



**BAKER COLLEGE**  
**STUDENT LEARNING OUTCOMES**

**COM2050 Public Speaking**  
**3 Semester Hours**

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**Student Learning Outcomes & Enabling Objectives**

By the end of the course, students will demonstrate the ability to:

1. Develop proficiency in presenting a variety of speeches as an individual and as a group.
  - a. Demonstrate foundational models of oral communication.
  - b. Create coherent speech outlines and speeches that demonstrate their ability to use organizational formats with clear and specific purpose.
  - c. Apply elements of audience analysis and adaptation.
  - d. Demonstrate ethical speaking and listening skills.
  - e. Analyze presentations for evidence, logic, and persuasive appeals.
  - f. Utilize appropriate use of language, nonverbal delivery, and visual information/technology based on purpose and audience.
  - g. Create extemporaneous speeches with effective verbal and nonverbal techniques.
2. Create messages demonstrating effective information gathering, analysis, and evaluation.
  - a. Incorporate credible sources, reliable research, sound reasoning, and evidence that supports claims.
  - b. Demonstrate effective usage of technology when researching and/or presenting speeches.
  - c. Apply electronic and non-electronic presentational aids, appropriate for the audience and occasion.
3. Adapt presentations to an audience based on situational, demographics, and psychological audience analysis.
  - a. Identify how culture, ethnicity, and gender influence communication.
  - b. Assess the diversity of an audience.
  - c. Use pronunciation, grammar, and articulation appropriate to the audience and occasion.
4. Compose clear communications, both written and oral, that respond appropriately to a variety of rhetorical situations (audiences, purposes, and contexts).
  - a. Demonstrate a clear and consistent purpose with evidence and detail.

- b. Respond to the needs of different rhetorical situations.
- c. Employ a tone consistent with rhetorical situations.
- d. Recognize the utility of digital technologies for composition.
- e. Use structural conventions such as organization, formatting, and paragraphing.
- f. Use syntax, grammar, punctuation, and spelling appropriate to the situation.
- g. Recognize evolving conventions of multimodal composition.

## **Big Ideas and Essential Questions**

### **Big Ideas**

- Professional Communication: written and oral
- Appropriate conventions
- Understanding Audience
- Presentation Tools
- Preparation
- Delivery

### **Essential Questions**

1. How is the ability to deliver an effective, professional presentation relevant to one's future career?
2. How is understanding the audience essential to effective communication?
3. How can appropriate integration of technology enhance professional communication?
4. How does effective preparation contribute to a successful presentation?
5. How does a speaker deliver an effective presentation?
6. How does writing a speech help with delivery?

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These SLOs are not approved for experiential credit.

**Effective: Fall 2020**