Weekly Outline:
This course is broken into 5 weeks. Each week covers the specific topics listed below:

WEEK 1: Introduction to Communicating Strategically

Learning Objectives:
Establish a baseline of ideas on what it means to communicate strategically, define “strategic” decision making in the context of communication, list principles of effective communication, and analyze the Elaboration Likelihood Model.

Lectures:
Lecture 1: Introduction to Communicating Strategically
Lecture 2: Elaboration Likelihood Model

Self-Check Quiz:
Self-Check Quiz 1

Activities:
Week 1 Video Analysis
Week 1 Discussion

Supplemental Resource:
Reading: The Elaboration Likelihood Model of Persuasion

WEEK 2: Communicating Complex Information

Learning Objectives:
Develop organizational strategies, compare and analyze different types of organizational frameworks, differentiate types of explanations, and assess when to use specific types of explanations.

Lectures:
Lecture 3: Organizing Presentations
Lecture 4: Organizational Frameworks
Lecture 5: Quasi-Scientific Explanations
Lecture 6: Elucidating Explanations
Lecture 7: Transformative Explanations

Self-Check Quiz:
Self-Check Quiz 2
Self-Check Quiz 3
Self-Check Quiz 4
Self-Check Quiz 5
Self-Check Quiz 6

Activities:
Week 2 Video Analysis
Week 2 Discussion
Supplemental Resource: Reading: A New Pedagogy for Explanatory Public Speaking: Why Arrangement should not Substitute for Invention

| WEEK 3: Communicating Persuasive Information |

Learning Objectives: Identify factors to address when attempting to induce a substantive change in your audience’s attitudes or behaviors, analyze mechanisms of persuasion, and differentiate between questions of value, fact, and policy.


Self-Check Quiz: Self-Check Quiz 7

Activities: Week 3 Video Analysis Week 3 Discussion

Supplemental Resource: Reading: The Theory of Planned Behavior

| WEEK 4: Delivery |

Learning Objectives: Examine the natural and common phenomenon of communication apprehension, identify personal levels of apprehension, establish proper presentational delivery methods, and identify presentational guidelines and pitfalls.


Self-Check Quiz: Self-Check Quiz 8 Self-Check Quiz 9 Self-Check Quiz 10

Activities: Week 4 Video Analysis Week 4 Discussion

WEEK 5: Special Topics

Learning Objectives:
List the steps of preparation for impromptu speaking, identify what qualities make for a solid impromptu presentation, and examine proper Q&A etiquette, methods, and tools.

Lectures:
Lecture 14: Impromptu Speaking
Lecture 15: Q&A Sessions

Self-Check Quiz:
Self-Check Quiz 11
Self-Check Quiz 12

Activities:
Week 5 Video Analysis
Week 5 Discussion

Supplemental Resource:
Reading: Impromptu Speaking