

COURSE OUTLINE

S.L.
MAY 20 1994
OCT 20 2003

COURSE NAME EFFECTIVE PUBLIC SPEAKING

COURSE NUMBER MKTG 1323 DATE APRIL 1994

Prepared by C.E. MARKETING DEPT. Taught to C.E.

School Business Program _____

Date Prepared MARCH 1994 Option _____

Term ALL Hrs/Wk 3 Credits 3

No. of Weeks 12 Total Hours 36

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 an express ideas clearly
4. Maintain audience interest
5. Prepare and present informative and persuasive speeches
6. Practise effective presentation skills

EVALUATION

Weekly Assignments	<u>30</u>	%
Demonstration	<u>15</u>	%
Informative speech	<u>30</u>	%
Persuasive speech	<u>25</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
1	<ul style="list-style-type: none">- Introduction to course- Course format- Objectives- Basis of student evaluation- Selecting a topic- Overcoming stagefright
2	<ul style="list-style-type: none">- Speech preparation- Arousing audience interest- Getting to the point- Establishing credibility- Student assignments
3	<ul style="list-style-type: none">- Audio-visual presentations- Evaluation- Speech analysis- Increasing vocal flexibility
4	<ul style="list-style-type: none">- Speech preparation- Gathering material- Arranging ideas- Preparing notes- Student assignments
5	<ul style="list-style-type: none">- Non-verbal communication- Gesture- Visual aids- Student assignments
6	<ul style="list-style-type: none">- The impromptu speech- Informative and persuasive speaking- Student assignments

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(continued)

WEEK LECTURE OR LAB NUMBER	MATERIAL COVERED
7	<ul style="list-style-type: none">- Mid-term review- Audio-visual 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 objectives