

OCT 20 2003

## BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

## COURSE OUTLINE

COURSE NAME Effective Public SpeakingCOURSE NUMBER MKTG1323DEPARTMENT Marketing ManagementNo. of weeks 12 Total hours 36 Credits 3.0Prepared by Sheelagh LawsonInstructor Sheelagh LawsonPREREQUISITES NoneCOURSE OBJECTIVES

To enable students to:

1. Gain confidence in public speaking and in business and social situations
2. Develop communication skills
3. Organize and express ideas clearly
4. Maintain audience interest
5. Prepare and present informative and persuasive speeches
6. Practise effective presentation skills

EVALUATION

Weekly assignments	30%
Demonstration	15%
Informative speech	30%
Persuasive speech	25%

## Effective Public Speaking - 2

REQUIRED TEXTS AND EQUIPMENT

None

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REFERENCE TEXTS AND RECOMMENDED EQUIPMENT

Handout material will be provided  
and texts recommended for review

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COURSE SUMMARY

The purpose of the course is to help students gain confidence in public speaking and provide them with 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.

## Effective Public Speaking - 3

COURSE OUTLINEWeek  
Number

Material covered

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- 1
  - Introduction to course
  - Course format
  - Objectives
  - Basis of student evaluation
  - Selecting a topic
  - Overcoming stagefright
- 2
  - Speech preparation
  - Arousing audience interest
  - Getting to the point
  - Establishing credibility
  - Student assignments
- 3
  - Audio-visual presentations
  - Evaluation
  - Speech analysis
  - Increasing vocal flexibility
- 4
  - Speech preparation
  - Gathering material
  - Arranging ideas
  - Preparing notes
  - Student assignments
- 5
  - Non-verbal communication
  - Gesture
  - Visual aids
  - Student assignments
- 6
  - The impromptu speech
  - Informative and persuasive speaking
  - Student assignments

## Effective Public Speaking - 4

COURSE OUTLINE

Week

Number

Material covered

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- |    |  |
|----|--|
| 7  | - Mid-term review<br>- Audio-visual presentation<br>- Evaluation             |
|    |  |
| 8  | - Student presentations<br>- Evaluation                                      |
|    |  |
| 9  | - Student presentations<br>- Evaluation                                      |
|    |  |
| 10 | - Student presentations<br>- Evaluation                                      |
|    |  |
| 11 | - Student presentations<br>- Evaluation                                      |
|    |  |
| 12 | - Student presentations<br>- Evaluation<br>- Review of course and objectives |