

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

PREREQUISITESNONE

COURSE OBJECTIVES

To enable students to:

- Gain confidence in public speaking and in business and social situations
 - Develop communication skills
 - Organize and ^{id}express ideas clearly
 - Maintain audience interest
 - Identify informative and persuasive techniques
 - Practise effective presentation skills
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EVALUATION

Demonstration	<u>15</u>	%
Informative speech	<u>30</u>	%
Persuasive speech	<u>25</u>	%
Other Assignments/Attendance	<u>30</u>	%

REQUIRED TEXT(S) AND MATERIALS

NONE

REFERENCE TEXT(S) AND RECOMMENDED EQUIPMENT

Handout material will be provided
and texts recommended for review

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.

COURSE OUTLINE - MKTG 1323
(continued)

WEEK LECTURE OR LAB NUMBER	MATERIAL COVERED	NOTES
1	<ul style="list-style-type: none"> • Introduction to course • Identifying objectives • Selecting a topic DEVELOPING TOPICS • Dealing with stagefright 	✓
2	<ul style="list-style-type: none"> • Audio-visual presentations • Evaluations • Appearing confident 	
3	<ul style="list-style-type: none"> • <u>Speech Preparation 1</u> • SELECTING A TOPIC • GETTING TO THE POINT • IDENTIFYING THE PURPOSE • VOICE PROJECTION • STUDENT ASSIGNMENTS 	
4	<ul style="list-style-type: none"> • <u>Speech Preparation 2</u> • Analyzing audience and occasion • Gathering material • Organizing and arranging ideas • Effective introductions and conclusions • Articulation and vocal variety • Student assignments 	
5	<ul style="list-style-type: none"> • <u>Speech Preparation 3</u> • <u>Outlining: use of notes</u> PREPARING NOTES • The non-verbal message • Visual aids • Student assignments 	
6	<ul style="list-style-type: none"> • Audio-visual presentations • Evaluations • Informative speech THE INFORMATIVE SPEECH • Special occasion speeches • Impromptu speaking 	

COURSE OUTLINE - MKTG 1323
(continued)

WEEK LECTURE OR LAB NUMBER	MATERIAL COVERED	NOTES
7	<ul style="list-style-type: none"> • Mid-term review of course & instructor instruction • Persuasive speaking • Student presentations • Evaluation 	
8	<ul style="list-style-type: none"> • PERSUASIVE SPEAKING • Student presentations • Evaluation 	
9	<ul style="list-style-type: none"> • Student presentations • Evaluation 	
10	<ul style="list-style-type: none"> • Student presentations • Evaluation 	
11	<ul style="list-style-type: none"> • Student presentations • Evaluation 	
12	<ul style="list-style-type: none"> • Student presentations • Evaluation • Review of course and expectations OBJECTIVES 	