

OFFICIAL UNDERGRADUATE COURSE OUTLINE FORM

Note: The University reserves the right to amend course outlines as needed without notice.

Course Code and Number: PR 03

Number of Credits: 0 [Course credit policy \(105\)](#)

Course Full Title: Storytelling that Matters: Public Speaking
 Course Short Title:

Faculty: Faculty of Access and Continuing Education

Department (or program if no department): Continuing Education

Calendar Description:

This course provides an introduction to the principles and practice of public speaking. The course will cover how to select appropriate content, narrow the focus, organize for greatest impact on the audience, and use vocal variety and delivery techniques.

Prerequisites (or NONE): Admission to the Public Relations certificate

Corequisites (if applicable, or NONE): NONE

Pre/corequisites (if applicable, or NONE): NONE

Equivalent Courses (cannot be taken for additional credit)

Former course code/number:

Cross-listed with:

Equivalent course(s):

Note: Equivalent course(s) should be included in the calendar description by way of a note that students with credit for the equivalent course(s) cannot take this course for further credit.

Transfer Credit

Transfer credit already exists: Yes No

Transfer credit requested (OReg to submit to BCCAT):

Yes No (Note: If yes, fill in transfer credit form)

Resubmit revised outline for articulation: Yes No

To find out how this course transfers, see bctransferguide.ca.

Total Hours: 15

Typical structure of instructional hours:

Lecture hours	
Seminars/tutorials/workshops	15
Laboratory hours	
Field experience hours	
Experiential (practicum, internship, etc.)	
Online learning activities	
Other contact hours:	
Total	15

Special Topics

Will the course be offered with different topics?

Yes No

If yes,

Different lettered courses may be taken for credit:

No Yes, repeat(s) Yes, no limit

Note: The specific topic will be recorded when offered.

Maximum enrolment (for information only): 20

Expected frequency of course offerings

(every semester, annually, etc.): Two per semester

Department / Program Head or Director: Liana Thompson

Date approved: August 21, 2014

Campus-Wide Consultation (CWC)

Date of posting: August 26, 2014

Faculty Council approval

Date approved: September 12, 2014

Dean/Associate VP: Sue Brigden

Date approved: September 12, 2014

Undergraduate Education Committee (UEC) approval

Date of meeting: September 26, 2014

Learning Outcomes

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

- Identify the basic story forms used in a workplace context
- Describe the purpose for using a variety of story forms
- Create a relevant story outline or story board for the intended message
- Design visual support materials for a workplace context specific project
- Present a story using visual support materials

Prior Learning Assessment and Recognition (PLAR)

Yes No, PLAR cannot be awarded for this course because this is a course in a non-credit certificate program that relies on in-class experience and training.

Typical Instructional Methods (guest lecturers, presentations, online instruction, field trips, etc.; may vary at department's discretion)

Instructional Methods: a combination of lecture, group activities, and self-directed learning.

NOTE: The following sections may vary by instructor. Please see course syllabus available from the instructor.

Typical Text(s) and Resource Materials (if more space is required, download supplemental Texts and Resource Materials form)

	<u>Author Surname, Initials</u>	<u>Title (article, book, journal, etc.)</u>	<u>Current Edition</u>	<u>Publisher</u>	<u>Year Published</u>
1.	Mathews, R., & Wacher, W.	<i>What's your story: Storytelling to move markets, audiences, people and brands</i>	<input type="checkbox"/>	FT Press	(2008)
2.			<input type="checkbox"/>		
3.			<input type="checkbox"/>		

Required Additional Supplies and Materials (Eg. Software, hardware, tools, specialized clothing)

Microsoft Power Point is helpful

Typical Evaluation Methods and Weighting

Final exam:	%	Assignments:	100 %	Midterm exam:	%	Practicum:	%
Quizzes/tests:	%	Lab work:	%	Field experience:	%	Shop work:	%
Other:	%	Other:	%	Other:	%	Total:	0%

Details (if necessary):

Assignment breakdown:

- Story outline/story board 15%
- Visual support materials 25%
- Presentation 60%

Grading system: Letter Grades: Credit/No Credit: Labs to be scheduled independent of lecture hours: Yes No

Typical Course Content and Topics

Unit 1, Storytelling: A Starting Point: The different types of stories; What stories can do that facts cannot; How to tell/write a good story; The psychology of a story's influence in the workplace; Best practices of workplace storytellers; Telling stories in the workplace

Unit 2, Story Planning: Selecting a story style to fit the context/purpose; Crafting a story; Creating a story board; Presentation Design Principles; Design resources: finding templates, artwork, colour palettes, images; The real power behind PowerPoint; Visual communication – more than just PowerPoint

Unit 3, Delivery: Print, video or oral – selecting the best format; Telling someone else's story; Storytelling, passion, and energy; Timing: Longer is not always better; Storytelling: Practice putting it all together