



OCT 28 2003

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Course Outline **Part A**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 1323

Effective Public Speaking

Hours/Week:	3	Total Hours:	36	Term/Level:	199920
Lecture:	3	Total Weeks:	14	Credits:	3
Lab:					
Other:					

Prerequisites:

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

Course Objectives:

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

- Speak confidently, clearly and convincingly both in business presenting and in other public speaking situations
 - Show leadership through communication that builds credibility and respect
 - Meet the increasing demands 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	<u>20%</u>
TOTAL	100%

Course Summary:

Lectures, audio visual, films, buzz groups, speech analysis will be some of the methods employed to cover the following:

- Discipline, adaptations 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
- Inspiration speeches
- Introducing/thanking speakers
- Impromptu speaking

Course Record

Developed by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Revised by:	_____	Date:	_____
	Instructor Name and Department (signature)		
Approved by:	_____	Start Date:	_____
	Associate Dean (signature)		



BRITISH COLUMBIA INSTITUTE OF
TECHNOLOGY

Course Outline **Part B**

Business

Program: **PART TIME STUDIES**

Option: **Marketing Management**

MKTG 1323
Effective Public Speaking

Effective Date

April 1999

Instructor(s)

Office No.:
Office Hours:

Phone:

Required Text(s) and Equipment

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

Reference Text(s) and Recommended Equipment

Book of Quotations and Anecdotes

Course Notes (Policies and Procedures)

1. ALL OUTLINES, SCHEDULES AND MARK ALLOCATIONS ARE SUBJECT TO CHANGE.
2. This course outline may assist you in the future to receive credit for all or part of a course from another post-secondary institution or from a professional program. It is strongly recommended that you keep this course outline in a safe place for future reference.
3. CHEATING, PLAGIARISM AND DISHONESTY: "Acts of cheating, plagiarism and dishonesty are not tolerated; the degree of punitive action may range from a written warning to withdrawal from the program. These penalties may also be applied to student who knowingly contribute to the act of dishonesty, cheating and plagiarism." (Refer to the current BCIT Calendar.)

Session	Outcome/Material Covered	Lab
1	Need for Public Speaking <ul style="list-style-type: none"> • applications Planning a Speech	Exercises
2	Types of Speeches Anxiety, Listening skills	Exercises
3	Constructive Criticism Ethics, Topic Selection, Purpose of Speech	Exercises
4	Central Ideas Audience Analysis, Demographics	Exercises
5	Situational Analysis Researching the Topic	Exercises
6	Support Materials Outlines Patterns of organization	Exercises
7	Introductions Conclusions Visual Aids	Exercises
8	Delivery Language Choices, NonVerbals	Exercises
9	Speech Anxiety Informative	Exercises
10	Persuasive Speeches	Exercises
11	Ethics of Persuasion Types of Persuasion	Exercises
12	Building Credibility Logical Persuasion	Exercises
13	Speeches	Speeches
14	Speeches	Speeches

BIBLIOGRAPHY

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3. Nirenberg, Jesse S. (1975) Getting Through to People
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4. Hanna, Michael S., & Gibson, James W. Public Speaking for Personal Success
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5. Sarnoff, Dorothy (1970) Speech Can Change Your Life
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6. Samouar, Larry A., & Mills, Jack (1983) Oral Communications Message and Response (Fifth Edition) Dubuque, Iowa: W.C. Brown Co.
7. Spicer, Keith (1982) Winging It
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