



## СИЛАБУС ДИСЦИПЛІНИ «PRESENTATION AND SPEECHWRITING TECHNIQUES WITH THE BASICS OF WEB DESIGN»

Ступінь вищої освіти - Бакалавр  
Спеціальність 075 Маркетинг  
Освітня програма «Маркетинг»  
Рік навчання 1, 2, семестр 2, 3  
Форма навчання денна  
Кількість кредитів ЄКТС 6  
Мова викладання англійська

Лектор курсу  
Контактна інформація  
лектора (e-mail)  
Сторінка курсу в eLearn

Вишнівська Богдана Вікторівна, к.е.н., доцент  
Кафедра маркетингу та міжнародної торгівлі  
[vyshnivska@nubip.edu.ua](mailto:vyshnivska@nubip.edu.ua)  
<https://elearn.nubip.edu.ua/course/view.php?id=3457>

### DESCRIPTION OF THE COURSE

*The purpose of the course* " Presentation and speechwriting techniques with the basics of web design " is to master theoretical knowledge in the field of genre models and styles of speechwriting and public speeches, the technique of creating professional presentations and the technology of developing modern web design; formation of practical skills of writing a speechwriting text, effective influence on the audience during public speeches and presentations, creation of multimedia presentations and development of web design of Internet resources.

*The tasks of the course* " Presentation and speechwriting techniques with the basics of web design " are for students to acquire comprehensive knowledge about: the system of theoretical and practical aspects of the use of speechwriting, principles of writing public speeches and texts, features of public speeches, techniques of public communications; techniques for creating modern presentations, techniques for effective presentation; studying the main aspects of web design that are important for marketers, mastering the basic principles and skills of web design to create effective and attractive websites in the context of marketing activities.

#### **Competence acquisition:**

**integral competence (IC):** The ability to solve complex specialized tasks and practical problems in the field of marketing activities or in the learning process, which involves the application of relevant theories and methods and is characterized by the complexity and uncertainty of conditions.

#### **general competences (GC):**

GC 1. The ability to realize one's rights and responsibilities as a member of society, to realize the values of a civil (free democratic) society and the need for its sustainable development, the rule of law, the rights and freedoms of a person and a citizen in Ukraine.

GC 4. Ability to learn and master modern knowledge.

GC 5. Determination and persistence in relation to assigned tasks and assumed responsibilities.

GC 6. Knowledge and understanding of the subject area and understanding

of professional activity.

**professional (special) competences (SC):**

SC 2. The ability to critically analyze and generalize the provisions of the subject area of modern marketing.

SC 3. The ability to use the theoretical provisions of marketing to interpret and predict phenomena and processes in the marketing environment.

SC 5. Ability to correctly apply marketing methods, techniques and tools.

SC 6. The ability to conduct marketing research in various areas of marketing activity.

SC 8. Ability to develop marketing support for business development in conditions of uncertainty.

SC 9. The ability to use marketing tools in innovative activities.

**program learning outcomes (PLO):**

PLO 1. Demonstrate knowledge and understanding of the theoretical foundations and principles of marketing activities.

PLO 5. Identify and analyze the key characteristics of marketing systems of various levels, as well as the peculiarities of the behavior of their subjects.

PLO 9. Assess the risks of conducting marketing activities, establish the level of uncertainty of the marketing environment when making management decisions.

PLO 17. Demonstrate written and oral professional communication skills in national and foreign languages, as well as proper use of professional terminology.

PLO18. Demonstrate responsibility in relation to moral, cultural, scientific values and achievements of society in professional marketing activities.

PLO 20. Demonstrate skills in developing the company's marketing policy.

PLO 21 Demonstrate the ability to make independent decisions, develop a sufficient number of alternative options, choose optimal solutions and bear responsibility for their implementation.

PLO 22. Demonstrate the ability to form a project team, assigning executors to ensure the achievement of project goals.

PLO 23. To carry out a study of the international business environment, to analyze the situation on the world market of goods and services, to determine the peculiarities and marketing program of the enterprise's entry into foreign markets

**STRUCTURE OF THE COURSE**

<b>Topics</b>	<b>Hours</b> (lectures/practical classes)	<b>Learning outcomes</b>	<b>Tasks</b>	<b>Assessment</b>
<b>2 semester</b>				
<b>Module 1</b>				
Topic 1. Theoretical foundations of speechwriting	4/4	<b>To know:</b> theoretical aspects of speechwriting. <b>Be able to:</b> determine the goals of public speeches. <b>Analyze:</b> audience and audience perception of public speeches. <b>Understand:</b> functions of public speaking. <b>Distinguish:</b> the dynamic nature of speeches.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	<b>10</b>

		<b>Apply:</b> rules for writing public speeches. <b>Use:</b> modern requirements for writing public speeches.		
Topic 2. Types and areas of modern public broadcasting	4/4	Know: types of modern public broadcasting. Be able to: determine the goals, types, genres of public speeches. Analyze: types of speech and types of speeches. Understand: types, genres of public broadcasting. Distinguish: types of speech. Apply: different types of speech in relevant areas. Use: different genres in writing public speeches.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	<b>10</b>
Topic 3. The algorithm for preparing and writing a public speech	4/4	Know: stages of preparation and writing of a public speech Be able to: construct a speech message Analyze: appropriate material for writing speeches. Understand: process and methods of concept development Distinguish: strategic installations Apply: conceptual law Use: supporting materials and sources of information	Submission of practical work. Writing tests. Performing self-work (including in elearn).	
Topic 4. Structure and composition scheme of public speech	5/4	Know: speech composition and dispositional logic Be able to: determine the components of speech. Analyze: strategies of composition. Understand: rules and methods of rebuttal Distinguish: marking schemes Apply: the main ways of integrating the text of the speech. Use: the main logical forms of presentation	Submission of practical work. Writing tests. Performing self-work (including in elearn).	<b>10</b>
Topic 5. Work on the speech text	4/5	Know: rules of spelling and stylistics Be able to: identify rhetorical figures Analyze: appropriate material for writing speeches. Understand: types of argumentation. Differentiate: types of questions and answers. Apply: acceptance of the presentation of arguments Use: means of persuasion according to the field of speech	Submission of practical work. Writing tests. Performing self-work (including in elearn).	
Topic 6. Psychological and sociological principles of preparing public speeches	5/4	To know: psychological and sociological principles of speechwriting Be able to: determine the characteristics of the audience Analyze: audience behavior Understand: psychological and	Submission of practical work. Writing tests. Performing self-work (including in elearn).	

		social factors Differentiate: types of questions and answers. Apply: non-verbal means of communication. Use: ethics of public speaking		
Topic 7. Public speaking: oratorical techniques of influencing the audience	4/5	Know: various oratorical techniques. Be able to: use various oratorical techniques. Analyze: rhetorical devices. Understand: artistic and sound techniques in speechwriting. Distinguish: argumentative and manipulative techniques. Apply: Neurolinguistic programming in speechwriting. Use: technologies of neurolinguistic programming in speech modulation.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	<b>10</b>
<b>In total for 1 semester: Study work</b>				<b>70</b>
<b>Test</b>				<b>30</b>
<b>Total for the course</b>				<b>100</b>
<b>3 semester</b>				
<b>Module 2</b>				
Topic 1. Classification of multimedia presentations	2/6	Know: basic concepts and classification of presentations. Be able to: structure and create slide sections. Analyze: information for presentations. Understand: the main mistakes and stereotypes of presentations. Distinguish: types of presentations. Apply: arrangement of objects. Use: base grid.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	<b>5</b>
Topic 2. Fonts, texts and colors	4/6	Know: font and color requirements. Be able to: create attractive slides Analyze: information for presentation texts Understand: Features of the PowerPoint interface. Distinguish: Effective and ineffective fonts, colors, texts Apply: modern services for selecting fonts and colors Use: modern services for selecting elements.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	<b>5</b>
Topic 3. Visual elements and video	4/6	Know: requirements for the use of visual elements. Be able to: create slides using visual elements and video. Analyze: visual elements. Understand: Features of the PowerPoint interface. Distinguish: Effective and ineffective visual elements. Apply: icons, infographics, images, maps, videos. Use: modern services for choosing	Submission of practical work. Writing tests. Performing self-work (including in elearn).	<b>10</b>

		visual elements.		
Topic 4. Presentation of data: graphs, tables, diagrams	2/6	Know: basic rules and requirements for data presentation. Be able to: effectively present data on slides, use Excel. Understand: infographics and graphics. Differentiate: diagrams of various kinds. Apply: attachment, data binding. Use: graphs, diagrams, timelines in presentations	Submission of practical work. Writing tests. Performing self-work (including in elearn).	5
Topic 5. Presentations and public speaking	3/6	Know: features of preservation, presenting presentations and features of public speaking. Be able to: speak in public with presentations. Understand: stages of preparation for a speech. Distinguish: presentation save formats. Apply: links in presentations. Use: Pixton Comic Character. Mentimeter. Stocks (free), pickit images. Emoji Keyboard.	Submission of practical work. Writing tests. Performing self-work (including in elearn).	10
<b>Module 3</b>				
Topic 1. Introduction to web design: basic concepts, principles and elements of web design	2/4/15	Ability to analyze and evaluate websites in terms of their design and effectiveness	Submission of practical work. Writing tests. Performing self-work (including in elearn).	15  20
Topic 2. Color harmony, use of colors and their psychological impact	2/4	Knowledge of different color models such as RGB, CMYK, HSL and their application in web design. Ability to create color palettes and color harmony for websites	Submission of practical work. Writing tests. Performing self-work (including in elearn).	15
Topic 3. Typography and use of fonts for effective web design	2/4	Ability to select and combine fonts to create harmonious and readable text content on websites Knowledge of tools and resources for selecting, embedding, and optimizing fonts in web design	Submission of practical work. Writing tests. Performing self-work (including in elearn).	15
Topic 4. Organization of content and visual hierarchy of web pages	2/4	Understanding of the basic principles of organizing content on web pages, including hierarchy, structure, and logic for placing elements Ability to create effective page layouts with content placement according to its importance and priorities	Submission of practical work. Writing tests. Performing self-work (including in elearn).	15
<b>Module 4</b>				
Topic 1. Composition and placement of	2/4	Ability to use size and proportion of elements to create balance and visual	Submission of practical work. Writing tests.	15

elements in web design		connection on the page	Performing self-work (including in elearn).	
Topic 2. Adaptive and responsive web design for mobile devices	2/4	Understanding the concept of adaptive and responsive web design and their differences Ability to create responsive layouts that adapt to different screen sizes and orientations of mobile devices	Submission of practical work. Writing tests. Performing self-work (including in elearn).	15
Topic 3. Web design and microinteractions	3/4	Knowledge of microinteraction elements such as buttons, transitions, animations, loading, etc Ability to design and implement microinteractions using various tools and technologies, such as CSS, JavaScript, animation libraries	Submission of practical work. Writing tests. Performing self-work (including in elearn).	20
Topic 4. Types of sites: landing page, portfolio, online stores	1/2	Understanding the main characteristics and goals of each type of site: landing page, portfolio, online stores Ability to create landing pages using an optimized layout, color scheme and conversion-oriented content	Submission of practical work. Writing tests. Performing self-work (including in elearn).	20
<b>Study work</b>				<b>70</b>
<b>Exam</b>			Test, practical tasks, interview	<b>30</b>
<b>Total for the course</b>				<b>100</b>

### 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*. - BritishLibrary. 2018 – 233 p.
3. Mark Weeks. *PRESENTATION SKILLS/TECHNIQUES*, NagoyaUniversity. – 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.
10. Meyer, Erin. *The Culture Map: Decoding How People Think, Lead and Get Things Done Across Cultures*. New York: Public Affairs Books, 2014.
12. Reynolds, Garr. *Presentation Zen*. Berkeley: New Riders, 2008.
13. Reynolds, Garr. *Presentation Zen Design*. Berkeley: New Riders, 2010.
14. Schwabib, Jonathon. *Better Presentations: A Guide for Scholars, Researchers, and Wonks*. Columbia University Press, 2017.
15. Wallwork, Adrian. *English for Presentations at International Conferences*. New York: Springer, 2010.
16. Weissman, Jerry. *Presenting to Win: The Art of Telling Your Story*. New Jersey: Pearson Education, 2009.
17. Schlenker, Barry R. "Self-presentation." (2012).
18. Kjeldsen, Jens E., et al. "The Beginning of Speechwriting." *Speechwriting in Theory and Practice*. Palgrave Macmillan, Cham, 2019. 27-37.
19. Haven, Richard P. "Speech Writing and Improving Public Speaking Skills." (1990).
20. Tarver, Jerry. "Striking a Balance: The Speechwriting Educator's Perspective." (1983).
21. Caywood, Clarke L. "The handbook of strategic public relations and integrated marketing communications." (2012).
22. 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](http://www.wix.com)

9. Google Web Designer - <https://webdesigner.withgoogle.com/>

10. [www.education.gov.ua](http://www.education.gov.ua)

11. [uam.in.ua](http://uam.in.ua) – Українська асоціація маркетингу