

DEPARTMENT OF COMMUNICATION AND ARTS
STANDARD COURSE OUTLINE

COMM 2303 BUSINESS AND PROFESSIONAL SPEAKING

CATALOGUE DESCRIPTION: This course is designed to increase understanding of the principles of effective public speaking and to improve communication skills. Students will study, develop, and deliver various types of speeches.

PREREQUISITE: COMM 1313 or permission.

CREDIT/CONTACT/LOAD HOURS: 3

TARGET AUDIENCE AND TRANSFER:

This course is designed for communication majors, as well as students that desire to increase their opportunities in the job market by demonstrating effective public speaking skills. The course may transfer as a required course for a communication major and/or as an elective for both communication majors and non-majors.

COURSE OBJECTIVES:

1. Demonstrate ability to conduct quality research.
2. Analyze, interpret, and organize research in order to effectively present ideas.
3. Participate in a variety of speeches before an audience.
4. Demonstrate ability to critically evaluate other speakers.

REQUIRED TEXT:

DeVito, Joseph A. The Elements of Public Speaking. 7th ed., Addison Wesley Longman, 2000.

TOPICS:

Informative, Persuasive, Demonstration speeches, verbal, nonverbal, including body movement

REQUIRED INSTRUCTIONAL ACTIVITIES:

1. A minimum of 6 graded speeches
2. A minimum of one out of class observation of a public speaker
3. Library research

REQUIRED FORMS OF ASSESSMENT:

Business and Professional Speaking is offered on demand, therefore, assessment among multiple sections is not conducted.

RESOURCES

Videos, exercises, simulations, guest speakers, handouts, overhead transparencies.