



Coastal Bend COLLEGE

Administrative Master Syllabus

Cover Sheet

Purpose: The Administrative Master Syllabus provides a general course description, defines the required elements of the course, and establishes a faculty-driven foundation for course assessment to ensure continuous improvement in student learning, irrespective of the course timeframe, or mode of course delivery.

Course Title:

Course Prefix and Number:

THECB Approval Number (10 digit):

Department: Division:

Course Type: (check only one)

- Academic General Education Course (From ACGM but not a CBC Core Course)
 Academic CBC Core Course
 WECM Course (Special Topics or Unique Needs Course: Y or N)

Weekly Contact Hours (Lecture – Lab – External): - -

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.

Prerequisites/Co-requisites:

Pre-requisites: None
TSI Requirements: None

Approval: The contents of this document have been reviewed and are found to be accurate.

Prepared by (Content Expert): Digitally signed by Trey W Fricks
Date: 2022.08.18 11:17:00 -05'00'

Reviewed by Director or Coordinator: Digitally signed by Anna Hazelrigg
Date: 2022.08.20 17:31:22 -05'00'

Approved by Dean of CTE or NAH or TGE: Digitally signed by Mark L. Secord
Date: 2022.09.12 14:47:22 -05'00'

Revised 8/11/2021



Coastal Bend COLLEGE

Master Course Syllabus

Course Name: SPCH 1315 Public Speaking

Course 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.

Semester Hour Credit: 3

Lecture Hrs. per Week/Lab Hrs. per Week/External Hrs. per Week: 3/0/0

Curriculum Capacity:

Face-to-Face Lab
Online Lab
Face-to-Face Lecture
Online
Virtual Face-to-Face
Interactive video (multi-locations)
Hybrid
Clinical

Recommended enrollment threshold:

Face-to-Face Lab
Online Lab
Face-to-Face Lecture
Online
Virtual Face-to-Face
Interactive video (multi-locations)
Hybrid
Clinical

Textbook and/or other major required readings:

Title: The Art of Public Speaking

Author: Stephen Lucas

Publisher: McGraw-Hill, 2019 (Inclusive Access)

Edition: 13th Edition

ISBN: 978-1259924606

Revised 2021-2022

The Student Learning Outcomes for the course are the same regardless of modality or location.

**Course Outcomes
(WECM or LDACGM)**

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).

The following general education course competencies (TGE) or Marketable SCAN Skills (CTE/NAH) are addressed in this course: General education course competencies (TGE) or Marketable SCAN Skills (CTE/NAH) assessed are indicated with an asterisk *.

Critical Thinking Skills: Students will demonstrate an ability to use creative thinking, innovation, inquiry, and analysis, evaluation and synthesis of information.
Communication Skills: Students will display effective development, interpretation and expression of ideas through written, oral and visual communication.
Teamwork Skills: Students will demonstrate an ability to consider different points of view and to work effectively with others to support a shared purpose or goal.
Personal Responsibility Skills: Students will demonstrate an ability to connect choices, actions and consequences to ethical decision-making.

The following program student learning outcome are assessed for this course:

Personal Awareness: Students will establish broad and multiple perspectives on the individual in relationship to the larger society and world in which he or she lives, and to understand the responsibilities of living in a culturally and ethnically diversified world.
Societal Awareness: Students will stimulate a capacity to discuss and reflect upon individual, political, economic, and social aspects of life in order to understand ways in which to be a responsible member of society.
Ethics: Students will develop personal values for ethical behavior.

Evaluation Methods:

Public speaking course with emphasis on public speeches, persuasive theories, speaking on special occasions, speech critiques, and quizzes.

Course Grading: Please see individualized instructor policies for course evaluation methods. Students will be assessed on the same measure across each discipline as per CBC guidelines.

Major Course Assignments and/or exams counting for at least 10% of a final course grade:

Theory Analysis, Elevator Pitch, Introductory Speech, Informative Speech, Persuasive Speech, Weekly Quizzes.

Grade Scale:

A = 90-100
B = 80-89
C = 70-79
D = 60-69
F = 59 and below

Course Subject Matter Outline:

• Introduction and Blackboard Orientation • Speaking in Public • Ethics and Public Speaking • Listening Giving Your First Speech • Selecting a Topic and a Purpose • Analyzing the Audience • Gathering Materials • Supporting Your Ideas • Organizing the Body of the Speech • Beginning and Ending the Speech • Outlining the Speech • Using Language • Delivery • Using Visual Aids • Speaking to Inform • Speaking to Persuade • Methods of Persuasion • Speaking on Special Occasions • Presenting Your Speech Online • Speaking in Small Groups

Additional Course Requirements:

No additional requirements.

Class Attendance and Classroom Conduct Policies

Attendance Policy: Please see individualized instructor policies for attendance, which is pursuant to any related policy as outlined by the college handbook, financial aid agreements, or any other college related understanding (e.g., athletics, organizations).

Telephone Support: Toll Free: 866-722-2838 or Direct Line: 361-354-2508

I.T. Support Blackboard

<http://coastalbend.edu/it/>

IT Help Desk
1-361-354-2508

helpdesk@coastalbend.edu

Revised 2021-2022

Live Chat: Fall/Spring Hours: Monday - Thursday from 8 a.m. to 5 p.m. Summer Hours: Monday – Thursday from 7 a.m. to 6 p.m.

Tutoring Services: Coastal Bend College is committed to the academic success of all students enrolled at the college. A variety of services, including academic support, individual tutoring sessions, group tutoring sessions, and online tutoring, are available to students depending on the availability of tutors for the subject matter requested. All tutoring is provided at no cost to current CBC students who are currently enrolled at CBC. On-demand tutoring services are accessible 24 hours a day, seven days a week through the TutorMe platform, which may be accessed through your Blackboard account. To request a tutor, please complete the online tutor request form found at <http://www.coastalbend.edu/tutoring/> to submit your request. If you have any questions about tutoring programs, you can contact to tutoring@coastalbend.edu.

Beeville	Alice	Kingsville	Pleasanton
3800 Charco Road Beeville, TX 78102 1-866-722-2838	704 Coyote Trail Alice, TX 78332 1-866-891-2981	1814 Brahma Blvd. Kingsville, TX 78363 1-866-262-1615	1411 Bensdale Pleasanton, TX 78064 1-866-361-4222

Grady C. Hogue Learning Resource Center (Library): Located on the Beeville campus, the operation hours are Monday - Friday from 8:00 a.m. to 5:00 p.m.

(Summer semesters will observe the CBC campus operation hours) For locations and hours of the CBC library in Alice, Kingsville, and Pleasanton sites please visit the library web page link below.

Grady C. Hogue Learning Resource Center (Library): <http://lrc.coastalbend.edu/about>

Financial Aid: Resources are available for students for financial aid, work study, and veteran benefits. For additional information, visit our website at <http://coastalbend.edu/finaid> or contact us at 361-354-2238. Office hours: Monday - Friday from 8:00 a.m. to 5:00 p.m.

ADA Statement: No qualified individual with a disability shall, by reason of such disability, be excluded from participation in or be denied the benefits of the services, programs, or activities of the College District, or be subjected to discrimination by the College District. Nor shall the College District exclude or otherwise deny equal services, programs, or activities to an individual because of the known disability of an individual with whom the individual is known to have a relationship or association. 42 U.S.C. 12132; 28 CFR 35.130(g). See at: [GA \(Legal\)](#)

Students with Disabilities: Please notify your instructor of any modification/adaptation you may require to accommodate a disability-related need. You will need to provide documentation to the Director of Accessibility Services so the most appropriate accommodations can be determined. Specialized services are available through the Office of Accessibility Services (OAS) (SSB 4.104, 471-6259). For more information, please email oas@coastalbend.edu.

Scholastic Dishonesty: Each student is charged with notice and knowledge of the contents and provisions of Coastal Bend College's rules and regulations concerning student conduct. All students shall obey the law, show respect for properly constituted authority, and observe correct standards of conduct. Scholastic dishonesty shall constitute a violation of these rules and regulations and is punishable as prescribed by Coastal Bend College Policies FLB (Local) and FM (Local). Scholastic dishonesty shall include, but not be limited to, cheating on a test, plagiarism, and collusion. See at: [FLB \(Local\)](#) and [FM \(Local\)](#).

Use of E-mail for Official Correspondence to Students: All students should be familiar with the college's official email student notification policy. Students are expected to check their CBC email on a frequent and regular basis to stay current with college-related communications, recognizing that certain communications may be time-critical.

Copyright Law and Intellectual Property Rights Policy: Copyright is the right of an author, artist, composer or other creator of a work of authorship to control the use of his or her work by others. Protection extends to literary works, musical works, dramatic works, pantomimes and choreographic works, pictorial and graphic works, sculpture, motion pictures and other audiovisual works, sound recordings and architectural works. Generally speaking, a copyrighted work may not be reproduced by others without the copyright owner's permission. The public display or performance of copyrighted works is similarly restricted. Generally, the unauthorized reproduction, performance or distribution of a copyrighted work is copyright infringement and may subject the infringer to civil and criminal penalties. The Fair Use Doctrine outlines exceptions to this Law and is outlined in Coastal Bend College Policy, [CT \(Legal\)](#).

Coastal Bend College, its faculty, students and employees must comply with Copyright Law. Detailed information on Copyright Law and Intellectual Property Rights is available in Coastal Bend College Policy [CT \(Legal\)](#) and [CT \(Local\)](#).

Questions regarding this information should be directed to the Director of Library Services at: library@coastalbend.edu or the Office of Marketing and Public Relations at: socialmedia@coastalbend.edu.

Intellectual Property: Student /Third Party Works: Rights to copyrightable or patentable works created by a student or a third party, that is, not a College District employee, shall reside with the author/ creator. Detailed information on Copyright Law and Intellectual Property Rights is available in Coastal Bend College Policy [CT \(Legal\)](#) and [CT \(Local\)](#).

Questions regarding this information should be directed to the Director of Library Services at: library@coastalbend.edu or the Office of Marketing and Public Relations at: socialmedia@coastalbend.edu.

NOTE: The College website (<http://coastalbend.edu>) serves as the main source with the most current version of the Coastal Bend College Board Policies and the Coastal Bend College Catalog.

Student success is our number one priority at Coastal Bend College and we realize that prompt, effective communication (such as emails, assignment feedback, discussion boards and announcements) plays a significant role in achieving that goal. It is vitally important that you have the proper contact information for your instructor. This should include their phone number, email address, and if applicable, their office number, and office hours. **Faculty schedules can be located online at <http://coastalbend.edu/hb2504/>** If you have any problems contacting your instructor, or do not receive a prompt response to your inquiries, please contact the Dean or Division Coordinator/Program Director as soon as possible. Their contact information is provided below:

Mark L. Secord, Dean Transfer and General Education 361-354-2408 secordm@coastalbend.edu	Anna Hazelrigg, Coordinator Arts, Communications and Humanities 830-569-4222 ext. 1223 hazelrigg@coastalbend.edu
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We wish you all the best in your education and encourage you to contact us if you have any questions or concerns.

Keeping student success in sight, faculty in each of the courses will review the course information, including specific reading schedules, assignments, and testing information, with students during the first week of class.

Additionally, the course information will be posted to Blackboard.

This master syllabus is subject to change due to unforeseen circumstances.