OFFICIAL COURSE OUTLINE INFORMATION

Students are advised to keep course outlines in personal files for future use.

Shaded headings are subject to change at the discretion of the department – see course syllabus available from instructor

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<th>COURSE NAME/NUMBER</th>
<th>FACULTY/DEPARTMENT</th>
<th>UCFV CREDITS</th>
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<td>CMNS 335</td>
<td>Communications</td>
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<td>Advanced Oral Communications for Professionals</td>
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COURSE DESCRIPTIVE TITLE

CALENDAR DESCRIPTION:

This course provides students with the opportunity to further develop presentation, workshop development, and meeting management skills for professionals. The course builds on the skills and knowledge learned in CMNS 235 through analysis of both publicly delivered speeches and public delivery of student presentations. The course also provides theoretical grounding in the rhetoric of speaking through analysis of landmark treatises from Aristotle to the present.

PREREQUISITES: CMNS 235

SYNONYMOUS COURSE(S):
(a) Replaces: 
(b) Cross-listed with: 
(c) Cannot take: for further credit.

TOTAL HOURS PER TERM: 60

TRAINING DAY-BASED INSTRUCTION:
Length of course: 
Hours per day: 

OTHER:
Maximum enrolment: 20
Expected frequency of course offerings: Annually (every semester, annually, every other year, etc.)

WILL TRANSFER CREDIT BE REQUESTED? (lower-level courses only)  Yes  No
WILL TRANSFER CREDIT BE REQUESTED? (upper-level requested by department)  Yes  No
TRANSFER CREDIT EXISTS IN BCCAT TRANSFER GUIDE:  Yes  No

Course designer(s): Raymond Welch, Samantha Pattridge

Department Head: Lynn Kirkland Harvey  Date approved: Sept. 24, 2007
Supporting area consultation (UPACA1)  Date of meeting: Sept. 28, 2007
Curriculum Committee chair: Moira Kloster  Date approved: Oct. 12, 2007
Dean/Associate VP: Eric Davis  Date of meeting: Nov. 23, 2007
Undergraduate Program Advisory Committee (UPAC) approval  Date approved: Feb. 1, 2008
LEARNING OUTCOMES:

Upon successful completion of this course, students will be able to:

- deliver professional informative and persuasive presentations to a variety of audiences
- plan and manage a meeting effectively
- design and lead, singly or collaboratively, workshops or seminars
- comfortably incorporate technology in presentation delivery
- demonstrate, in writing, theoretical grounding in the rhetoric of speaking.

METHODS: (Guest lecturers, presentations, online instruction, field trips, etc.)

Lectures, seminars, workshops, individual student oral presentations, student group oral presentation, written analysis, peer and self evaluation.

METHODS OF OBTAINING PRIOR LEARNING ASSESSMENT RECOGNITION (PLAR):

- Examination(s)
- Portfolio assessment
- Interview(s)

Other (specify): On-site presentation to CMNS department or Toastmasters ATM Silver or Toastmasters DTM

PLAR cannot be awarded for this course for the following reason(s):

TEXTBOOKS, REFERENCES, MATERIALS:

[Textbook selection varies by instructor. An example of texts for this course might be:]


Plus a course pack of readings on the theory of rhetoric.

SUPPLIES / MATERIALS:

None

STUDENT EVALUATION:

[An example of student evaluation for this course might be:]

Chairing a meeting: 15%
Process demonstration speech: 10%
Persuasive speech: 10%
Team presentation of a workshop: 15%
Public forum speech: 15%
Written rhetorical analysis of a public speech: 15% OR Seminar paper and leadership: 15%
Evaluations, self and peer: 10%
Weekly written responses to readings: 10%
[Course content varies by instructor. An example of course content might be:]

Week 1: Designing and delivering workshops for professionals; foundations of rhetoric; how to write and deliver an advanced process demonstration

Week 2: Advanced audio/visual skills for presentations; development of rhetoric (18th C examples and readings); principles for effective evaluation (peer and self)

Week 3: Presentation of demonstration speeches; development of rhetoric (modern examples and readings); finding and choosing a public speech for analysis

Week 4: Presentation of demonstration speeches; developing a persuasive speech to motivate social change; choosing the right forum for a persuasive speech; patterns of organization for persuasion

Week 5: Presentation of demonstration speeches; handling objections to a persuasive topic; establishing credibility and using evidence ethically in persuasive speeches; analysis of a public speech

Week 6: Presentation of persuasive speeches; introduction to group work strategies; analysis of a public speech

Week 7: Presentation of persuasive speeches; group presentation strategies; analysis of a public speech

Week 8: Presentation of persuasive speeches; handling questions in a group presentation; analysis of a public speech

Week 9: Presentation of group speeches; techniques for audience analysis; analysis of a public speech

Week 10: Presentation of group speeches; motivating an audience to produce change; analysis of a public speech

Week 11: Presentation of group speeches; controlling nerves; polishing a speech through vocabulary, rhythm, and tone; analysis of a public speech

Week 12: Public forum speeches (such as through a speaker series on campus)

Week 13: Public forum speeches