



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

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|--|---|--|------------|--|---|----------------------------------|---|------------|---|
| Course Title | | Effective Presentation Skills | | | | | | | |
| Course Code | | HİT183 | | Course 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 BASOL, 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

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

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| 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 (Automotive Technology)

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| 1 | Using the basic knowledge and skills acquired in his/her field of study, to have the ability to evaluate and interpret the data, to define and analyze the problems, to make solution suggestions based on evidence and proofs. |
| 2 | To choose and use efficiently contemporary techniques and means as well as information technologies required for the applications related to the field of study. |
| 3 | The ability to apply the processes related to industrial and service sector by examining. |
| 4 | To gain the ability to produce solutions to unforeseen situations, take responsibility in teams and to have the skill to conduct individual works. |
| 5 | To achieve an awareness of the necessity of lifelong learning and consistently self-improving besides of following the developments in science and technology. |
| 6 | To become skillful at using computer hardware and software in a baseline level required by the field of study. |
| 7 | To be aware of Business Law, Job Security, environmental protection and quality concepts. |
| 8 | To have a command of communication skills and foreign language in order to communicate efficiently and follow the latest developments in his/her field of study. |
| 9 | Acquiring enough conceptual and applied knowledge in Mathematics, Science and Basic Engineering issues related to his/her field. |
| 10 | To plan the processes in automotive technology field to meet the expectations of the sector. |
| 11 | To become skillful at making designs by means of technical and computer-aided drawings and simulation programs, and by using various software programs to be able to choose systems and components required in by the field apart from making the basic sizing computations and drawing the architectural and static projects and details. |
| 12 | Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences. |
| 13 | 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 |
|----|----|----|----|----|----|----|----|----|----|
| P1 | 3 | | | | | | | | |
| P2 | | 4 | | | | | | | |
| P3 | | | 3 | | | | | | |
| P4 | | | | 3 | | | | | |
| P5 | | | | | 4 | | | | |
| P6 | | | | | | 4 | | | |
| P7 | | | | | | | 3 | | |
| P8 | | | | | | | | 2 | |
| P9 | | | | | | | | | 3 |

