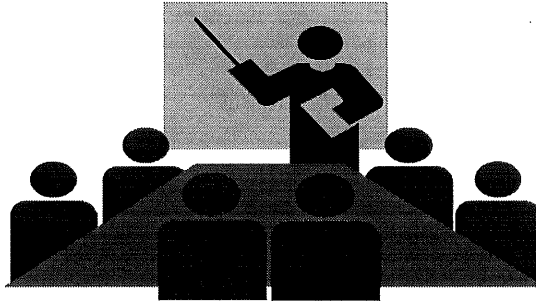


BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

School of Business
Programme: Continuing Education
Option:

MKGT 1323 Effective Public Speaking



Instructor: Rich Pender

Office: 521-7139
Fax 521-7437
Email: rpender@direct.ca

No. of weeks: 14

No. of hours: 42

hours per week Lecture/Lab

Prepared by: Rich Pender

Date: Sept 1999

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 (to keep a personal record of speeches).
Other relevant materials will be supplied by the instructor during classes.

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

MKTG 1323 - EFFECTIVE PUBLIC SPEAKING

Tentative Schedule

Session		Lecture Topic	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