

Communications Merit Badge Outline

Session 1:

Welcome and Introductions (10 minutes)

Course Overview and Expectations (5 minutes)

Requirement #1: Methods and Effectiveness (15 minutes)

- Technology
- Language
- Non-Verbal
 - Body Language
 - Clothing
- Mass Communication Methods

Requirement #2: Building a Sales Pitch (20 minutes)

- The Four Steps

Break (10 minutes)

Requirement #3: 5 Minute Speech (50 minutes)

- To be done as homework prior to class
- Will outline key components on website

Closing/Breakdown of Session #2 (10 minutes)

- Requirement #5: Public Meeting (Will provide details on objectivity)
- Requirement #7: Creating a Troop Flyer (Will provide details on expectations)

Session #2:

Welcome and Recap (5 minutes)

Discussion of Requirement #5 (15 minutes)

Requirement #4: Introducing/Presenting a Guest Speaker (20 minutes)

- Tips and Tricks

Requirement #6: Using the EDGE method as a Teaching Tool (15 minutes)

Requirement #7: Flyer discussion (10 minutes)

- Presentation
- What is the message you all conveyed?

Break (10 minutes)

Requirement #8: Creating a Campfire Program (20 minutes)

- Importance of preparation and agenda
- The 5 Ws
- The 4 Ss
- Clean-Up Procedures

Requirement #9: Career Opportunities in Communications (20 minutes)

- Advertising
- Education
- Media
- Journalism
- Web-Related
- Theater
- Discussing Requirements/Paths forward

Conclusion/Thank You (5 minutes)