

**Course Outline**  
**SPCM 103**  
Advanced Public Communication  
3 Semester Hours

**The Community College of Baltimore County**

**Description**

Advanced Public Communication

Gives practice in understanding, researching, evaluating, and presenting public messages in a variety of public and mediated contexts; provides experience in using multi-media technology to support and/or convey public messages.

Prerequisites: Assessment for placement in ENGL 101 or successful completion of ENGL 052 and exemption from or completion of RDNG 052. SPCM 101 or SPCM 102 or permission from department coordinator.

**Overall Course Objectives**

Upon completion of this course the student will be able to:

1. Understand the role of and identify the various contexts of public communication in the contemporary world;
2. Understand the importance of listening in public communication and be able to apply active listening techniques in public presentations;
3. Identify and critically analyze different types of public presentations;
4. Research, organize, and deliver a presentation using multi-media technology;
5. Research, organize, and deliver a presentation in a simulated business or corporate setting;
6. Research, organize, and deliver a group presentation (forum, debate, discussion, panel).

**Major Topics**

- Survey of the types of public messages
- The role of media and public communication
- Critical analysis of public messages
- Research and supporting materials in public messages
- Organization of public messages
- Delivery of public messages
- Public messages in a corporate environment
- Audience analysis and cultural awareness related to public messages

- Oral interpretation of literature
- The selection and design of media to support public messages

### **Course Requirements**

- One researched public communication presentation within a mediated context
- One researched public communication presentation within a simulated business or corporate setting
- At least one audience analysis of the classroom speech setting
- One critical analysis of a "live" professional speech (campus non-teaching lecture, off-campus issue-oriented presentation or political speech)
- One oral interpretation exercise
- One group public communication presentation (panel, forum, symposium, debate)
- At least two written exams