



JOHNS HOPKINS

CAREY BUSINESS SCHOOL

The Art and Science of Effective Communication

Hopkins at Home Mini-Course

Monday, 12:00pm–1:00pm
10/19/20–11/2/20

Instructor

Steven D. Cohen, Ph.D.

Contact Information

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Recommended Text

Cohen, S. D. (2020). [*Public speaking: The path to success*](#) (2nd ed.). San Diego, CA: Cognella Academic Publishing.

Course Calendar

Week	Topic	Pre-Reading
1	Three Ways to Make Your Audience Pay Attention	Public Speaking, part 1
2	Closing the Deal: How to Craft the Perfect Pitch	Monroe's Motivated Sequence: Perfecting the Call to Act
3	Advanced Public Speaking Techniques	How Leaders Can Inspire Through Their Words