



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Presentation Techniques							
Course Code		BYP217		Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	3	Workload	75 (Hours)	Theory	2	Practice	1	Laboratory	0
Objectives of the Course		Students will gain effective public speaking skills throughout this course.							
Course Content		The importance of the presentation, Presentation of the planning, Presentation process, To answer the questions, Using visual materials, Use of support material							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Demonstration, Discussion, Individual Study					
Name of Lecturer(s)		Ins. Dilek SACIHAN							

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	70

Recommended or Required Reading

1	Effective Presentation Techniques, Prof.Dr. Demet Gürüz,Dr.Ayşen Eğinli
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Week	Weekly Detailed Course Contents	
1	Theoretical	The importance of the presentation
2	Theoretical	Presentation of the planning
3	Theoretical	Effective presentation
4	Theoretical	Presentation process
5	Theoretical	Eye contact
6	Theoretical	Body Posture
7	Theoretical	Gesture and facial expression
8	Intermediate Exam	Midterm Exam
9	Theoretical	Voice
10	Theoretical	Answer the questions
11	Theoretical	Using visual materials
12	Theoretical	Selection of support material
13	Practice	Student Presentations
14	Practice	Student Presentations
15	Practice	Student Presentations
16	Final Exam	Final Exam

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	2	1	42
Lecture - Practice	14	1	1	28
Midterm Examination	1	1	1	2
Final Examination	1	2	1	3
Total Workload (Hours)				75
[Total Workload (Hours) / 25*] = ECTS				3

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Verbal communication control
2	Using Turkish correctly and effectively
3	Being able to use body language as a communication tool



4	To set the basic elements necessary for presentation
5	Expressing yourself in a creative and innovative way
6	To make effective presentations by using persuasion techniques

Programme Outcomes (Public Relations and Publicity)

1	1. To have theoretical and practical competence on formation in communication field in general and in Public Relations and Advertising field in particular while learning the historical and transformative process about the field.
2	2. To have an ability to determine the contemporary problems about the field and to solve these problems by using the richness of the interdisciplinary property of the communication field.
3	3. To have a competence to carry the accumulation of the interdisciplinary knowledge to the Public Relations and Advertising field and in this context to solve the problems in the field.
4	4. To have a knowledge on ethical and legal rules about the field and to have an ability to apply these rules.
5	5. To widen the knowledge about the field by using the foreign language and to have an ability to communicate with international stake holders.
6	6. To be competence on computer softwares about the field and on the other communication technologies.
7	7. Graduates are qualified to prepare programmes/campaigns and process on public relations, advertising and marketing for an organization.
8	8. Graduates are qualified to analyse the contents of the news, advertising, etc. and to prepare innovative and critical contents on the field.

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5	L6
P1	3	3	3	3	3	3
P2	3	3	3	3	4	3
P3	4	3	4	3	4	3
P4	3	3	4	3	3	3
P5	2	2	2	2	2	2
P6	2	3	2	5	3	2
P7	4	4	4	4	4	3
P8	4	4	3	3	4	3

