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 *(Foreign Trade)*	
1	To describe the basic concepts of economics, business law, labor and social security law, business, accounting and foreign trade.
2	To know the terms of delivery and payment in foreign trade; to regulate documents used in foreign trade transactions.
3	To understand Turkish foreign exchange regulations, to prepare documents used in these processes, and to make business correspondence.
4	To have a knowledge of Turkish customs legislation, and organize related documents
5	To know Turkish foreign trade legislation, main concepts regarding to logistics, international transporting rules and preparing necessary documents, performing e-trade transactions.
6	Making foreign trade transactions with computer and utilize from a foreign language in foreign trade transactions.
7	To be aware of Business Law, Job Security, environmental protection and quality concepts.
8	To understand and analyze the methods of financing foreign trade, and to know the foreign trade transactions in free zones.
9	To know the international marketing strategies, to recognize the risks of international trade, to analyze international monetary relations and capital markets.
10	To understand the importance of quality and standardization in foreign trade, and to know insurance operations and tax practices in foreign trade.
11	Accounting the transactions as to foreign trade and foreign exchange.
12	Ability to use the methods and techniques of career planning and discussing the effects of character traits on career preferences.

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

	L5	L8
P7	3	3