

COURSE NAME:	PROFESSIONAL SPEAKING AND PUBLIC RELATIONS
COURSE CODE:	BUC3228
COURSE LEVEL:	3
CREDIT UNITS:	4
FACILITATORS:	MS. FATUMAH NALUBOWA, MR. CRIS MUHANGO, MR. ISAAC BANURA, MS. JALIA NAZZIWA, MS YVONE NAKABIRI, AND MR. TIMOTHY KIMERA

COURSE DESCRIPTION

The Professional Speaking course is meticulously structured to furnish participants with the fundamental competencies and methodologies necessary for professional speaking across diverse professional settings. Whether tasked with delivering a keynote address at a conference, conducting a business meeting, facilitating a workshop, or executing a persuasive pitch, this course offers participants the requisite tools to captivate, inform, and motivate their audiences.

Course Objectives

- Explain the conceptual understanding of communication skills associated with business and professional contexts.
- Illustrate the communication and organization skills associated with presenting in a group, a team, and as an individual.
- Provide lessons in solving organizational problems by analyzing the problems and developing creative solutions.

Learning Outcomes

- The course will provide students with strategies for navigating high-pressure communication scenarios, including crisis communications, media interviews, and challenging client presentations
- A focus will be placed on enhancing self-assurance through systematic practice, constructive feedback, and self-reflection
- The students will learn to organize content logically and coherently for a variety of professional speaking engagements, such as business meetings, conferences, and media appearance

Mode of Delivery

- Lectures
- Group discussions
- Case studies
- Role playing

Mode of Assessment

- Course Work 30%
- Final Examination 70%

Detailed Course Content

No.	Topic	Lesson Details	Week No / Hours
1	Introduction to professional speaking	<ul style="list-style-type: none">• Business Communication skills overview<ul style="list-style-type: none">○ Definition of communication○ Methods/types of communication• Definition of professional speaking• Roles of professional speaking• Types of professional speaking	1 / 4 HRS
2	Planning a Professional Speech	<ul style="list-style-type: none">• Topic selection• Research• Speech and content development• Effective preparation of visual aids and technology• Engaging strategies• Rehearsing and refining• Anticipating questions and challenges• Adapting to the environment• Final review	2 / 4 HRS
3	Content Delivery	<ul style="list-style-type: none">• Engaging your audience• Voice and delivery techniques• Use of visual and technology• Managing difficult situations• Handling arguments	3 / 4 HRS
4	Feedback and Continuous Improvement	<ul style="list-style-type: none">• The importance of feedback in speech development• Self-assessment and self-reflection techniques• Ongoing practice for growth as a speaker	4 / 4 HRS
5	Adapting to Different Professional Contents	<ul style="list-style-type: none">• Public speaking at conferences, meetings, and events• Virtual speaking: Tips for engaging online audiences	5 / 2 HRS

		<ul style="list-style-type: none"> • Communication for leaders: Persuasion and influence in business settings 	
6	Overcoming Stage Freight	<ul style="list-style-type: none"> • Identifying sources of speaking anxiety • Strategies for reducing nervousness • Techniques for staying calm and confident on stage 	5 / 2 HRS
7	CW 1 Presentations		6 / 4HRS
	Introduction to Public Relations	<ul style="list-style-type: none"> • Definitions of Public Relations • The Publics of Public Relations • Public Relations Vs Marketing, • Advertising, Propaganda 	4 HRS Mr. Cris Muhango
	Nature and Work of Public Relations	<ul style="list-style-type: none"> • Nature and Work of PR Specialists • PR Methods and Tools 	4 HRS Isaac Banura
	Media Relations	<ul style="list-style-type: none"> • Role of Media in Public Relations • Elements of a good media house • Managing the Media team • Managing Public Events 	4 HRS Ms. Jalia Nazziwa
	PR Communication and Engagements	<ul style="list-style-type: none"> • Role of Communication in PR • Communicating Methods (Internal & External) • Protocol and Diplomacy • Corporate Social Responsibility (CSR) 	4 HRS Yvone Nakabiri
	Crisis Management	<ul style="list-style-type: none"> • Causes and Effects of Crisis in Organisations • Crisis Management Strategies 	4 HRS Mr. Timothy Kimera
	Lobbying & Building Strategic Alliances	<ul style="list-style-type: none"> • Understanding Lobbying • Lobbying Strategies • Understanding Strategic Alliances • Strategies for Building Strategic Alliances 	4 HRS Mr. Timothy Kimera

Reading list

- 1) Eke, O. A. (2021). Public speaking and speech presentation: skills and strategies.
- 2) Friman, P. C. (2017). Practice dissemination: Public speaking. In *Applied behavior analysis advanced guidebook* (pp. 349-365). Academic Press.
- 3) Frank Jefkins 1998, Public Relations. Pearson Professional Limited, Glasgow United Kingdom.
- 4) Frank Jefkins 1990, Introduction to Marketing, Advertising and Public Relations. Macmillan, London, United Kingdom.
- 5) Paul Baines, John Egan and Frank Jerkins 2004, Public Relations: Contemporary Issues and Techniques, Pearson Professional Limited, Glasgow, United Kingdom.
- 6) Sam Black, Practical Public Relations, 1983: Fourth Edition, Prentice Hall Direct
- 7) Sam Black, Practice of Public Relations, 1995: Fourth Edition, Routledge

Links and videos

<https://www.unr.edu/writing-speaking-center/writing-speaking-resources/speech-delivery>

<https://www.otcbahrain.com/wp-content/uploads/2017/12/Successful-Public-Speaking.pdf>

<https://youtu.be/K0pxo-dS9Hc?feature=shared>

<https://youtu.be/jCvjmE3oPII?feature=shared>

<https://youtu.be/XVyiWUwmWWk?feature=shared>