



ARM 1001



**EDUSLIDES
UNIVERSAL
COLLEGE**

Professional Certificate
Course in
**MASTERY IN PUBLIC
SPEAKING**

1. COURSE DESCRIPTIONS

This professional certificate course is designed for those interested in developing a career as a public speaker, or undergraduates or individuals with no background education or prior knowledge in public speaking.

The purpose of this course is to provide students with the necessary skills to increase their self-awareness and as well confidence when speaking and presenting to internal or external audiences.

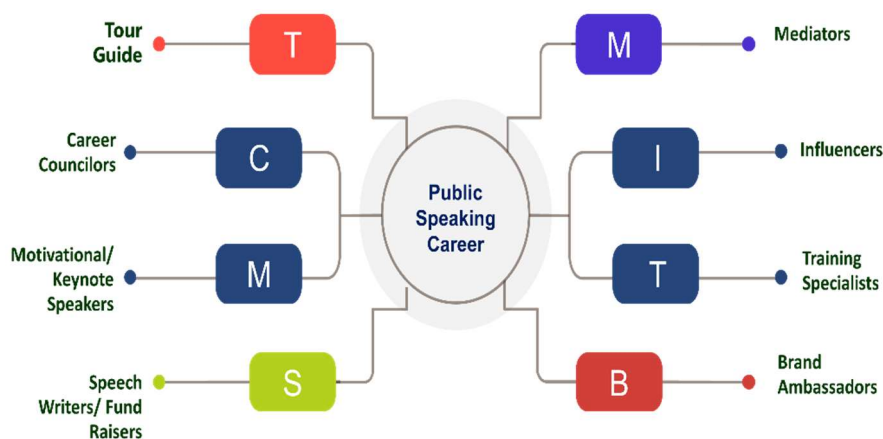
The course also focuses on understanding your audiences and how to prepare the right content for them while keeping them engaged throughout.

Market demand for this profession remains strong among those highly paid in United State as the “average” professional speaker has an annual income of about **\$106,000**. Senior-level motivational speaker earnings begin at **\$217,872** per year according to Marketresearch publication.

Various examples of public speech are included to enhance the practical knowledge of the students.

The course content is highly interactive and exclusively developed and certified by an expert in the profession with decades of experience in public speaking.

It is also helpful to those who wish to develop skills that could help them in careers such as those represented in the chart below.

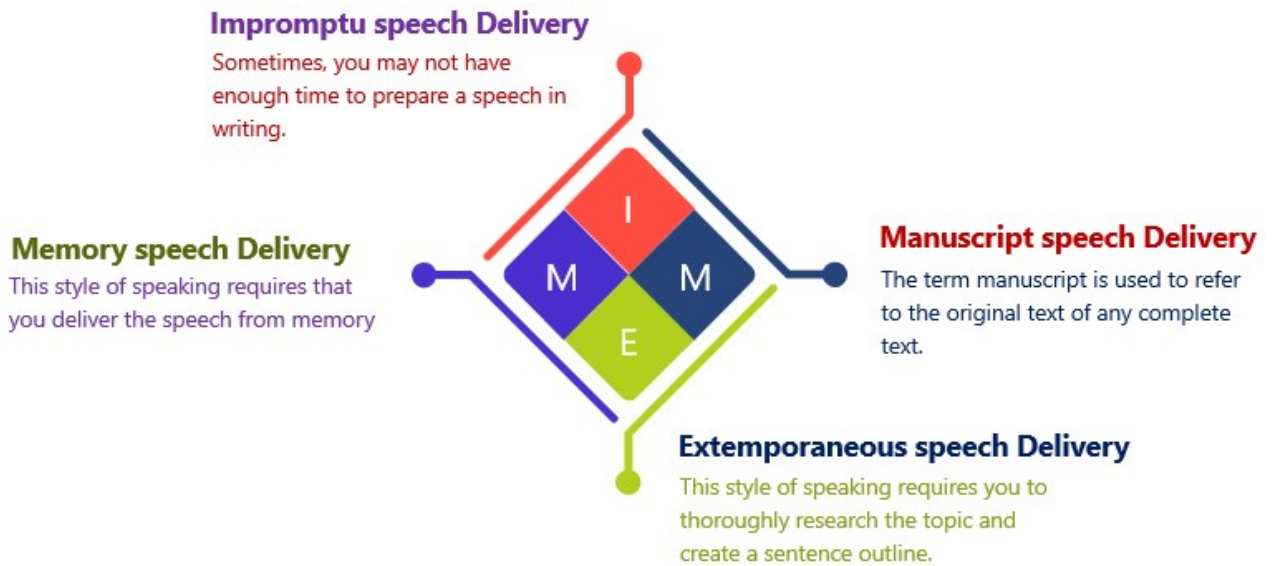


The course curriculum is centered on three key aspects of public speaking:

- the individual, their traits, and attributes that make public speakers successful,
- the habits, skills, and techniques to becoming a better public speaker, and speech delivery
- writing and delivering of public speech, audience analysis, and ethics in public speaking.

According to Marketdata, it was estimated that the motivational speakers' market in the U.S. generated an estimated **\$1.9 billion in revenues in 2019**. Marketdata analysts project that the value of the professional speaking industry will grow at a **4.1%** average annual pace, reaching **\$2.30 billion by 2025**.





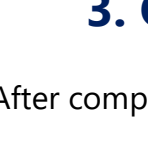
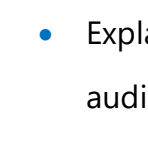
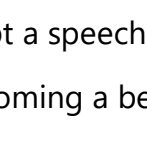
Four (4) different ways of delivering speech such as impromptu, Manuscript, Memory, and Extemporaneous speech delivery are explicitly taught in the video.



Students will understand various ways presentation aids can help deliver a better public speaker and also gain the required knowledge in the use of advanced presentation aids that you can make good use of.

2. COURSE CURRICULUM

The course is fully loaded with detailed topics that are sufficient for students of varied academic levels or understanding to cope and become successful public speakers.

 1	Introduction to public speaking	 3	Public speech preparation and writing
 2	Becoming a successful popular speaker	 4	Types of public speech
 5	Public speech presentation/ visual aids	 7	Manuscript speech delivery method
 6	Impromptu speech delivery method	 8	Memory speech delivery method
 9	Extemporaneous speech delivery method	 11	Audience analysis in public speaking
 10	Public speaking ethics and guidelines	 12	Pitch speech

3. COURSE OBJECTIVES

After completing this course, you will be able to:

- Explain how to use audience analysis to adapt a speech for a particular audience and the effective strategies for becoming a better public speaker.
- Emphasizes the practical skill of public speaking, including techniques to lessen speaker anxiety, and the use of visual aids to enhance speaker presentations.
- Explain the nonverbal aspects of effective speech delivery and the importance of practice and preparation.
- Understand the most important public speaking skills and techniques and identify the other easy careers that you can develop as a public speaker

- Identify and understand the importance of body language during a presentation likewise, the various types of speech exist and that you need to master.
- Recognize the importance of audience analysis and adaptation in public speaking, develop and adapt messages, style, and delivery to meet the needs of diverse audiences.
- Use speeches to embrace difference, demonstrate diversity and inclusion and understand relationships between cultures.

4. COURSE PRE-REQUISITES & REQUIREMENTS



- There is no pre-requisite for this course. No certificate, degree, or prior knowledge is required
- No programming experience is needed.
- A computer with access to the internet as this course is **100% online**.
- No software license or subscription is required.
- Any versions of web browsers such as Firefox, Google Chrome, Microsoft Edge, Apple Safari, Opera, etc. are compatible.

5. COMPLETION CERTIFICATE



Each student has access to a free and shareable completion certificate that is verifiable and downloadable at any time. The student has to complete all the course contents and scores not **less than 80%** in the assessment to download the certificate.

If you require a physical completion certificate, you can send a request via studentservices@eduslides.com.

6. REGISTRATION/ INTAKE SCHEDULE



Learners are free and allowed to register for this course by the EUC Academic calendar. The application opens every Monday and closes on Thursday each week. For further clarifications, please download our Academic Calendar for 2021/2022 session.

7. MEDIUM OF LEARNING & ACCESSIBILITY



This course is offered **online** and in the **English Language**. The opportunity is that learners have access to full lifetime updates at **absolutely no extra cost**. This means that just one payment gives you unlimited access to re-attend the course and download other knowledge base resources free of charge.

8. ASSESSMENTS



20 questions and answers are available for learners who register for this course upon completion of the course contents. These graded questions are structured in a multiple-choice questions (MCQ) format.

9. DURATION & REGISTRATION



This course is delivered online over **four (4) weeks**. Students who are not able to complete their studies are provided time extension free of charge. A request could be sent via admissions@eduslides.com