



**Columbia Southern University – Dept. of Continuing Education  
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**Education & Training Plan**  
**Public Speaking Expert Certificate Program with Externship**  
**Columbia Southern University (CSU)**

Student Full Name: \_\_\_\_\_

Start Date: \_\_\_\_\_ End Date: \_\_\_\_\_

**Program includes National Certification & an Externship Opportunity**  
**Mentor Supported**

**Public Speaking Expert Certificate Program with Externship**

Course Code: CSU-A-SPKG  
Program Duration: 6 Months  
Course Contact Hours: 375  
Student Tuition: \$3,799

**The Public Speaking Expert**

It's rare to find a management or mid-level position these days that doesn't involve public speaking. While this may not always be a traditional speech made before a captive audience, public speaking is at the heart of every day operations for many organizations. Moreover, in today's technology-driven workplace, communications, presentations and demonstrations given online to colleagues or potential clients are not only effective tools, but essential to success in many positions. The ability to articulate ideas, communicate clearly in a professional forum and introduce new concepts to broad audiences is essential to professional success. Public speaking is essential to success in any sales or management role, but will also prove extremely useful for any professional looking toward advancement in their current position.

**The Public Speaking Expert Program**

The Public Speaking Expert program helps students to set themselves apart from their peers and colleagues with polished, professional presentation skills that will be tapped by superiors for a variety of presentations, from bringing in prospective clients and ultimately close deals. This valuable program provides students with a basic understanding of public speaking and how to prepare and present a variety of speeches. Good public speaking skills are extremely rare and successful students will absolutely be set apart from their colleagues should they master the skills offered in this program. With particular attention paid to Microsoft PowerPoint presentations, this program will ensure students understand how to enhance a presentation through this medium.

## Education and National Certifications

- Students should have or be pursuing a high school diploma or GED.
- There are no state approval and/or state requirements associated with this program.
- There is a National Certification exam available to students who successfully complete this program:
  - **Microsoft Office Specialist (MOS) Certification Exam.**

## Program Objectives

At the conclusion of this program, students will be able to:

- Demonstrate knowledge of public speaking and speech delivery principles
- Analyze the delivery of other students' speeches
- Perform audience analysis tasks
- Prepare speech topics and outlines
- Select supporting materials and presentation aids in speech preparation
- Prepare each of the components of a speech
- Prepare a variety of different speech types
- Use Microsoft Office

## National Certification

Upon successful completion of this Columbia Southern University program, students would be eligible to sit for the Microsoft Office Specialist (MOS) exam. Although there are no state approval, state registration or other state requirements for this program, students who complete this program at Columbia Southern University will be prepared and are eligible to sit for this national certification exam. Students who complete this program are encouraged to complete the externship option with their program. Students who complete this program can and do sit for the MOS national certification exams and are qualified, eligible and prepared to do so. Columbia Southern University works with each student to complete the exam application and register the student to take their national certification exam.

## Externship / Hands on Training / Practicum

Although not a requirement, once students complete the program, they have the ability to participate in an externship and/or hands on practicum so as to practice the skills necessary to perform the job requirements of a professional in this field. Students will be assisted with completing a resume and/or other requirements necessary to work in this field. All students who complete this program are eligible to participate in an externship and will be placed with a participating organization near their location. Columbia Southern University works with national organizations and has the ability to place students in externship opportunities nationwide.

**Columbia Southern University contact:** If students have any questions regarding this program including national certification and externships, **they should call Laurie Coleman at 800.977.8449 x1840 or via email at [laurie.coleman@columbiasouthern.edu](mailto:laurie.coleman@columbiasouthern.edu).**

Note: No refunds can be issued after the start date published in your Financial Award document.



## About Columbia Southern University!

### Welcome to Columbia Southern University!

**OUR MISSION:** Columbia Southern University provides diverse learning experiences and affordable, flexible distance education programs at the certificate, undergraduate, and graduate levels to a global student body, delivered by qualified, student-centered faculty committed to teaching and student learning. The University is dedicated to providing exceptional academic and student support services.

**OUR VISION:** The Vision of Columbia Southern University is to change and improve lives through higher education by enabling students to maximize their professional and personal potential.

The Continuing Education Department at Columbia Southern University is committed to a program of public service, outreach and continuing education by sharing resources with the workforce to enhance the intellectual capital of all those in need or desire lifelong learning and development. <http://www.columbiasouthern.edu/online-degree/continuing-education>



### Columbia Southern University and Pearson Education

Columbia Southern University's eLearning programs were developed in partnership with Pearson Education to produce the highest quality, best-in-class content and delivery necessary to enhance the overall student learning experience, boost understanding and ensure retention. Pearson Education is the premier content and learning company in North America offering solutions to the higher education and career training divisions of colleges and universities across the country aimed at driving quality education programs to ensure student success. Please visit us at [www.pearson.com](http://www.pearson.com).

### About Pearson Education

Welcome to Pearson. We have a simple mission: to help people make more of their lives through learning. We are the world's leading learning company, with 40,000 employees in more than 80 countries helping people of all ages to make measurable progress in their lives. We provide a range of education products and services to institutions, governments and direct to individual learners, that help people everywhere aim higher and fulfil their true potential. Our commitment to them requires a holistic approach to education. It begins by using research to understand what sort of learning works best, it continues by bringing together people and organizations to develop ideas, and it comes back round by measuring the outcomes of our products.

## **Public Speaking Expert Program Detailed Student Objectives:**

### **INTRODUCTION TO PUBLIC SPEAKING**

- Describe basic communication principles
- Describe basic public speaking principles
- Apply methods for relieving communication apprehension to build speaker confidence
- Prepare an introduction speech

### **LISTENING AND CRITICAL ANALYSIS SKILLS**

- Describe concepts associated with the importance of listening
- Describe types of listening
- Describe the listening process
- Describe methods used in evaluating speeches
- Perform an introduction speech

### **ANALYZING THE AUDIENCE**

- Describe concepts related to different types of audiences
- Employ audience analysis techniques
- Devise strategies for adapting to audience feedback

### **SELECTING A TOPIC**

- Use tools and techniques for refining speech topics
- Prepare purpose statements and thesis statements for speech topics
- Apply standard methods for creating fully developed speech topics

### **FINDING SUPPORTING MATERIAL**

- Explain the roles of supporting materials in speeches
- Describe possible uses for different types of supporting materials
- Use a variety of resources for locating supporting materials

### **CREATING EFFECTIVE SPEECH COMPONENTS**

- Summarize organizing methods and patterns for creating speeches
- Describe standard practices and methods for creating engaging speech content
- Demonstrate effective use of organizational patterns

### **OUTLINING THE SPEECH**

- Describe concepts and issues concerning outline content
- Prepare detailed and well-planned outlines

### **CREATING AND DELIVERING INFORMATIVE SPEECHES**

- Summarize concepts and challenges specific to informative speeches
- Prepare an informative speech
- Perform an informative speech

### **DELIVERING THE SPEECH**

- Identify the basic principles of effective verbal and nonverbal communication in speech delivery
- Use effective verbal and nonverbal communication when delivering a speech
- Identify the audience and environmental variables that influence speech delivery
- Apply common techniques for accepting and managing listener feedback

### **DESIGNING USING PRESENTATION AIDS**

- Describe concepts and issues related to the use of presentation aids
- Apply a range of techniques for creating different types of presentation aids
- Demonstrate how to incorporate presentation aids successfully into a speech

### **CREATING AND DELIVERING PERSUASIVE SPEECHES**

- Summarize concepts and challenges specific to persuasive speeches
- Prepare a persuasive speech
- Perform a persuasive speech

### **CREATING AND DELIVERING CEREMONIAL SPEECHES**

- Summarize concepts and issues specific to ceremonial speeches
- Prepare a ceremonial speech
- Perform a ceremonial speech

**Note:** This program can be completed in 6 months. However, students will have online access to this program for a 24-month period.

### **MICROSOFT OFFICE Module**

- Use an integrated software package, specifically the applications included in the Microsoft Office suite
- Demonstrate marketable skills for enhanced employment opportunities
- Describe proper computer techniques for designing and producing various types of documents
- Demonstrate the common commands & techniques used in Windows desktop
- List the meaning of basic PC acronyms like MHz, MB, KB, HD and RAM
- Use WordPad and MSWord to create various types of documents
- Create headings and titles with Word Art
- Create and format spreadsheets, including the use of mathematical formulas
- Demonstrate a working knowledge of computer database functions, including putting, processing, querying and outputting data
- Define computer terminology in definition matching quizzes
- Use the Windows Paint program to alter graphics
- Use a presentation application to create a presentation with both text and graphics
- Copy data from one MS Office application to another application in the suite
- Use e-mail and the Internet to send Word and Excel file attachments
- Demonstrate how to use the Windows Taskbar and Windows Tooltips
- Explain how copyright laws pertain to data and graphics posted on the Internet
- Take the college computer competency test after course completion
- Follow oral and written directions and complete assignments when working under time limitations

**Note:** Although the Microsoft Office Module is not required to successfully complete this program, students interested in pursuing free Microsoft MOS certification may want to consider completing this Microsoft Office Module at no additional cost.

## **System Requirements:**

### **Windows Users:**

- Windows 8, 7, XP or Vista
- 56K modem or higher
- Soundcard & Speakers
- Firefox, Chrome or Microsoft Internet Explorer

### **Mac OS User:**

- Mac OS X or higher (in classic mode)
- 56K modem or higher
- Soundcard & Speakers
- Apple Safari

### **iPad Users:**

- Due to Flash limitations, eLearning programs are NOT compatible with iPads

### **Screen Resolution:**

- We recommend setting your screen resolution to 1024 x 768 pixels.

### **Browser Requirements:**

- System will support the two latest releases of each browser. When using older versions of a browser, users risk running into problems with the course software.
- Windows Users: Mozilla Firefox, Google Chrome, Microsoft Internet Explorer
- Mac OS Users: Safari, Google Chrome, Mozilla Firefox

### **Suggested Plug-ins:**

- Flash Player
- Real Player
- Adobe Reader
- Java