## OFFICIAL COURSE OUTLINE INFORMATION

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

<table>
<thead>
<tr>
<th>CMNS 335</th>
<th>Communications</th>
<th>4</th>
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<tbody>
<tr>
<td>COURSE NAME/NUMBER</td>
<td>FACULTY/DEPARTMENT</td>
<td>UCFV CREDITS</td>
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<tr>
<td>Advanced Oral Communications for Professionals</td>
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### 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 or CMNS 345

### COREQUISITES:

PRE or COREQUISITES:

### SYNONYMOUS COURSE(S):

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

### TOTAL HOURS PER TERM: 60

<table>
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<tr>
<th>STRUCTURE OF HOURS</th>
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<tr>
<td>Lectures: 15 Hrs</td>
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<td>Seminar: 10 Hrs</td>
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<td>Laboratory: 30 Hrs</td>
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<td>Field experience: Hrs</td>
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<td>Student directed learning: 5 Hrs</td>
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<td>Other (specify): Hrs</td>
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### TRAINING DAY-BASED INSTRUCTION:

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<th>OTHER:</th>
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<td>Maximum enrolment: 20</td>
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<td>Expected frequency of course offerings: Annually</td>
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<td>(every semester, annually, every other year, etc.)</td>
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### 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

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Course designer(s): Raymond Welch, Samantha Pattridge

Department Head: Lynn Kirkland Harvey

Supporting area consultation (Pre-UPAC)

Curriculum Committee chair: 

Dean/Associate VP: Jacqueline Nolte

Undergraduate Program Advisory Committee (UPAC) approval

Date approved: November 2009

Date of meeting: December 4, 2009

Date approved: January 2010

Date approved: January 29, 2010
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 for this course might be:]
Plus a coursepack of readings on the theory of rhetoric.

SUPPLIES / MATERIALS:

STUDENT EVALUATION: [An example of student evaluation for this course might be:]
15% Chairing a meeting
10% Process demonstration speech
10% Persuasive speech
15% Team presentation of a workshop
15% Public forum speech
15% Written rhetorical analysis of a public speech OR Seminar paper and leadership
10% Evaluations, self and peer
10% Weekly written responses to readings

COURSE CONTENT: [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