

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY
COURSE OUTLINE**

COURSE: EFFECTIVE PUBLIC SPEAKING
COURSE NUMBER: MKTG. 1323
DATE: SEPTEMBER 1998
PROGRAM: SCHOOL OF BUSINESS
CONTINUING EDUCATION
INSTRUCTOR: RICK KROETSCH
OFFICE: SE6 308
OFFICE HOURS: by appointment or as posted
PHONE: 451 - 6766
EMAIL: rkroetsch@bcit.bc.ca

Number of Weeks: 14
Number of Hours: 42 [3 hours per week Lecture / Lab]

Prerequisites: Reasonable fluency in English

Course Objectives:

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

- Speak confidently and convincingly both in business presenting and other public speaking presentations
 - 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:

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| Informative Speaking Presentation (#1) | 15% |
| Delivery Skills Presentation (#2) | 15% |
| Selling Presentation (#3) | 20% |
| Impromptu Speaking Presentation (#4) | 20% |
| Final Inspirational Speech Presentation (#5) | 20% |
| Attendance | <u>10%</u> |
| | 100% |

Required Text(s) and Materials:

One ½" VHS Video Tape for recording presentations (to keep a personal record of speeches). Other relevant materials will be supplied by the instructor.

There is **NO** textbook for the class, therefore attendance is extremely important.

Course Summary:

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

- Discipline 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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SCHEDULE**NB Subject to change at Instructor's Discretion**

| WEEK | DATE | LECTURE | LAB |
|---------|----------|---|--|
| Week 1 | Sept. 14 | Need for Public Speaking Presentation Outlines Principles for Presenters Audience Profile | Introduction Exercises |
| Week 2 | Sept. 21 | Preparing your Message Researching the Topic Purpose of the Speech Message Content and Structure | Short Presentation |
| Week 3 | Sept. 28 | Setting Objectives Relating to People Getting their Attention How to Introduce a Speaker | Exercises |
| Week 4 | Oct. 5 | Overcoming Anxiety Closing and Summary Informative Speaking Listening Skills Constructive Criticism | Exercises |
| Week 5 | Oct. 12 | THANKSGIVING HOLIDAY | |
| Week 6 | Oct. 19 | Optimizing your Effectiveness Dealing with Difficulties | Informative Speaking Presentation (#1) Students will Videotape |
| Week 7 | Oct. 26 | Visual Aids Delivery Skills Perfecting Delivery | Exercises |
| Week 8 | Nov. 2 | Non Verbal Communication Managing Time | Delivery Skills Presentation (#2) Students will Videotape |
| Week 9 | Nov. 9 | Being Persuasive Mastering the Presentation Speed Selling | Exercises |
| Week 10 | Nov. 16 | Using the "Right" Vocabulary Your Voice | Selling Presentation (#3) Students will Videotape |
| Week 11 | Nov. 23 | Dealing with Questions and Comments Rehearsing and Practicing Impromptu Speaking | Exercises |
| Week 12 | Nov. 30 | Building Credibility Inspirational Speaking | Impromptu Speaking Presentation (#4) Students will Videotape |
| Week 13 | Dec. 7 | Inspirational Speech Presentation (#5) | |
| Week 14 | Dec. 14 | Inspirational Speech Presentation (#5) | |