

AMBERTON UNIVERSITY
e-COURSE SYLLABUS

COM5401.E1 Public Speaking
Fall 2026

PROFESSOR INFORMATION:

Professor: Sidney (Skip) Redd, Ph D
Amberton Extension: 972-279-6511 ext. 238
Amberton Email : SRedd@amberton.edu

COURSE INFORMATION:

COM5401.E1 Public Speaking
Level: Graduate
Beginning Date of Session: Saturday, September 12, 2026
Ending Date of Session: Thursday, November 19, 2026

Student access available to the Student Portal: Saturday, September 12, 2026.

Students enrolled in distance learning courses are not assessed any additional fees for security or identity verification.

COURSE PREREQUISITES:

None

TEXTBOOK(S) AND REQUIRED MATERIALS:

Title: The Challenge of Effective Speaking in a Digital Age
Author: Rudolph Verderber, Deanna Sellnow, Kathleen Verderber
Publisher: Cengage Learning
Year Published: 2024
Edition: 18th
ISBN: 10: or 13: 9780357798782

Online Learning Cengage **Infuse** 9780357798867
Paperback 9780357798782 ebook 9780357798898
Price: Available at <http://amberton.ecampus.com>

Amberton University has an agreement with eCampus.com to provide a full-service online bookstore to students. The Amberton University Virtual Bookstore is accessible through the University's website, www.Amberton.edu. There is also a bookstore link in the Student Portal.

The AU Virtual Bookstore provides an easy to use interface, online buyback of books, and same day shipment of most titles with an average delivery time of 2-3 days depending on the student's location. Textbook options include new, used, rental, and electronic media as available.

Since no books are sold on campus, students should plan accordingly and purchase their books in advance of the first day of class, allowing time for shipping. Be certain you are enrolled in the course before purchasing your book(s). All textbook information (Title, Author, ISBN, etc.) is available in the course syllabi so students can shop competitively. Most textbooks can be purchased from many different textbook vendors. Some textbooks may only be available on the University's Virtual Bookstore. Students should be careful to obtain the exact resource(s) required for the course.

APA Requirement

APA (American Psychological Association) style is most commonly used to cite sources within the social sciences. This resource, revised according to the 7th edition, offers examples for the general format of APA research papers, in-text citations, endnotes/footnotes, and the reference page. For more information, please

consult the *Publication Manual of the American Psychological Association*, (7th ed.). All coursework at Amberton University will comply with the standards contained in the APA Publication Manual.

COURSE COMPETENCIES:

The course helps students become effective public speakers by requiring them to research, outline, and present speeches. Students will also learn how to analyze and critique effective public speaking skills and techniques of other speakers. Activities include writing and speaking with introductions, outlines and conclusions.

CAVEAT: No graduate credit will be awarded if COM3401 has been successfully completed.

UPON COMPLETION OF THE COURSE, THE STUDENT WILL BE COMPETENT IN:

1. Writing effective speech introductions that include startling statements, questions, anecdotes, quotes, suspenseful illustrations, and personal references.
2. Creating memorable conclusions that include a summary, illustrations, emotional appeals, humor, and challenges.
3. Locating material for a speech using EBSCO and other scholarly sources in the online library and correctly documenting those sources within a speech outline.
4. Composing a speech outline that demonstrates excellent organizational skills.
5. Choosing language that appeals to the five senses: sight, hearing, feeling, smell, and taste.
6. Integrating illustrations within a speech that include vivid imagery.
7. Applying nonverbal communication to present effective public speaking skills, including eye contact, good posture, appropriate gestures, and occasional movement.
8. Analyzing a speaker's nonverbal communication effectiveness: eye contact, postures, gestures, facial expression, and movement.
9. Presenting a speech with enthusiasm, energy, spontaneity, and communicativeness.
10. Evaluating organizational patterns to determine which is appropriate for an informative speech: topical, spatial, or chronological.
11. Selecting and utilizing appropriate organizational patterns for informative speeches, such as lectures or demonstrations.
12. Evaluating and selecting appropriate organizational patterns for a persuasive speech: problem/solution, comparative advantage, and criteria/satisfaction.
13. Applying Aristotle's theory of persuasion, including ethos, pathos, and logos.
14. Utilizing emotional, logical, and credible appeals with persuasive speech strategies.
15. Analyzing an audience and writing a speech that specifically addresses the issues that concern the group with credibility.
16. Delivering a speech that shows the audience relevancy through timeliness, proximity, and impact.
17. Developing a personal code of ethics for effective public speaking skills.
18. Evaluating tips on using AI to prepare effective public speaking skills, presentation draft, slides, visuals, and engaging the audience demographics.

ACQUIRED SKILLS:

1. Verbal and Non-Verbal Communication Skills
2. Time Management
3. Critical Thinking
4. Decision-Making
5. Public Speaking

COURSE POLICIES:

1. All speeches will be videoed and submitted via YouTube and Moodle for the class and professor to see.
2. You must submit your assignments through the Moodle Portal assignment link for them to be accepted. The video must be able to be opened, and student assignments must include the link to the YouTube video for you to get credit. If the link is not included or if it does not work, you will not receive credit for that speech.

3. All assignments must be completed by the deadline. Late speeches will be penalized 2% per 24 hours. On the 7th day you will lose 15%. On the 14th day you will lose 25%. No assignment will be accepted after that date.
4. The discussion board should be responded to within the week assigned. The last question must be answered by Monday of the last week of class. Your discussion grade will be determined at that time. I will evaluate your responses based on the quantity and quality of your answers.

All assignments and discussion questions must be completed by Monday of the last week of class.

Student's Responsibilities

This syllabus contains information, policies, and procedures for a specific course. By enrolling, the student agrees to read, understand, and abide by the policies, rules, regulations, and ethical standards of Amberton University as contained in the current university catalog and schedule of classes.

Attendance Policy:

Regular and punctual class attendance and engagement is expected at Amberton University. In case of an absence, it is the student's responsibility to contact the professor as soon as possible. If a student intends on withdrawing from a course, it is the student's responsibility to follow the university's policy on formally withdrawing from a course. **Ceasing to attend classes does not constitute an official withdrawal.**

Attendance in a lecture course is defined as punctual arrival to, and engagement in, a full lecture session. A Student in a lecture course missing more than 20% (two class periods for weekday classes or one class period for Saturday classes) of the class meetings may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

Attendance in a distance learning course is defined as active participation in the weekly online class sessions. "Active participation" can be defined as: submitting an academic assignment, taking an exam, engaging in an interactive tutorial, participating in an online discussion forum (or chat session), or initiating (or responding to) a communication with a faculty member about an academic assignment or the subject matter of the course. A student not meeting these requirements may be assigned a grade of an "F" or withdrawn at the discretion of Amberton University.

Plagiarism Policy

Plagiarism is the presentation of someone else's work as though it were your own. If you use another person's words, ideas, or information; or if you use material from an outside source – whether a book, magazine, newspaper, business publication, broadcast, speech, or electronic media – you must acknowledge that source. Plagiarism is a violation of the University's code of student ethical conduct and is one that is taken seriously. Amberton University operates on an honor system; therefore, honesty and integrity are essential characteristics of all who are associated with the institution. All Amberton students are expected to abide by the honor system and maintain academic integrity in all their work. Amberton University and its instructors monitor student work for plagiarism and reserve the right to submit such work to technology-based plagiarism detection services and applications at any time.

Self-plagiarism means reusing work that you have already published or submitted for a class. It can involve:

- Resubmitting an entire paper
- Copying or paraphrasing passages from your previous work

Self-plagiarism misleads your readers by presenting previous work as completely new and original. Students may not submit the same paper in substance in two or more classes without prior written permission of the instructors involved.

Amberton University students who use Artificial Intelligence (AI) generated content must adhere to the following policies:

Originality: Students must avoid presenting AI generated content as their own original work. It is essential to acknowledge the involvement of AI in the content creation process in order to maintain academic and ethical standards.

Paraphrasing: When using AI generated content, students must rephrase and/or modify the generated text. Paraphrased AI generated content should also be properly cited.

Acknowledgement: When using AI generated content in any assignment, proper credit must be given to the AI system that generated the content. <https://apastyle.apa.org/blog/how-to-cite-chatgpt>

Students agree that by taking this course, all required assignments may be subject to submission for a textual similarity review to Turnitin.com for the detection of plagiarism and self-plagiarism. All submitted papers will be included as source documents in the Turnitin.com reference database solely for the purpose of detecting plagiarism in future papers. Use of Turnitin.com service is subject to the Usage Policy posted on the Turnitin.com website.

Turnitin is a writing improvement and plagiarism prevention tool which uses special algorithms, to compare text-based student submissions to the Turnitin database and other online sources. Turnitin produces a detailed **similarity report** that can be customized and viewed by instructors and students.

Turnitin “Draft Coach” is a Google based add-on to Turnitin which supports students in developing high-quality academic writing; and serves as an integrity coach. Draft Coach helps address errors and improve the quality of student’s writing by highlighting grammar mistakes, identifying incorrectly cited sources, and scanning for similarity across several databases. By providing formative feedback on how to address citation issues, incorrect grammar, and matches with the Turnitin database, Draft Coach provides explanations to help students become more confident writers, capable of producing higher quality work both in academics and in the workplace.

COURSE OUTLINE AND CALENDAR:

Week	Topic	Assignment	Competencies Covered	Due Date
1	Introduction	Readings Chapters 1, 2, 3 Discussion Board—must be completed this week	1, 2, 3, 16, 18	September 18, 2026
2	Presenting the speech	Readings Chapters 10, 11 Impromptu Speech —due this week, the topic list will be posted Monday	6, 8	September 25, 2026
3	Outlining	Readings Chapters 4, 6, 7, 8 Discussion Board—due this week	1, 2, 3, 18	October 2, 2026
4	Informative Speech	Readings Chapters 12, 13 Informative Speech—due this week.	1 – 6, 8 – 10	October 9, 2026
5	Using Visual Aids	Readings Chapter 9 Discussion Board—due this week	6	October 16, 2026
6	Visual Aid speech	Visual Aid Speech—due this week.	1 – 6, 8 – 10	October 23, 2026
7	Persuasion	Readings Chapters 5, 13, 14, 15 Discussion Board—due this week	11 – 15	October 30, 2026
8	Persuasion Speech	Persuasive Speech Outline—	1 – 6, 11 – 15	November 6,

		due this week		2026
9	Evaluating Different Types of Speeches	Readings Chapter 16 Speech Presentation and Evaluation—due this week Live Speech Evaluation Paper	6, 7	November 13, 2026
10	Ethics	Discussion Board—due this week	17	November 19, 2026

GRADING CRITERIA:

Impromptu Speech	A topic list will be released on Tuesday, the week this speech is due. Students are to present a two-minute speech based on the topic chosen from the list sent by the professor.	Session 2	100
Informative Speech	Students are to present an informative speech on YouTube and submit an outline.	Session 4	100
Visual Aid Speech	Students are to submit a speech with a visual aid on YouTube on submit an outline.	Session 6	100
Persuasive Speech	Students are to submit a persuasive speech via YouTube and submit an outline	Session 8	100
Live Speech Evaluation Paper	Students are to evaluate a live speech they attended during the semester	Session 9	100
Discussion Questions	Students are to respond to the discussion questions; an excellent response would include about 300 words.	Sessions 1,3, 5, 7, and 10	20 x 5 = 100
			600

Graduate

92 – 100 A

82 – 91 B

72 – 81 C

62 – 71 D

Below 62 F

GRADE NOTIFICATION AND INSTRUCTOR FEEDBACK:

Students should review instructor feedback provided through Moodle or Amberton CampusWeb Portal. Final grades are processed approximately one week after the session and may be viewed through the student portal. Grades will not be released by phone or through unsecured channels. University instructors will not leave a message with comments or grades in any type of media that is not secure.

For questions regarding grades after the semester has ended, students should use their university email account and contact the instructor at the faculty email address as provided above in Professor Information area.

INCOMPLETE GRADES

An "I" (Incomplete) grade is granted only at the professor's discretion for emergencies or illness.

Students have 30 days from the end of the session to complete the course requirements. If the conditions are not met within this 30-day window, the "I" automatically converts to an "F".

HOW TO WITHDRAW FROM A COURSE

To be official, the class withdrawal must be in writing and signed by the student requesting the withdrawal; no withdrawal is accepted verbally. Please review the "Schedule of Classes" (online or in-print) for procedures for class changes or withdrawals and the refund policy and schedule.

COURSE DELIVERY METHODOLOGY:

This course is delivered through Moodle. Students are expected to have reliable internet access, basic computer skills, the ability to upload/download files, use Amberton email, and submit assignments in the required format. Students needing assistance should use the Amberton SSO support/ticket process.

HOW TO ACCESS YOUR COURSE:**SINGLE SIGN-ON (SSO) INSTRUCTIONS FOR AMBERTON UNIVERSITY**

Students should access Amberton systems through the Single Sign-On portal at <https://sso.amberton.edu>. After logging in, students can access Moodle, Amberton email, CampusWeb, and other assigned applications. Students who need help accessing SSO should submit a support request through the SSO support option or contact support@amberton.edu.

MOODLE TUTORIAL:

Upon successful log in and access to the Moodle learning platform, there is a Student Moodle Tutorial course available, to learn about the basics of Moodle. Simply click on the link for the Student Moodle Tutorial and read through the various learning topics: Navigating; Communicating; Assignments & Exams; Grades; and Student Resources.

COURSE COMMUNICATIONS:

Students will communicate with faculty through the Moodle Learning Platform or the Amberton University email system.

EMAIL COMMUNICATION

Students are expected to use their Amberton email account and Moodle for course communications. Students must use their official university email account for all university related communication and should check their Amberton emails regularly for course and university notices.

Upon completion of a session, all communication and course specific information is removed from the Moodle system. If a student needs to maintain a record of communications or assignments, the student is strongly encouraged to print out or download these items to a disk for their own records.

FORMAT AND SUBMISSION OF ASSIGNMENTS:

Assignments must be submitted through the appropriate Moodle assignment link unless otherwise directed by the instructor. Students are responsible for submitting files in the format required by the instructor.

INSTRUCTOR/COURSE EVALUATION:

Students will have the opportunity to complete an anonymous course and instructor evaluation near the end of the session. Instructions and dates will be provided through Moodle and/or Amberton email.

RESEARCH RESOURCES:

The Amberton Library provides access to full-text articles, peer-reviewed databases, and research tools, with options like Interlibrary Loan (ILL) and TexShare for items outside its collection. For research assistance, students can connect with library staff during operating hours via email (Library@amberton.edu), phone (972-279-6511 ext. 185), "How-to" videos, live online chat, or in person at the Garland campus. The online library is available through Single Sign On (SSO).

MICROSOFT OFFICE 365 EDUCATION:

Amberton University students may access Microsoft 365 Education resources as provided by the university.

GOOGLE WORKSPACE FOR EDUCATION:

Amberton students are assigned a Google Workspace for Education account, including Amberton Gmail, Google Drive, Google Docs, Sheets, and Slides. Students should use their Amberton Google account for course-related work when required.

