



Syllabus
Applied English: Speech and Performance
6 CFU
Prof. Douglas Brown

Communication, Presentation and Professionalism

Course Description

The aim of the course is to strengthen the students' confidence and skills with spoken and written English generally, as well as to build up their communication skills for both finding a job and working in a professional environment. The themes of self-management and leadership will run through all of the course topics.

Teaching Method

A wide variety of formal and practical teaching techniques and material will be used, including instruction in communication, public speaking and self-expression.

Schedule of Topics

Topic 1	Job Skills <ul style="list-style-type: none">• Writing a CV• Writing a Cover Letter• Job hunting techniques• Interview skills• Practical Job Interview practice
Topic 2	Project Management <ul style="list-style-type: none">• The theory of Project Management• Lectures with some practical exercises• A practical project to plan, coordinate and deliver a student-guided tour of a site (or sites) in Rome that draws upon previous BA programme courses and the student's interests
Topic 3	Marketing for Non-Profit Organisations <ul style="list-style-type: none">• The theory of Marketing• Practice• Branding
Topic 4	Public Relations <ul style="list-style-type: none">• The theory of Public Relations• Writing a Press Release• Writing a Feature Article• Running a Press Conference
Topic 5	Public Speaking <ul style="list-style-type: none">• Use of voice techniques• Use of body language techniques• Use of poetry and drama
Topic 6	Reports <ul style="list-style-type: none">• Report Writing• Report Presentation

- Summarise with 'Be Your Own Brand' ideas

Class Reading Materials

Throughout classes, the Professor will draw material from the following publications:

Topic 1: Moses, B. (2003) *What Next? The complete guide to taking control of your working life*, DK, London.

Topic 2: Newton, R. (2007) *Project Management Step by Step*, Pearson Business, London.

Topic 3: McDonald M. and Morris, P. (1998) *The Marketing Plan – A pictorial guide for managers*, Butterworth Heinemann, Oxford.

Topic 4: Foster, J. (2005) *Effective Writing Skills for Public Relations*, CIPR/Kogan Page, London. (Drawing upon the Chartered Institute of Public Relations *PR in Practice Series*).

Topic 5: Rodenburg, P. (2007) *Presence*, Penguin, London.

Topic 6: Reid, M. (2012) *Report Writing*, Palgrave Macmillan, London.

Bowden, J. (2011) *Writing a Report, 9th Edition*, How to Books, London.

Topic 7: McNally, D. and Speak, K. (2003) *Be Your Own Brand*, BK, San Francisco.

Plus: Bassot, B. (2013) *The Reflective Journal*, Palgrave Macmillan, London.

A number of these publications are difficult to source and others are general in nature, so a number of the readings will be supplied by the Professor and other suitable books, on writing CVs and cover letters (Topic 1), Project Management (Topic 2), and Marketing (Topic 3), for example, can be researched and chosen by students.

Assessment

Assessment will be measured through attendance, participation, short class assignments and a Student Learning Journal, to include both formal set assignments and ongoing reflection in a Learning Journal.

Further information about Student Learning Journal: The Learning Journal will be due later in the semester, probably before the Christmas break. A Learning Journal is a log, personal record or diary that students write to facilitate and document their own learning. A Learning Journal is not necessarily an 'academic' piece of work, but can be formalized in content and structure to suit an academic setting, as with this course. As such, it is a document which is unique to each student. A Learning Journal helps students to record, structure, think about and reflect upon, plan, develop and evidence their own learning in a variety of writing and expressive styles. It can also include more formal elements and entries of reflective writing on specific events and experiences as requested by the lecturer, and it is these elements which will be used to compare, measure and assess the students.

There will also be a final exam, the format and time of which is yet to be decided and scheduled.

Office hours

Professor D. Brown teaches at the Heinrich Heine University, Düsseldorf

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While in Düsseldorf, he will be happy to meet students before and after classes, and by arrangement.