



AYDIN ADNAN MENDERES UNIVERSITY
ATÇA VOCATIONAL SCHOOL
ECONOMICS AND ADMINISTRATIVE PROGRAMS
PUBLIC RELATIONS
COURSE INFORMATION FORM

Course Title	Presentation Techniques								
Course Code	BYP217			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	54 (Hours)	Theory	1	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)									

Assessment Methods and Criteria		
Method	Quantity	Percentage (%)
Midterm Examination	1	20
Final Examination	1	60
Laboratory	1	20

Recommended or Required Reading	
1	Effective Presentation Techniques, Prof.Dr. Demet Gürüz,Dr.Ayşen Eğinli

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	Clothing, Make-up, and Accessories
10	Theoretical	Clothing, Make-up, and Accessories
11	Theoretical	Voice
12	Theoretical	Answer the questions
13	Theoretical	Using visual materials
14	Theoretical	Selection of support material
15	Theoretical	Use of support material

Workload Calculation				
Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	14	0	1	14
Lecture - Practice	14	0	1	14
Midterm Examination	1	10	1	11
Final Examination	1	14	1	15
			Total Workload (Hours)	54
			[Total Workload (Hours) / 25*] = ECTS	2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes	
1	To be able to control verbal communication.
2	To be able to control image.



3 To be able to perform effective presentations.

