

COURSE OUTLINE

Ruth

OCT 20 2003

COURSE NAME EFFECTIVE PUBLIC SPEAKINGCOURSE NUMBER MKTG 1323 DATE JANUARY 1994Prepared by C.E. MARKETING DEPT. Taught to C.E.School Business Program Date Prepared NOVEMBER 1993 Option Term ALL Hrs/Wk 3 Credits 3No. of Weeks 12 Total Hours 36

PREREQUISITESNONE

COURSE OBJECTIVES

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

- develop communication skills and self-confidence in public speaking and in business and social situations
- acquire an understanding of the communication process and of the principles of perception and motivation with a view to preventing communication breakdown, assuring understanding and developing persuasive ability.

EVALUATION

Mid-Term Assignment	<u>20</u>	%
Informative Speaking Assignment	<u>20</u>	%
Delivery Skills Assignment	<u>20</u>	%
Final Inspirational Speech Assignment	<u>30</u>	%
Impromptu Speaking	<u>10</u>	%

Each student completes a self-evaluation form for each close circuit T.V. presentation. The student also writes evaluations classmates; presentations beginning night 12 so that he can evaluate "audience reaction".

REQUIRED TEXT(S) AND MATERIALS

Use of Tape or Video Recorder recommended.

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

Book of Quotations and Anecdotes
Select according to your preference

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
- Telephone communication
- Informative, inspiration speeches
- Introducing/thanking speakers
- Impromptu speaking

COURSE OUTLINE - MKTG 1323
(continued)

WEEK LECTURE OR LAB NUMBER	MATERIAL COVERED
1	<ul style="list-style-type: none"> - Introduction to course and course description - Instruction: Stance and appearance, Controlling your visual signals - Basic adaptations of voice and manner needed for public speaking - Lecture: The Discipline Necessary for Success in this course - Assignment Video: "Stage Fright"
2	<ul style="list-style-type: none"> - Students talks - <u>Lecture</u> and discussion: "Stage Fright" - Necessity to develop broad general knowledge, power of observation - Adaptions needed in Public Speaking Part II - Where and how to start in speech preparation: Audience, purpose, subject - How to capture attention with your opening - Assignment
3	<ul style="list-style-type: none"> - Class speeches, close circuit T.V. and playback - Self-evaluation Form I, Instructor's Form completed - Lecture: The Importance, How to build a <u>Bridge</u> - Your Audience in Your Speech Group exercise speech analysis - Assignment
4	<ul style="list-style-type: none"> - Class speeches - oral critique and discussion - Frames of Reference: instruction, written and oral exercises - Platform presence and gaining the acceptance of your audience - instruction and practice - <u>The Body of the Speech</u> - Part I - Lecture; creating your message, developing your points, use of illustrative techniques - overcoming perceptival barriers
5	<ul style="list-style-type: none"> - Class speeches - written critiques - The Body of the Speech - organization - Extemporaneous delivery - Remembering names - exercise - Impromptu speaking
6	<ul style="list-style-type: none"> - Class speeches - written critiques - Language usage for speech - The Ending of the Speech - Lecture, class exercise - Video: - "Be Prepared to Speak" - Assignment

COURSE OUTLINE - MKTG 1323
(continued)

WEEK LECTURE OR LAB NUMBER	MATERIAL COVERED
7	<ul style="list-style-type: none">- Close circuit T.V. and Playback Speech evaluations- Self-evaluation form 2 completed- Instructor's evaluation completed- Assignment and instruction: informative speech
8	<ul style="list-style-type: none">- Class presentation 8 - 10 minute speech- Delivery skills: Breathing, resonating, projecting lecture/demonstration- Achieving vocal variety pitch, volume, rate
9	<ul style="list-style-type: none">- Class Presentation - 8 - 10 minutes- Exercise: Breathing, projecting- Lecture and Demonstration - limbering up articulation- Impromptu speaking
10	<ul style="list-style-type: none">- Video & discussion - "Telephone Courtesy"- Warm up exercises- Delivery skills exercise - auditorium- Lecture assignment: The Inspirational speech introducing thanking speakers
11	<ul style="list-style-type: none">- Final evaluation: The Inspirational Speech- Student evaluation of classmates
12	<ul style="list-style-type: none">- Make-up Assignments- Impromptu speaking marked- Social hour and closing remarks
	<p>NOTE: Close circuit T.V. - Nights 3,7,11</p> <p>Videos: Stage Fright Be Prepared to Speak Telephone Courtesy Pays</p>

COURSE OUTLINE - MKTG 1323
(continued)

BIBLIOGRAPHY

1. Tacey, William S. (1970). Business and Professional Speaking
Wm. C. Brown Co.
2. Bennett, Milliard, & Corrigan, John D. (1927) Successful Communications and Effective Speaking New York: Parker Publishing Co., Inc.
3. Fellows, Hugh P. The Ace and Skill of Talking with People
New Jersey: Prentice Hall Inc.
4. Nirenberg, Jesse S. (1975) Getting Through to People
New Jersey: Prentice Hall Inc.
5. Carnegie, Dale How to Develop Self-Confidence and Influence People by Public Speaking
6. Hanna, Michael S., & Gibson, James W. Public Speaking for Personal Success
(Second Edition) Dubuque, Iowa: Wm. C. Brown Publishers
7. Sarnoff, Dorothy (1970) Speech Can Change Your Life
New York: Doubleday
8. Samouar, Larry A., & Mills, Jack (1983) Oral Communications Message and Response (Fifth Edition) Dubuque, Iowa: W.C. Brown Co.