PRACTICAL COMMUNICATION STRATEGIES

Public Speaking

Small Group Communication

Communicating in the Virtual Workplace

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AJEEP

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Practical Communication Strategies

Course Description

In this 12-session class we will examine three aspects of human communication:

1. Public Speaking
2. Small Group Communication
3. Communicating in the Virtual Workplace

The structure of this course has been designed to help students build confidence in their public speaking skills; learn to effectively participate in and lead small groups, and develop the skills necessary to communicate in the online and digital environment.

Course Goals and Student Learning Outcomes

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

Public Speaking Segment:

Objective 1: Identify and assess socially significant and intellectual topics, then compose and deliver extemporaneous oral presentations (using note cards or key-work outlines) on those topics.

Objective 2: Analyze audiences, adapt oral presentations to diverse audiences and use that information to accomplish the purpose of the speech.

Objective 3: Think critically, creatively and independently about issues of concern to society and the local community.

Small Group Communication Segment:

Objective 1: Develop an understanding of the theories and principles of group communication.

Objective 2: Analyze audiences, adapt oral presentations to diverse audiences and use that information to accomplish the purpose of the speech.

Objective 3: Understand the nature, uses and limits of group communication and decision-making

Communicating in the Virtual Workplace Segment:

Objective 1: Demonstrate an understanding of the role of technology in the global workplace.

Objective 2: Think critically, creatively and independently about issues involving the use of technology in a variety of business and organizational environments.

Objective 3: Apply tools and technologies appropriate for the business and organizational environment.

Objective 4: Write correctly and clearly in forms and styles appropriate for the audiences and purposes discussed.

Readings:

There is no textbook required for this course, but students with access to the Internet will find a number of resources available in each segment.

Grading Policy

Each four session segment of this class has been allotted a grade scale as follows"

$\frac{35}{17}$	Public Speaking	60 points
$\frac{35}{17}$	Small Group Communication	100 points
$\frac{35}{17}$	Communicating in the Virtual Workplace	80 points

There are 240 total points possible in the course. The following is the final grading scale:

229-240	A+	166-175	C+
218-228	A	156-165	C
206-217	A-	145-155	C-
196-205	B+	134-144	D+
186-195	B	124-133	D
176-185	B-	114-123	D-
		0-113	F

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Course Schedule

Subject to change with fair notice.

Class Session	Topics	Assignment and Activities
1	Introduction to **Public Speaking**	Classroom exercises Discussion of fear of public speaking and exercise
2	Group Speeches	Group speech presentations Persuasive speech discussion Selection of topics for the problem-solution speech
3	Problem-Solution Speeches	Problem-Solution presentations Nonverbal behaviors
4	The Informative Speech and Conclusion of the Public Speaking segment	Informative speech presentations Self-analysis
5	Introduction to **Small Group Communication**	Understanding the elements of small group communication Group formation exercise Introduction of Leadership
6	Leadership in the small group environment	Discussion of leadership styles Leadership exercises

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Course Schedule...continued

Subject to change with fair notice.

Class Session	Topics	Assignment and Activities
7	Organizing the Small Group for Effective Communication	Dealing with conflict Building the agenda Preparing for the Panel Discussions
8	Group Panel Discussions and summary of the segment	Panel Discussions and audience interaction Self-reflection paper
9	Introduction to **Communication in the Virtual Workplace**	Definitions The Basic Communication Model Assigned paper
10	E-Commerce Strategies	Behaviors inherent in e-commerce communication Building an e-commerce site project
11	Business-to-Business Communication Online	Business-to-Business discussion and project Introduction of social media
12	The Role of Social Media in the Virtual Workplace and Conclusion	Social media project Final Project Course Summary and self-evaluations