AYDIN ADNAN MENDERES UNIVERSITY
COURSE INFORMATION FORM

Course Title	Effective Presentation Skills						
Course Code	HİT183		Couse Level	Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	50 *(Hours)*	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	The aim of the course is to repeat rhetoric and presentation facts in detail and make the students aware of eloquence and presentation.						
Course Content	The students that take this lesson,Will be able to define the concept of effective presentation techniques. Will be able to relate effective presentation techniques to communication concept. Will be express himself/herself by becoming conscious about communication and effective presentation. Will be able to interpret the concepts with his/her own words by using effective communication techniques. Will be able to interpret the similarities and differences between the past and present presentation techniques by gaining knowledge about their appearance in mass media and printed media.						
Work Placement	N/A						
Planned Learning Activities and Teaching Methods		Explanation (Presentation), Case Study					
Name of Lecturer(s)	Ins. Elçin BAŞOL, Ins. Mine GERGÜN, Ins. Nupel AZİZOĞLU PALABIYIK						

Assessment Methods and Criteria

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

Recommended or Required Reading

1	Aristoteles. Retorik, İstanbul: Yapı Kredi Yaınları, 2008. -Peltekoğlu, Filiz Balta. Halkla İlişkiler Nedir, İstanbul:Beta Yayınları, 2007.

Week	Weekly Detailed Course Contents	
1	Theoretical	Introduction to the course
2	Theoretical	Examining the communication concept
3	Theoretical	Determining the importance of usage of effective presentation techniques in history.
4	Theoretical	Understanding and controlling presentation anxiety
5	Theoretical	Be aware of the features required to be a good speaker
6	Theoretical	Preparation for presentation
7	Theoretical	Use of presentation tools
8	Practice	Student presentation
9	Practice	Presentation
10	Theoretical	Evaluation of presentation
11	Theoretical	Voice exercises
12	Theoretical	Toning exercises
13	Theoretical	Body language studies
14	Theoretical	Evaluation

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	1	2	42
Midterm Examination	1	3	1	4
Final Examination	1	3	1	4
			Total Workload (Hours)	50
			[Total Workload (Hours) / 25*] = **ECTS**	2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	Students will be able to define the concepts of communication, art, culture and others on the field (Public Relations and Advertisement) and to associate the acquired theoretical information with the practices in the sector
2	To gain the success on the field of Public Relations and Advertisement they will acquire the must theoretical acquisitions and they will be able to make creative designs by learning the quantitative and qualitative methods of the field.
3	By understanding developments of the subjects like communication, media, culture and art in their historical processes students will be able to evaluate the changes and results in the field (Public Relations and Advertisement) related to cultural, social and technological improvements
4	They will observe the technological, cultural and social improvements and will be able to practice these changes in the field (Public Relations and Advertisement)
5	They will be able to analysis the subjects they read, perceived and understand. They will explain, criticize and if necessary evaluate what they understand.
6	Students will embrace contemporary academic and professional approaches on communication and design and will be able to adapt them to their works
7	By improving their abilities of making a research students will be able to amass different sources of knowledge and communication channels and thus they will also able to develop communication strategies which causes creative advertisement and Public Relation plan and original solutions.
8	By improving their skills on management and leadership they will be able organize their time and sources effectively
9	They will develop detailed and must knowledge in the main professional fields of Advertisement and Public Relations like advertisement writership, customer representative, brand manager, communication strategist and communication consultancy

Programme Outcomes *(Electrics)*

1	ABILITY TO MAKE APPLICATIONS OF MEASUREMENT AND CALCULATION
2	ABILITY TO MAKE CONNECTIONS OF A DC CIRCUIT
3	ABILITY TO MAKE BASIC ELECTRONIC CIRCUIT AND APPLICATIONS
4	ABILITY TO MAKE ELECTRIC INSTALLMENT APPLICATIONS
5	ADAPTING VOCATIONAL ETHICAL VALUES
6	ABILITY TO MAKE COMMUNICATION
7	ABILITY TO MAKE CONNECTIONS OF AC CIRCUIT
8	ABILITY TO MAKE NUMERICAL CIRCUITS
9	ABILITY TO MAKE INSTALLATIONS OF TRANSFORMER AND DC ELECTRIC MACHINES
10	ABILITY TO MAKE COMPUTER AIDED DESIGN
11	ABILITY TO APPLY VOCATIONAL TECHNICAL METHODS
12	ABILITY TO MAKE INSTALLATIONS OF AC ELECTRIC MACHINES
13	ABILITY TO MAKE SPECIAL ELECTRIC INSTALLMENTS
14	ABILITY TO MAKE INSTALLMENTS OF COMMAND SYSTEMS
15	ABILITY TO DRAW COMPUTER AIDED ELECTRIC SCHEME
16	ABILITY TO MAKE POWER ELECTRONICS CIRCUITS
17	ABILITY TO MAKE SYSTEM ANALYSIS AND PRODUCT DESIGN
18	ABILITY TO IMPROVE ONESELF UTILIZING INFORMATION OPPORTUNITIES
19	ABILITY TO DRAW COMPUTER AIDED ELECTRIC INSTALLMENT PROJECT
20	ABILITY TO MAKE ANALYSIS AND MAINTENANCE OF ELECTRICAL ENERGY PRODUCTION SYSTEMS
21	ABILITY TO MAKE THE WINDING OF ACCURATE AND ALTERNATIVE CURRENT ENGINES
22	ABILITY TO RECOGNIZE SYSTEMS USED IN ELECTRICAL ENERGY TRANSMISSION AND DISTRIBUTION AND TROUBLESHOOTING
23	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.
24	Ability to plan a career in their own profession.
25	To provide them with knowledge about substance use and addiction problem and prevention methods.

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	L7	L8	L9
P5	3	4	4	4	4	3	3	4	3
P6	4	5	4	4	5	4	4	5	4