Feb 5	Central Ideas Audience Analysis, Demographics	Exercises
5	Feb 12	Situational Analysis Researching the Topic	Exercises
6	Feb 19	Support Materials Outlines Patterns of organization	Exercises
7	Feb 26	Introductions Conclusions Visual Aids	Exercises
8	Mar 12	Delivery Language Choices, NonVerbals	Exercises
9	Mar 19	Speech Anxiety Informative	Exercises
10	Mar 26	Persuasive Speeches	Exercises
11	Apr 2	Ethics of Persuasion Types of Persuasion	Exercises
12	Apr 9	Building Credibility Logical Persuasion	Exercises
13	Apr 16	Speeches	Speeches
14	Apr 23	Speeches	Speeches