

BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

COURSE OUTLINE

AS OF
APR 28 1994
OCT 20 2003

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

Instructor(s) S. LAWSON Office 685-9509 Local
Office Hours

PREREQUISITES NONE

COURSE 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~~ IDENTIFY informative and persuasive ~~speeches~~ TECHNIQUES
6. Practise effective presentation skills

PLEASE LEAVE
WIDE SPACE
HERE
(FOR NOTES)

EVALUATION

emonstration	15	%
Informative Speech	30	%
Persuasive Speech	25	%
Other Assignments/attendance	30	%

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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.

COURSE OUTLINE

Week Number	Material covered
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1	<ul style="list-style-type: none">- Introduction to course- Identifying objectives- Selecting a topic- Dealing with stagefright
2	<ul style="list-style-type: none">- Audio-visual presentations- Evaluations- Appearing confident
3	<ul style="list-style-type: none">- Speech Preparation- Getting to the point- Identifying purpose- Voice production- Student assignments
4	<ul style="list-style-type: none">- Speech Preparation- 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">- Speech Preparation- Outlining: use of notes- The non-verbal message- Visual aids- Student assignments
6	<ul style="list-style-type: none">- Audio-visual presentations- Evaluations- Informative speech- Special occasion speeches- Impromptu speaking

COURSE OUTLINE - MKTG 323

(cont'd)

Week Lecture or Lab Number	Material Covered
7	<ul style="list-style-type: none">• MID-TERM REVIEW OF COURSE & INSTRUCTION• PERSUASIVE SPEAKING• STUDENT PRESENTATIONS• EVALUATION
8	<ul style="list-style-type: none">• 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