

Motivational Speaker Certificate Program

Among many things, we will use a combination of instructional videos, written content, live simulation experiences and web chats to teach students how to develop/create their own Brand, Bio, resume', videos of them speaking publicly, a website, social media pages dedicated to their public speaking career, a YouTube page, an Electronic Press Kit (EPK) and while not mandated, creating a podcast and or, a blog/vlog would help to deepen their impression within the medium.

Type: Vocational

Program Length:

16 Weeks

Program Outcomes

- Plan and prepare speeches that inform, persuade, or fulfill the needs of a special occasion
- Select and develop topics for speeches
- Use presentation aids to enhance your speeches
- Outline your speeches in a logical and thorough fashion
- Conduct meaningful research on a variety of topics
- Analyze your audience and design speeches to reflect your analysis
- Evaluate speeches based on a variety of verbal and non-verbal criteria
- Listen effectively, regardless of your interest in the subject matter
- Developing a marketing plan

Item #	Title	Credit Hours
Orientation	Introduction	0
Selecting Speaking Topics	Lesson 1	37.5
Developing Your Area of Expertise	Lesson 2	37.5
Creating Speech Titles	Lesson 3	37.5
Check Out Your Competition	Lesson 4	37.5
Identify Your Benefits	Lesson 5	37.5
Know Your Target Audience	Lesson 6	37.5
Speaking Skills	Lesson 7	37.5
Traits of A Good Speaker	Lesson 8	37.5
How to Improve Your Skills	Lesson 9	37.5
Who Hires Speakers	Lesson 10	37.5
A Potential Employer's Greatest Fear	Lesson 11	37.5
Producing Demo Material	Lesson 12	37.5
Preparing Proposals & Rates of Pay	Lesson 13	37.5
Types of Employers	Lesson 14	37.5
Being Successful on The Job	Lesson 15	37.5
Selling Products	Lesson 16	37.5
	Total credits:	600