

Course Code: COM 103 (IAI C2 900)

Course Title: Introduction to Public Speaking

Department: Arts, Media, and Social Sciences

Effective Date: Summer 2026

PCS Code: 1.1 - Baccalaureate/Transfer

CIP Code: 23.1304

Repeatability: 0

Credit Hours

Catalog Notation: 3-0-3

Credit Hour Distribution:

Lecture: 3

Lab: 0

Clinical: 0

Total: 3

General Course Information

Catalog Description

Practice and study in public speaking involving informative, persuasive, and other speaking contexts. Develops awareness of the communication process, audience analysis, topic, occasion, and self. Emphasizes skills in listening, reading, critical thinking, and speaking.

General Course Objectives

Develop and enhance communication skills through instruction in listening, research, audience analysis, vocal delivery, non-verbal communication, rhetorical criticism, language choices, discussion, and communication theory to improve critical thinking and oral presentation skills.

Minimum Placement Levels

English	Reading	Math
Placement out of ENG 098	Placement out of CCS 098	None

Prerequisites

None

Recommended before enrolling (not required):

Credit or concurrent enrollment in ENG 101 and placement into college level reading

Methods of Evaluation

The course will consist of no fewer than 4 major speeches with outlines. One of these speeches must be informative and one persuasive. A major speech is defined as an extemporaneous, solo, formal speaking performance of no less than 5 minutes. Students must also complete peer critiques for a minimum of two major speeches. Speeches and outlines will account for at least 50% of the final grade. Other speaking assignments may include impromptu speeches, group, problem-solution, virtual video or audio, and other forms. Other written assignments may be included per instructor. A midterm exam (or equivalent unit exams) and a final exam are also required.

Instructional Materials and Additional Supplies

The Challenge of Effective Speaking in a Digital Age, 18th edition. Rudolph F. Verderber, Deanna D. Sellnow, Kathleen S. Verderber. eTextbook embedded into Cobra course site.

Course Content

General Learning Outcomes (GLOs)

- Communication: Students will demonstrate the ability to read, write, listen, and speak effectively.
- Critical Thinking and Information Literacy: Students will demonstrate the ability to evaluate perspectives, evidence, and implications, and to locate, assess, and use information effectively.
- Global Awareness and Cultural Reasoning: Students will demonstrate their understanding of global issues, gender and sexual orientation, and multicultural perspectives.

Course Segments and Student Learning Outcomes

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Communication Theory and Foundations: A) Theoretical models; B) Ethical practices; C) Listening and message evaluation skills including peer, self, and speaker critique	<ol style="list-style-type: none">1. Classify and explain communication as a dynamic process, and explain the relationships among self, message, and others.2. Explain how culture and context impact the communication process.3. Demonstrate acceptable ethical standards in research and presentation of materials.4. Apply the process of effective listening.5. Listen to, analyze, and critique oral communication.	7	0	0
Communication Practice for Informative, Persuasive, and Other Forms: Topic selection and audience analysis	<ol style="list-style-type: none">1. Analyze an audience and situation, and then adapt a message to those needs.2. Identify how presenting in a mediated (online) environment virtually and asynchronously differs from in-person presentations.3. Identify ways to effectively present on camera and via audio to multiple audiences.	3	0	0
Communication Practice for Informative, Persuasive, and Other Forms: Organization of ideas	<ol style="list-style-type: none">1. Phrase clear, responsible, and appropriate purpose statements.2. Develop specific, well-focused thesis statements.3. Organize and outline an effective message.	3	0	0
Communication Practice for Informative, Persuasive, and Other Forms: Research and content development	<ol style="list-style-type: none">1. Generate ideas and gather supporting material.2. Incorporate material from various appropriate sources, using proper verbal citations.3. Use culturally sensitive, inclusive language that is appropriate to enhance understanding and effect the desired result.4. Establish credibility by demonstrating knowledge and analysis of topic.	3	0	0
Communication Practice for Informative, Persuasive, and Other Forms: Delivery and rehearsal techniques	<ol style="list-style-type: none">1. Use extemporaneous delivery with reasonable fluency, expressiveness, and comfort.2. Employ appropriate and effective language choices.3. Cope effectively with the tensions involved in public speaking.4. Demonstrate verbal and non-verbal delivery skills that enhance the presentation.	3	0	0

Course Segment	Learning Outcomes	Lecture Hours	Lab Hours	Clinical Hours
Communication Practice for Informative, Persuasive, and Other Forms: Using presentation aids	1. Prepare and use visual aids that promote clarity and interest, including at least one digital presentation aid required for at least one assignment.	2	0	0
Informative Speaking (at least one presentation)	1. Demonstrate ability to effectively explain, describe, and/or demonstrate a topic.	9	0	0
Persuasive Speaking (at least one presentation)	1. Demonstrate ability to build an effective argument. 2. Use speaker credibility, evidence, reasoning, and motivational appeals in persuasive speaking. 3. Recognize fallacies in reasoning.	12	0	0
Other Speaking Forms such as Impromptu, Entertainment, Special Occasion, Group Presentation, Mediated, etc.	1. Apply skills previously learned in the course to each speech presentation.	3	0	0

Total Contact Hours

Lecture Hours	Lab Hours	Clinical Hours
45	0	0