

ABET Course Syllabus for COM 345: Business and Professional Speaking

1. Course number and name: COM 345: Business and Professional Speaking
2. Credits and contact hours: 4 credit hours, 4 hours per week
3. Instructor's Name: Dr. Mary J. Eberhardinger
4. Textbook, title, author, and year:
 - Zarefsky, D. (2017). *Public Speaking: Strategies for Success*. 8th Ed. Pearson.
- a. Other supplemental materials:
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5. Specific course information:
 - a. Brief description of the content of the course (catalog description): Oral communication in career and professional settings with focus on public presentations, briefings, and persuasion.
 - b. Pre-requisites: none
 - c. Required, elective, or selected elective (as per Table 5-1) course in the program: Required
6. Specific goals for the course:

This course is designed to prepare you for oral communication in career and professional settings with a focus on public presentations, briefings, and persuasion.

 - a. Specific outcomes of instruction:
 - Articulate the fundamental principles of the communication process and define the primary communication variables (i.e., language, perception, information processing, nonverbal communication, listening, disclosure, context, culture, etc.)
 - Articulate the common types and context for communication in organizations and professional careers
 - Select and adapt specific speech topics to match the requirements of the situation and the target audience
 - Effectively organize a public presentation
 - Effectively deliver a public presentation using appropriate vocal quality, movement, gestures, eye contact, and use of space
 - Use visual aids (PowerPoint, graphics, and/or other forms of visual support) to enhance the effectiveness of a presentation
 - b. Criterion 3 student outcomes addressed by course:
3 (3)

7. Brief list of topics covered:
- Informative speech
 - Rhetorical Criticism speech
 - Persuasive speech
 - Outside speech evaluation paper