Administrative Master Syllabus

Course Information

Course Title	Public Speaking
Course Prefix, Num. and Title	SPCH 1315
Division	Communication and Fine Arts
Department	Speech
Course Type	Academic WCJC Core Course
Course Catalog Description	Application of communication theory and practice to the public speaking context, with emphasis on audience analysis, speaker delivery, ethics of communication, cultural diversity, and speech organizational techniques to develop students' speaking abilities, as well as ability to effectively evaluate oral presentations.
Pre-Requisites	None
Co-Requisites	Enter Co-Requisites Here.

Semester Credit Hours

Total Semester Credit Hours (SCH): Lecture Hours: Lab/Other Hours	3:3:0
Equated Pay Hours	Enter Total Equated Pay Hours Here.
Lab/Other Hours Breakdown: Lab Hours	Enter Lab Hours Here.
Lab/Other Hours Breakdown: Clinical Hours	Enter Clinical Hours Here.
Lab/Other Hours Breakdown: Practicum Hours	Enter Practicum Hours Here.
Other Hours Breakdown	List Total Lab/Other Hours Here.

Approval Signatures

Title	Signature	Date
Department Head:		
Division Chair:	*Patrick Ralls*	9/4/25
VPI:		

Additional Course Information

Topical Outline: Each offering of this course must include the following topics (be sure to include information regarding lab, practicum, and clinical or other non-lecture instruction).

Elements of public speaking, basic communication theory
Communication apprehension
Listening
Topic, purpose, thesis
Researching the speech
topic Audience Analysis
Organizational patterns
Introductions, conclusions, transitions
Outlining
Effective speech delivery
Developing the informative
speech Developing the persuasive
speech

Course Learning Outcomes:

Learning Outcomes – Upon successful completion of this course, students will:

1. Demonstrate an understanding of the foundational models of communication.
2. Apply elements of audience analysis.
3. Demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic.
4. Research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.
5. Demonstrate effective usage of technology when researching and/or presenting speeches.
6. Identify how culture, ethnicity and gender influence communication.
7. Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative or persuasive).

Methods of Assessment:

Students will prepare at least three oral presentations to demonstrate their comprehension and proficiency skills. The following outcomes are assessed during at least one presentation. The choice of which presentation/s varies according to the teaching style of the individual instructor. Outcomes assessed at least once (and may be assessed with each presentation) include:#1, #2, #3, #4, #5, #6, #7.

This course requires a departmental exit exam in which knowledge of theory and communication concepts are assessed. Outcomes assessed include: #1, #2, #3, #4, #5, #6, #7.

Required text(s), optional text(s) and/or materials to be supplied by the student:

DK Guide to Public Speaking by Lisa A. Ford-Brown, Pearson, Custom Edition

Rev. June 2023

Suggested Course Maximum:

25

List any specific or physical requirements beyond a typical classroom required to teach the course.

Smart classroom with podium

Course Requirements/Grading System: Describe any course specific requirements such as research papers or reading assignments and the generalized grading format for the course.

90-100 = A,
80-89=B,
70-79=C,
60-69=D,
below 60=F

or

1000-900 points = A, 899-800=B,
799-700=C,
699-600=D,
below
600=F

Curriculum Checklist:

☐**Administrative General Education Course** (from ACGM, but not in WCJC Core) – No additional documents needed.

☒**Administrative WCJC Core Course** – Attach the Core Curriculum Review Forms

    ☒Critical Thinking

    ☒Communication

    ☐Empirical & Quantitative Skills

    ☒Teamwork

    ☐Social Responsibility

    ☒Personal Responsibility

☐**WECM Course** – If needed, revise the Program SCANS Matrix and Competencies Checklist

Core Curriculum Review Form

Foundational Component Area: Core 090: Component Area Option

Course Prefix & Suffix: SPCH 1315

Core Objective:

Critical Thinking Skills—to include creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information

Student Learning Outcome Supporting Core Objective:

For each core objective, there must be at least two different methods of assessment.

SLO Status	Student Learning Outcome (SLO)	Learning Activity	Assessment
State Mandated	Demonstrate effective usage of technology when researching and/or presenting speeches	Library orientation Informative speech Demonstration speech Lecture/Class Discussion	Orientation assessment Informative rubric Demonstration rubric quiz/exam
State Mandated	Apply elements of audience analysis	Informative speech Persuasive speech Audience analysis questionnaire Lecture/Class Discussion	Informative rubric Persuasive rubric Questionnaire quiz/exam
Choose a SLO status.	Insert SLO (from Administrative Master Syllabi)	Provide a brief name and description of the sample learning activity.	Provide a brief name and description of the sample quiz, exam, rubric, assignment, etc. for assessing the objective.

![Wharton County Junior College logo]

Core Curriculum Review Form

Foundational Component Area: Core 090: Component Area Option

Course Prefix & Suffix: SPCH 1315

Core Objective:

Communication Skills—to include effective development, interpretation and expression of ideas through written, oral and visual communication

Student Learning Outcome Supporting Core Objective:

For each core objective, there must be at least two different methods of assessment.

SLO Status	Student Learning Outcome (SLO)	Learning Activity	Assessment
State Mandated	Research, develop and deliver extemporaneous speeches with effective verbal and nonverbal techniques.	Introduction, Demo, Significant Event, Policy Stance, Informative (individual/group), Persuasive, impromptu, and/or Special occasion speech Lecture/class discussion	Rubric Quiz/exam
State Mandated	Demonstrate an understanding of the foundational models of communication.	Lecture/class discussion	Quiz/Exam
State Mandated	Identify how culture, ethnicity, and gender influence communication.	Introduction, Demo, Significant Event, Policy Stance, Informative (individual/group), Persuasive, impromptu, and/or Special occasion speech Lecture/class discussion Audience analysis	Rubric Quiz/exam Questionnaire

Core Curriculum Review Form

Foundational Component Area: Core 090: Component Area Option

Course Prefix & Suffix: SPCH 1315

Core Objective:

Teamwork—to include the ability to consider different points of view and to work effectively with others to support a shared purpose or goal

Student Learning Outcome Supporting Core Objective:

For each core objective, there must be at least two different methods of assessment.

SLO Status	Student Learning Outcome (SLO)	Learning Activity	Assessment
State Mandated	Develop proficiency in presenting a variety of speeches as an individual or group (e.g. narrative, informative or persuasive)	Impromptu group analysis Informative speech Group presentation	Worksheet Intragroup questionnaire Teamwork rubric
Choose a SLO status.	Insert SLO (from Administrative Master Syllabi)	Provide a brief name and description of the sample learning activity.	Provide a brief name and description of the sample quiz, exam, rubric, assignment, etc. for assessing the objective.
Choose a SLO status.	Insert SLO (from Administrative Master Syllabi)	Provide a brief name and description of the sample learning activity.	Provide a brief name and description of the sample quiz, exam, rubric, assignment, etc. for assessing the objective.

Wharton County Junior College

Core Curriculum Review Form

Foundational Component Area: Core 090: Component Area Option

Course Prefix & Suffix: SPCH 1315

Core Objective:

Personal Responsibility—to include the ability to connect choices, actions, and consequences to ethical decision-making

Student Learning Outcome Supporting Core Objective:

For each core objective, there must be at least two different methods of assessment.

SLO Status	Student Learning Outcome (SLO)	Learning Activity	Assessment
State Mandated	Demonstrate ethical speaking and listening skills by analyzing presentations for evidence and logic	Class discussion/lecture Persuasive speech	Quiz/exam Rubric
Choose a SLO status.	Insert SLO (from Administrative Master Syllabi)	Provide a brief name and description of the sample learning activity.	Provide a brief name and description of the sample quiz, exam, rubric, assignment, etc. for assessing the objective.
Choose a SLO status.	Insert SLO (from Administrative Master Syllabi)	Provide a brief name and description of the sample learning activity.	Provide a brief name and description of the sample quiz, exam, rubric, assignment, etc. for assessing the objective.

Core Curriculum Review Form

Foundational Component Area: Foundational Component Area.

Course Prefix & Suffix: Click here to enter text.

Core Objective:

Social Responsibility—to include intercultural competence, knowledge of civic responsibility, and the ability to engage effectively in regional, national, and global communities

Student Learning Outcome Supporting Core Objective:

For each core objective, there must be at least two different methods of assessment.

SLO Status	Student Learning Outcome (SLO)	Learning Activity	Assessment
Choose a SLO status.	Insert SLO (from Administrative Master Syllabi)	Provide a brief name and description of the sample learning activity.	Provide a brief name and description of the sample quiz, exam, rubric, assignment, etc. for assessing the objective.
Choose a SLO status.	Insert SLO (from Administrative Master Syllabi)	Provide a brief name and description of the sample learning activity.	Provide a brief name and description of the sample quiz, exam, rubric, assignment, etc. for assessing the objective.
Choose a SLO status.	Insert SLO (from Administrative Master Syllabi)	Provide a brief name and description of the sample learning activity.	Provide a brief name and description of the sample quiz, exam, rubric, assignment, etc. for assessing the objective.