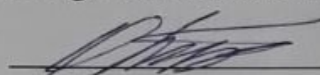


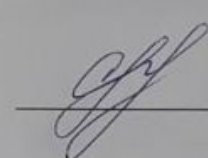
NATIONAL UNIVERSITY OF LIFE AND ENVIRONMENTAL SCIENCES  
OF UKRAINE  
FACULTY OF AGRICULTURAL MANAGEMENT

Marketing and International Trade Department  
Information systems and technologies Department

**“CONFIRMED”**  
Dean of Faculty of Agricultural Management  
Anatolii OSTAPCHUK  
\_\_\_\_\_ 2023

**“APPROVED”**  
at the meeting of the Marketing and  
International Trade Department  
Protocol # 13 dated 22 May 2023  
t.a. of a Head of Marketing and International Trade Department

 Oleksandr LUTSII

**“REVIEVED”**  
Program Coordinator  
Violeta HERAIMOVYCH

**PROGRAM OF THE COURSE**

**“ Presentation and speechwriting techniques with the basics of  
web design”**

**for undergraduate students training**

specialization 075 Marketing  
educational program “Marketing”  
Faculty of Agricultural Management  
Developer: Associate Professor, Ph.D. **Bogdana VYSHNIVSKA**  
Associate Professor, Ph.D. **Konstantin ROGOZA**

KYIV-2023

**Description of the course**  
**Presentation and speechwriting techniques with the basics of web design**

<b>Field of knowledge, direction of training, specialty, educational degree</b>	
Educational degree	Bachelor
Specialty	075 „Marketing”
<b>Characteristics of the curriculum</b>	
Type	Compulsory
The total number of hours	180
Number of ECTS credits	6
Number of content modules	4
Term paper	-
Form of control	Test/Exam
<b>Indicators of academic discipline for full-time forms of training course</b>	
	Full-time education
Year	1, 2
Semester	2, 3
Lectures, hours	2 semester 30 hours 3rd semester 30 hours
Practical classes/Seminars, hours	2 semester 30 hours 3rd semester 60 hours
Self-work, hours	3rd semester 30 hours
Numbers of weekly classrooms hours for full-time study	2 semester 4 hours 3rd semester 6 hours

## **2. Purpose, tasks and competencies 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

**3. Structure of the course**

Names of content modules and topics	Hours					
	Full-time					
	total	including				
lec		pr	lab	ind	sw	
1	2	3	4	5	6	7
<b>Semester 2. Content module 1.</b>						
Topic 1. Theoretical foundations of speechwriting	8	4	4			
Topic 2. Types and areas of modern public broadcasting	8	4	4			
Topic 3. The algorithm for preparing and writing a public speech	8	4	4			
Topic 4. Structure and composition scheme of public speech	9	5	4			
Topic 5. Work on the speech text	9	4	5			
Topic 6. Psychological and sociological principles of preparing public speeches	9	5	4			
Topic 7. Public speaking: oratorical techniques of influencing the audience	9	4	5			
<b>Total according to content module 1</b>	<b>60</b>	<b>30</b>	<b>30</b>			
<b>Total to 2 semester</b>	<b>60</b>	<b>30</b>	<b>30</b>			
<b>Semester 3. Content module 2</b>						
Topic 8. Classification of multimedia presentations	12	2	6			4
Topic 9. Fonts, texts and colors	12	4	6			2

Topic 10. Visuals and videos	12	4	6			2
Topic 11. Presentation of data: graphs, tables, charts	12	2	6			4
Topic 12. Making presentations and public speaking	12	3	6			3
<b>Total according to content module 2</b>	<b>60</b>	<b>15</b>	<b>30</b>			<b>15</b>
<b>Semester 3. Content module 3</b>						
Topic 13. Introduction to web design: basic concepts, principles and elements of web design	21	2	4			15
Topic 14. Color harmony, use of colors and their psychological impact	6	2	4			
Topic 15. Typography and the use of fonts for effective web design	6	2	4			
Topic 16. Content organization and visual hierarchy of web pages	6	2	4			
<b>Total according to content module 3</b>	<b>39</b>	<b>8</b>	<b>16</b>			<b>15</b>
<b>Semester 3. Content module 4</b>						
Topic 17. Composition and placement of elements in web design	6	2	4			
Topic 18. Adaptive and responsive web design for mobile devices	6	2	4			
Topic 19. Web design and microinteractions	7	3	4			
Topic 20. Types of sites: landing page, portfolio, online stores	3	1	2			
<b>Total according to content module 4</b>		<b>7</b>	<b>14</b>			
<b>Total for 3 semester</b>		<b>30</b>	<b>30</b>			
<b>Total for the course</b>	<b>180</b>	<b>60</b>	<b>90</b>			<b>30</b>

#### 4. Topics of practical classes

№	Topics	Hours
<b>Semester 2. Content module 1</b>		
1	Theoretical foundations of speechwriting	4
2	Types and areas of modern public broadcasting	4
3	Algorithm for preparing and writing a public speech	4
4	Structure and composition scheme of public speech	4
5	Work on the speech text	5/2
6	Psychological and sociological principles of preparing public speeches	4
7	Public speaking: oratorical techniques of influencing the audience	5/2
<b>Total</b>		<b>30/4</b>
<b>Semester 3. Content module 2</b>		
1	Classification of multimedia presentations	6
2	Fonts, texts and colors	6
3	Visuals and videos	6
4	Presentation of data: graphs, tables, charts	6/2
5	Making presentations and public speaking	6/2
<b>Total</b>		<b>30/4</b>
<b>Semester 3. Content module 3-4</b>		
1	Design trends: skeuomorphism, FLAT, material, brutalism, isometric, glass morphism	4
2	Color in interface design	4
3	Typography, font pairs, text layout	4

4	Content creation and visual hierarchy of web pages	4
5	Creating a balanced composition for a website	4
6	Site adaptation for the mobile version	4
7	Creating microinteractions for a website	4
8	Development of a personal website: choosing a design, placing content and creating convenient navigation	2
<b>Total</b>		<b>30</b>
<b>Total for the course</b>		<b>90</b>

## 5. Topics of self-works

<b>№</b>	<b>Topics</b>	<b>Hours</b>
<b>Semester 2. Content module 1.</b>		
1	Theoretical foundations of speechwriting	0/8
2	Types and areas of modern public broadcasting	0/6
3	Algorithm for preparing and writing a public speech	0/8
4	Structure and composition scheme of public speech	0/7
5	Work on the speech text	0/7
6	Psychological and sociological principles of preparing public speeches	0/9
7	Public speaking: oratorical techniques of influencing the audience	0/7
<b>Total</b>		<b>0/52</b>
<b>Semester 3. Content module 2</b>		
1	Classification of multimedia presentations	4/12
2	Fonts, texts and colors	2/10
3	Visuals and videos	2/10
4	Presentation of data: graphs, tables, charts	4/10
5	Making presentations and public speaking	3/10
<b>Total</b>		<b>15/52</b>
<b>Semester 3. Content module 3-4</b>		
1	Basics of Web UI Development 2023 (Prometheus)	15
<b>Total</b>		<b>30</b>

## **6. Samples of control questions, tests to determine the level of knowledge acquisition by students**

1. Text design on presentation slides.
2. Peculiarities of table formatting in presentations.
3. Rules and technology of using background images.
4. Purpose and technology of using forms.
5. Technology of using graphic images in presentations.
6. Types of graphic images on presentation slides, requirements for graphic images.
7. Content design on slides and presentations in general.
8. Slide design rules: fonts, images, graphics, etc.
9. Reveal 10 rules-recommendations for creating effective presentations.
10. Colors and their use in presentations.
11. Reveal the essence of the concept of "optimization of presentations".
12. The role of speechwriting in the process of image formation.
13. Types of public speeches (classification according to the conditions of speech delivery).
14. Types of public speeches (classification according to the content and psychological motives of the speech).
15. Laws of rhetoric. General characteristics.
16. Work on facts and theoretical material when preparing an oral public speech.
17. Quotations, their role and methods of use in speech.
18. Speech composition. The structure of the proof.
19. Concept of argument and its types.
20. System of argumentation in socio-political speech.
21. Rhetorical stylistic devices. Trails and their types.
22. Rhetorical stylistic devices. Forms and their types.
23. Requirements for oral public speaking.
24. The concept of adaptation of the speaker and the audience, the nature of the relationship between them.
25. Socio-political eloquence, its types.
26. Academic and lecture-propaganda eloquence.
27. Social and everyday and commercial eloquence.
28. Methods of influencing the audience: the method of persuasion - essence, features, rules, techniques.
29. Methods of constructing arguments and proofs in accordance with the reaction of listeners.
30. Verbal and non-verbal communication, their features.
31. Requirements for writing the introduction and the main part of the speech.
32. Manipulation in speechwriting; manipulation strategies.
33. Requirements for writing the main part and the end of the speech.
34. Storytelling in speechwriting; advantages, types of stories.
35. The most common rules and techniques of public speaking.

36. What are the main elements of web design to consider when creating a website?
37. What is the importance of visual identity and how does it affect marketing strategy?
38. What is UX design and how is it related to user perception and marketing goals?
39. What factors should be considered when choosing a color palette for a website from a marketing perspective?
40. How does typography affect the perception of content and what are the recommendations for using fonts in web design?
41. Why is it important to have a responsive website design and how does it affect marketing goals?
42. What web navigation principles should be considered when creating a website and how do they contribute to marketing goals?
43. What methods of optimizing web page load speed can be used to improve user experience and impact SEO?
44. What principles of composition should be used to ensure convenient placement of elements on a web page?
45. What are the main criteria and tools for evaluating the effectiveness of web design from a marketing perspective?

<b>НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ БІОРЕСУРСІВ І ПРИРОДОКОРИСТУВАННЯ УКРАЇНИ</b>			
<b>ОС «Бакалавр» спеціальність 075 «Маркетинг»</b>	<b>Кафедра маркетингу та міжнародної торгівлі 2023-2024 навч. рік</b>	<b>ЕКЗАМЕНАЦІЙНИЙ БІЛЕТ № 1</b> з дисципліни <b>«Техніка презентацій та спічрайтинг з основами веб-дизайну»</b>	<b>Затверджую</b> Зав. кафедри _____ (підпис) _____(ПІБ) _____20__ р.

1. Storytelling in speechwriting; advantages, types of stories.
2. Write the text of a 10-sentence speech on the topic "Marketing is my future profession", which should include: 2 comparisons, 2 hyperboles, 2 antitheses; 2 metaphors. Emphasize these tropes in sentences.
3. Test tasks:

**1. 1. What errors are found on presentation slides?**

1	lots of text on slides
2	lack of contrast
3	presence of focus and hierarchy
4	font too wide



## 7. Teaching methods

Conducting lectures and practical classes, slide presentations (in the Power Point program) on each topic, handouts, discussion of problematic issues. In practical classes, situational tasks and business cases are solved.

Teaching methods are methods of joint activity and communication between the teacher and students of higher education, which ensure the development of positive motivation for learning, mastering the system of professional knowledge, abilities and skills, the formation of a scientific worldview, the development of cognitive powers, the culture of mental work of future specialists.

## 8. 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 23/04/2023, 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:

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

$R_{3M}^{(1)}, \dots, R_{3M}^{(n)}$  – 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.

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

**SUPPORT**

1. Elearn: <https://elearn.nubip.edu.ua/course/view.php?id=3457>

**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.
15. University Press, 2017.
  16. Wallwork, Adrian. English for Presentations at International Conferences. New York: Springer, 2010.
  17. Weissman, Jerry. Presenting to Win: The Art of Telling Your Story. New Jersey: Pearson Education, 2009.
  18. Schlenker, Barry R. "Self-presentation." (2012).
  19. Kjeldsen, Jens E., et al. "The Beginning of Speechwriting." Speechwriting in Theory and Practice. Palgrave Macmillan, Cham, 2019. 27-37.
  20. 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](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