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 toinfluence 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 staffat 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 andPowerPoint 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.

COURSE STRUCTURE

Theme	Hours (lecture/ practice)	Learning outcomes	Tasks	Evaluation
Module 1				
Theme 1 The Bases of Speechwriting	2/2	After learning this theme student should be able to: Identify classical theory on rhetoric and speechwriting. Use research and theory on speechwriting. Use the rhetorical canons of speechwriting. Creating persuasive language and style. Use different genres of speechwriting.	Case studies	**10**
Theme 2 How Speeches are Written	4/2	After learning this theme student should be able to: Use different ways of writing speeches. Know forms of collaboration. Use a toolkit of techniques for structuring speeches that make an impact. Employ methods to inject colour, drama and impact into speeches and presentations. Gain confidence in your ability to write a strong speech. Establish and maintain rapport to keep the attention of the audience.	Case studies	**15**
Theme 3 Presenting	4/4	After learning this theme student should be able to: Identify the need and research the audience. Focus message and pitch ideas. Capture attention and hold the audience. Be convincing and persuading. Create a first impression and connect with the audience anduse body language. Succeeded with formal speeches. Answer tough questions.	Case studies	**15**
Theme 4 Creation the Informative and Effective Presentation	4/4	After learning this theme student should be able to: Use all the limits of workingmemory of the audience. Present information by involving both the two channels: verbal and visual. Guide attention to presentation.Write headlines using three ground rules	Case studies	**15**
Theme 5 Data Visualization and Slide Design Tools	2/2	After learning this theme student should be able to: Know which graphics should add to each slide. Know how defining your design constraints. Add graphics usingthree ground rules. Know how applying, reviewing, and refining the layouts; adding graphics to the call to action and key point slides.	Case studies	**15**
Test 1				**30**

Module 2					
Theme 6 Layout and Composition of web-site	2/2	After learning this theme student should be able to: Understand the spatial relationships that exist betweenthe individual components of adesign. Start design process of web-site, by investigating possible page components. Usesome tools and examples that will help to start own designs. Commence the development of sample web site design.	Case studies		**10**
Theme 7 Color and Texture of Web-site	4/4	After learning this themestudent should be able to: Use the aesthetic and scientificaspects of color theory. Armedwith tips for creating harmonious color combinations, can choose a setof colors that work well together to complement the overall message of a web site. Select a relevant and attractivepalette for sample web site design. By understanding how the individual elements of texture function, will learn how to use points, lines, and shapesto communicate and support site's message on anumber of levels.	Case studies		**15**
Theme 8 Web-content	4/4	After learning this theme student should be able to: Create effective product information: visual information, product details,information structure, supplementary information. Know and implement sevenC's of the navigable World Wide Web.	Case studies		**15**
Theme 9 Web Design and Marketing Solutions	2/4	After learning this theme student should know: What website should do. Redesigning site and website platforms. Purpose and goals of the homepage. All about the Aboutpages: Linking to the About material, Content options. Designing the Products andServices pages.	Case studies		**15**
Theme 10 Online Advertising	2/2	After learning this theme student should know how to: 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.	Case studies		**15**
Test 2					**30**
Total for educational work					**70**
Exam					**30**
Total for course					**100**

EVALUATION POLICY

Deadline and retake policy	Attendance and participation are vital. Students are expected to attend classes regularly, be punctual, and complete all work whether present or not. Whenever possible, the opportunity for making up class-work missed as a result of an excused absence is to be worked out between the instructor and the student upon the student's initiative.
Academic Honesty	In keeping with our University's rule we are committed to the highest possible ethical and moral standards. Just as we will constantly strive to live up to these high standards, we expect our students to do the same. All policies on academic honesty have to be strictly enforced. Our definition of cheating includes but is not limited to: 1. Plagiarism – the use of another's work as one's own without giving credit to the individual. This includes using materials from the internet. 2. Copying another's answers on an examination. 3. Deliberately allowing another to copy one's answers or work. 4. Signing an attendance roster for another who is not present.
Class Participation	Each student must actively participate in class discussions in order to earn his/her "class participation" grade. It is not enough to come to class and just sit and listen to the instructor or other students.

SCALE OF STUDENTS ESTIMATION

Rating points	National assessment of the examinations' results	
	exams	credits
90-100	perfectly	credited
74-89	good	
60-73	satisfactorily	
0-59	unsatisfactorily	not credited