

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINECOURSE NAME EFFECTIVE PUBLIC SPEAKINGCOURSE NUMBER MKTG 1323 DATE JANUARY 1998Prepared by S. DesRochers Taught to Part Time StudiesSchool Business Date Prepared APR. 1997Term ALL Hrs/Wk 6 Credits 3No. of Weeks 6 Total Hours 36

PREREQUISITES

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

COURSE OBJECTIVES

- Gain confidence in public speaking, business and social situations
- Organize and express ideas clearly
- Maintain audience interest
- Identify informative and persuasive techniques
- Practise effective presentation skills

EVALUATION

Demonstration Speech	<u>30</u> %
Informative Speech	<u>30</u> %
Persuasive Speech	<u>30</u> %
Other Assignments/Participation	<u>10</u> %

REQUIRED TEXT(S) AND MATERIALS

NONE

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

NONE

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.

COURSE OUTLINE - MKTG 1323

(continued)

WEEK	MATERIAL COVERED
1	<ul style="list-style-type: none">• Introduction to course• Identifying course objectives / Week 1 objectives• Communication Anxiety• Effective listening• Audience analysis• Overview of speech organization• Audio-visual presentation• In-class speech assignment
2	<ul style="list-style-type: none">• Brief review of last week / Identify objectives for this week• Selecting a topic• Developing a thesis• Researching and developing your speech• Effective introductions and conclusions• In-class speech assignment
3	<ul style="list-style-type: none">• Brief review of last week / Identify objectives for this week• Body language• Achieving vocal variety pitch, volume, rate• Visual and audio aids• Outlining: use of notes• Language• Impromptu Speaking• Student speech assignment - Demonstration Speech
4	<ul style="list-style-type: none">• Brief review of last week / Identify objectives for this week• Student presentations / evaluation - Demonstration Speech• Special Occasion Speeches• Student speech assignment - Informative Speech
5	<ul style="list-style-type: none">• Brief review of last week / Identify objectives for this week• Student presentations / evaluation - Informative Speech• Persuasive speaking• Student speech assignment - Persuasive Speech
6	<ul style="list-style-type: none">• Brief review of last week / Identify objectives for this week• Student presentations / evaluation - Persuasive Speech• Make-up assignments• Review of course and expectations