

Course Title	PUBLIC SPEAKING
Course Code	MKT 403
Course Purpose and Objectives	The course aims to equip students with the necessary skills, and confidence to excel in public speaking contexts related to marketing attempts and become effective communicators in their professional settings. The course also aims to equip students with the specialized public speaking knowledge necessary to succeed in marketing roles, effectively communicate marketing messages, and drive business growth and success.
Learning Outcomes	<ol style="list-style-type: none"> 1. Explain the importance of speaker's responsibility. 2. Describe the audience diversity internally and externally of the organization. 3. Implement presentation aids to support ideas and promotional campaign. 4. Compare and identifying trustworthy information. 5. Schedule and implement a complete presentation.
Course Content	Public Speaking Listening Reaching the Audience Purpose of Public Speech Preparing the content of the speech Supporting the idea of the speech Presentation aids Organizing the speech Presenting the speech Delivering the speech