

**NATIONAL UNIVERSITY OF LIFE
AND ENVIRONMENTAL SCIENCES OF
UKRAINE FACULTY OF AGRICULTURAL
MANAGEMENT**

Marketing and International Trade Department

“APPROVED”
**Dean of Faculty of
Agricultural Management**
A.D. Ostapchuk

“ _____ ” _____ 2021

“APPROVED”
**Head of Marketing and
International Trade Department**

_____ R.I. Buriak

“20” May 2021

**Educational and methodical complex
of discipline**

“PRESENTATION AND SPEECHWRITING TECHNIQUES”

**for undergraduate students training
(specialty: 075 Marketing)**

KYIV-2021

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Guarantor of the program

_____ V.K. Zbarsky

**Working educational program
of discipline**

“PRESENTATION AND SPEECHWRITING TECHNIQUES”

**for undergraduate students training
(specialty: 075 Marketing)**

KYIV-2021

Characteristics of Training Program
“Presentation and speechwriting techniques”

Branch of knowledge, direction of training, specialty, educational degree	
Educational degree	Bachelor
Specialty	075 „Marketing”
Characteristics of the curriculum	
Type	Obligatory
The total number of hours	150
Number of ECTS credits allocated	5
Number of content modules	2
Term paper	-
Form of control	Exam
Indicators of academic discipline for full-time forms of training course	
Year	2
Semester	3
Numbers of lectures, hours	30
Numbers of practical classes, hours	35
Independent study, hours	75
Numbers of weekly in-class academic hours for full-time forms of training	5

Course for undergraduate students “Presentation and speechwriting techniques”(specialty: Marketing), 2021-2022

Instructor: Ann Zbarska

Office: 401, Bldg # 10

Telephone: 527-8004

Office hours:

Total (hrs.) 150 (Lectures – 30, practical work – 45)

Form of the knowledge control: test

DISCIPLINE DESCRIPTION

A presentation is a way of informing, inspiring, and motivating other people. Whether your audience is a group of receptive colleagues, demanding clients, or strict regulators, your job is to influence the way they think and feel about your message. No matter how charismatic you may be, success depends on careful planning of your content and delivery.

The purpose of teaching is to prepare students for presentations, reports in front of the staff at various levels, training and teaching methods of designing websites in order to bring their ideas to the audience/consumer.

The objective of discipline is learning the methods for creating presentations and websites, acquaintance with the basics of building a report.

Student Learning Outcomes Upon completion of this course, students will be able to:

- Enhance basic competency in the areas of critical thinking, communication and interpersonal skills.
- Improve participants’ self-confidence in presentations.
- Prepare engaging introductions for data-focused presentations
- Create quick and effective presentation outlines that identify and highlight the main point
- Use essential tools such as space, color, contrast, text and animations within Excel and PowerPoint to create clear data visualizations
- Design presentations that enhance audience attention and comprehension
- Provide students with fundamental concepts related to presentation's and web sites design;
- Help students integrate these concepts and applications into their own planning, preparing, and delivering of presentations and web site in marketing;
- Develop students’ capabilities in developing, implementing, and evaluating presentations and web site in marketing.

**PROGRAM AND STRUCTURE OF THE DISCIPLINE
“PRESENTATION AND SPEECHWRITING TECHNIQUES”**

COURSE STRUCTURE

Topics	Hours						
	weeks	total	including				
			lectures	seminars	lab	independent	independent
1	2	3	4	5	6	7	8
Module 1							
Theme 1 The Bases of Speechwriting		14	2	4			8
Theme 2 How Speeches are Written		15	4	4			7
Theme 3 Presenting		17	4	6			7
Theme 4 Creation the Informative and Effective Presentation		17	4	6			7
Theme 5 Data Visualization and Slide Design Tools		14	2	4			8
<i>Total for module 1</i>		<i>77</i>	<i>16</i>	<i>24</i>			<i>37</i>
Module 2							
Theme 6 Layout and Composition of web-site		14	2	4			8
Theme 7 Color and Texture of Web-site		15	4	4			7
Theme 8 Web-content		16	4	5			7
Theme 9 Web Design and Marketing Solutions		14	2	4			8
Theme 10 Online Advertising		14	2	4			8
<i>Total for module 2</i>		<i>73</i>	<i>14</i>	<i>21</i>			<i>38</i>
Total for the course		150	30	45			75

Content module 1:

Theme 1. THE BASES OF SPEECHWRITING

Classical theory on rhetoric and speechwriting. Research and theory on speechwriting. Rhetorical canons of speechwriting. Persuasive language and style. Different genres of speechwriting.

Theme 2. HOW SPEECHES ARE WRITTEN

Different ways of writing speeches. Forms of collaboration. Toolkit of techniques for structuring speeches that make an impact. Methods to inject color, drama and impact into speeches and presentations. Ways to write a strong speech. Establish and maintain rapport to keep the attention of the audience.

Theme 3. PRESENTING

Identification the need and research the audience. Focusing message and pitch ideas. Capturing attention and holding the audience. How to be convincing and persuading. Creating a first impression and connect with the audience and use body language. Succeeded with formal speeches. Answer tough questions.

Theme 4. CREATION THE INFORMATIVE AND EFFECTIVE PRESENTATION

Presenting information by involving both the two channels: verbal and visual. Guiding attention to presentation. Writing headlines using three ground rules.

Theme 5. DATA VISUALIZATION AND SLIDE DESIGN TOOLS

Distinguish among industrial, reseller, and government organizational markets. The key characteristics of organizational buying that make it different from consumer buying. How buying centers and buying situations influence organizational purchasing. Recognizing the importance and nature of online buying in industrial, reseller, and government organizational markets.

Content module 2:

Theme 6. LAYOUT AND COMPOSITION OF WEB-SITE

The spatial relationships that exist between the individual components of a design. Start design process of web-site, by investigating possible page components. Tools and examples that will help to start own designs. Commence the development of sample web site design.

Theme 7. COLOR AND TEXTURE OF WEB- SITE

Armed with tips for creating harmonious color combinations, can choose a set of colors that work well together to complement the overall message of a web site. Select a relevant and attractive palette for sample web site design. By understanding how the individual elements of texture function, will learn how to use points, lines, and shapes to communicate and support site's message on a number of levels.

Theme 8. WEB-CONTENT

Effective product information: visual information, product details, information structure, supplementary information. Know and implement seven C's of the navigable World Wide Web.

Theme 9. WEB DESIGN AND MARKETING SOLUTIONS

What website should do. Redesigning site and website platforms. Purpose and goals of the homepage. All about the About pages: Linking to the About material, Content options. Designing the Products and Services pages.

Theme 10. ONLINE ADVERTISING

Choose campaign tactics: defining goals, target demographics, advertising channels, compiling an advertising program. Creating effective online advertising: paid search results, e-mail advertising, banners, text links. Landing pages.

Topics of seminars

#	Topic	Hours
1	Theme 1 The Bases of Speechwriting	4
2	Theme 2 How Speeches are Written	4
3	Theme 3 Presenting	6
4	Theme 4 Creation the Informative and Effective Presentation	6
5	Theme 5 Data Visualization and Slide Design Tools	4
6	Theme 6 Layout and Composition of web-site	4
7	Theme 7 Color and Texture of Web-site	4
8	Theme 8 Web-content	5
9	Theme 9 Web Design and Marketing Solutions	4
10	Theme 10 Online Advertising	4

QUESTIONS FOR CONTROL OF STUDENTS' KNOWLEDGE:

1. What activities does the presentation preparation procedure include?
2. Answers to which questions help determine the target audience of the presentation?
3. How to structure a formal presentation?
4. What three high-level elements must include all presentation structures?
5. How to structure the presentation for maximum impact?
6. How to open the presentation powerfully?
7. How to finish presentation properly?
8. How to make your presentation convincing and persuading?
9. How to streamlining your presentation content properly?
10. How to work with slides for good presentation?
11. What do data visualization principles exist?
12. Which charts show data over a period of time?
13. Which charts compare data between multiple distinct categories?
14. Which charts show an item's position in an ordered list?
15. Which charts show how partial elements add up to a total?
16. Which charts show how often each values occur in a dataset?
17. Which charts show movement of data between multiple states?
18. Which charts show how multiple items relate to one other?
19. Which charts can be used to show proportion?
20. What for can be used area charts?
21. What does visual coding mean?
22. What for can be used Iconography?
23. How zooming and panning are used in presentation?
24. What are the dashboard's purpose for data visualization?
25. What are the analytics dashboards means?
26. What are the operations dashboards means?
27. What are the presentation dashboards means?
28. What Kinds of Website exist?
29. Give the characteristics of "Portfolio" and "Resume" websites.
30. Give the characteristics of "Business" website.
31. Give the characteristics of "Online Store" website.
32. Give the characteristics of " Services" website.
33. Give the characteristics of " Education" website.

34. Give the characteristics of " Non-Profit" website.
35. Give the characteristics of " Blog" website.
36. Which pages and sections every website needs?
37. What should the Homepage contain?
38. What should the About Page include?
39. What should the "Services or Product Page" contain?
40. What should the Contact Page include?
41. What must-have sections for every page?
42. What is CTA (primary call-to-action)?
43. How to select the right template for website?
44. Why customizing email address is important?
45. What should go before the @?
46. What is the Composition of web page, and why it is important?
47. Explain how Size, Scale, and Typography of web page important for good composition?
48. Explain how Color of web page important for good composition?
49. Explain the role of web-pages' color for good website composition?
50. Explain the role of placement the design elements for good website composition?
51. Explain the role of creating contrast for good website composition?
52. How to develop a design rhythm?
53. How color theory and color harmony are used for creating good website's design?
54. How color psychology is used for creating good website's design?
55. How color balancing is used for creating good websites design?
56. Why is important to choose domain properly?
57. How to build sitemaps and site structures?
58. Compare the types of site structures?
59. How to create a sitemap?
60. What is Online Advertising?
61. Compare different types of online advertising.
62. Compare compensation methods of Online advertising.
63. What benefits of online advertising do you know?

Criteria for assessing students' knowledge

According to the "Regulations on exams and tests in NULES of Ukraine", approved by the Rector of the University on 02/27/2019, the rating of a student in the academic work R_{HP} in relation to the study of a particular discipline is determined by the formula:

$$R_{HP} = \frac{0,7 \cdot (R_{3M}^{(1)} \cdot K_{3M}^{(1)})}{R_{ШТР}, K_{ДИС}} + R_{ДР}$$

$R_{3M}^{(1)}, \dots, R_{3M}^{(n)}$ – rating evaluations of content modules on a 100-point scale;

$K_{3M}^{(1)}, \dots, K_{3M}^{(n)}$ – the number of ECTS credits provided by the working curriculum for the relevant content module;

$K_{ДИС} = K_{3M}^{(1)}$ – the number of ECTS credits provided by the working curriculum for the discipline in the current semester;

$R_{ДР}$ – rating on additional work;

$R_{ШТР}$ – penalty rating.

The above formula can be simplified if we take $K_{3M}^{(1)} = \dots = K_{3M}^{(n)}$. Then it will look like:

$$R_{HP} = (0,7 \cdot R_{3M}^{(1)}) + R_{ДР} - R_{ШТР}.$$

The rating for additional work $R_{ДР}$ is added to R_{HP} and cannot exceed 20 points. It is determined by the lecturer and is provided to students by the decision of the department for the implementation of works that are not provided by the curriculum, but contribute to improving the level of knowledge of students in the discipline

Penalty rating $R_{ШТР}$ does not exceed 5 points and is deducted from R_{HP} . It is determined by the lecturer and is introduced by the decision of the department for students who have mastered the material of the content module late, did not follow the work schedule, missed classes and so on.

2. In accordance with this Regulation, the preparation and defense of the term project (paper) is assessed on a 100-point scale and then translated into assessments on a national scale and ECTS scale.

Assessment scale: national and ECTS

National assessment	Rating of the applicant of higher education, points
Excellent	90-100
Good	74-89
Satisfactorily	60-73
Unsatisfactorily	0-59

SUGGESTED LITERATURE:

Basic:

1. Kjeldsen, Jens E., et al. *Speechwriting in Theory and Practice*. Springer, 2019.
2. Suzy Siddons. *The complete presentation skills handbook*. - British Library. 2018 – 233 p.
3. Mark Weeks. *PRESENTATION SKILLS/TECHNIQUES*, Nagoya University. – 2017. – 101 p.
4. *How to prepare and deliver a presentation /*
5. Peterson, Clarissa. *Learning responsive web design: a beginner's guide*. " O'Reilly Media, Inc.", 2014.

Additional literature:

6. Alley, Michael. *The Craft of Scientific Presentations*. New York: Springer, 2003.
7. Duarte, Nancy. *Slide:ology: The Art and Science of Creating Great Presentations*. Boston: O'Reilly, 2008.
8. Graff, Gerald and Birkenstein, Cathy. *They Say, I Say: The Moves that Matter in Academic Writing*. New York: Norton, 2017.
9. Meyer, Erin. *The Culture Map: Decoding How People Think, Lead and Get Things Done Across Cultures*. New York: Public Affairs Books, 2014.
10. Reynolds, Garr. *Presentation Zen*. Berkeley: New Riders, 2008.
11. Reynolds, Garr. *Presentation Zen Design*. Berkeley: New Riders, 2010.
12. Schwabib, Jonathon, *Better Presentations: A Guide for Scholars, Researchers, and Wonks*. Columbia University Press, 2017.
13. Wallwork, Adrian. *English for Presentations at International Conferences*. New York: Springer, 2010.
14. Weissman, Jerry. *Presenting to Win: The Art of Telling Your Story*. New Jersey: Pearson Education, 2009.
15. Schlenker, Barry R. "Self-presentation." (2012).
16. Kjeldsen, Jens E., et al. "The Beginning of Speechwriting." *Speechwriting in Theory and Practice*. Palgrave Macmillan, Cham, 2019. 27-37.
17. Haven, Richard P. "Speech Writing and Improving Public Speaking Skills." (1990).

21. Tarver, Jerry. "Striking a Balance: The Speechwriting Educator's Perspective." (1983).
22. Caywood, Clarke L. "The handbook of strategic public relations and integrated marketing communications." (2012).
23. Syrdal, Ann K., Raymond W. Bennett, and Steven L. Greenspan, eds. Applied speech technology. CRC press, 1994.

INFORMATION RESOURCES

1. Content Marketing Reference Library - <http://www.copyblogger.com/content-marketing-codex/>
2. Learn Marketing - <https://zana.io/categories/marketing/>
3. The Beginner's Guide to SEO - <https://moz.com/beginners-guide-to-seo>
4. Social Marketing Success Kit - <https://www.marketo.com/success-kits/social-marketing/>
5. Distributing Content Marketing – The Complete Guide - <http://blog.oribi.io/distributing-content-marketing-the-complete-guide/>
6. 48 Content Marketing Tools - <http://www.bloggingwizard.com/content-marketing-tools/>
7. Marketing Guides - <https://blog.kissmetrics.com/marketing-guides/>
8. www.wix.com
9. Google Web Designer - <https://webdesigner.withgoogle.com/>
10. www.education.gov.ua
11. uam.in.ua – Українська асоціація маркетингу

