

Year

Department of Marketing and Advertising / Department of Marketing and Advertising /

Course Code	Course Name	Teorical	Practice	Laboratory	Credits	ECTS
HİT126	PRESENTATION TECHNIQUES IN PUBLIC RELATIONS	1.00	1.00	0.00	2.00	3.00
Course Detail						
Course Language	: Turkish					
Qualification Degree	: PreBachelor					
Course Type	: Compulsory					
Preconditions	: Not					
Objectives of the Course	: To develop the skills of making an effective presentation and persuading the audience by using the visual and audio media effectively.					
Course Contents	: The course is aimed at providing the information and equipment that students will need while performing a presentation or conversation. In this course, information will be given about the concepts of presentation and conversation, verbal and nonverbal communication elements, the stages of preparing an effective presentation, and the process of preparing a text.					
Recommended or Required Reading	: Lecture Notes Akım, F. (2015). Halkla İlişkilerde Etkili Konuşma ve Sunum Teknikleri. İstanbul: Derin Yayıncılık. Temel Eğinli, A., & Gürüz, D. (2016). Etkili Sunum Teknikleri. Ankara: Detay Yayıncılık. Computer, Internet, Presentation Device, Written and Visual Sample Applications.					
Planned Learning Activities and Teaching Methods	: Lecture, question-and-answer					
Recommended Optional Programme Components	: Participation in the course and tracking of course grades					
Course Instructors	: Öğr. Gör. Aynur Karakoç					
Instructor's Assistants	: There is no teaching assistant assigned to this course. Course instructor: Lecturer Aynur KARAKOÇ					
Presentation Of Course	: Face-to-face education					
Update Date	: 2/5/2026 4:45:54 PM					
Dosya İndirilme Tarihi	: 2/7/2026					

Course Outcomes

Upon the completion of this course a student :

1 Can Evaluating the dynamic nature of the business world will be able to prepare presentations suitable for communication purposes.
2 Can He will be able to develop his persuasion ability.
3 Can Uses field-specific information and communication technologies.
4 Can they acquire various communication skills such as making presentations in front of the public, expressing their thoughts clearly, taking part in teamwork, and contributing to the solution of the problems encountered.

Pre / Side Conditions

Course Code	Course Name	Condition	Teorical	Practice	Laboratory	Credits	ECTS
-------------	-------------	-----------	----------	----------	------------	---------	------

Weekly Contents

	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
1.Week	*The Concept of Presentation, Effective Speaking, and the Speaker			*Students are expected to study pages 1–16 of the course notes.	*Lecture, Discussion, Q&A, Observation, Demonstration, Practice	Ö.Ç.4 Ö.Ç.4 Ö.Ç.4
2.Week	*Presentation anxiety, methods and recommendations used to overcome it.			*Students are expected to study pages 17–32 of the course notes.	*Lecture, Discussion, Q&A, Observation, Demonstration, Practice	Ö.Ç.4 Ö.Ç.4 Ö.Ç.4
3.Week	*Coping with physical symptoms of presentation anxiety and types of presentations			*Students are expected to study pages 33–38 of the course notes.	*Lecture, Discussion, Q&A, Observation, Demonstration, Practice	Ö.Ç.2 Ö.Ç.4 Ö.Ç.2 Ö.Ç.2 Ö.Ç.4
4.Week	*Effective presentations, their characteristics, and defining the presentation purpose			*Students are expected to study pages 39–53 of the course notes.	*Lecture, Discussion, Q&A, Observation, Demonstration, Practice	Ö.Ç.2 Ö.Ç.4 Ö.Ç.2 Ö.Ç.4 Ö.Ç.2 Ö.Ç.4
5.Week	*Audience analysis			*Students are expected to study pages 54–71 of the course notes.	*Anlatım, Tartışma, Soru-Yanıt, Gözlem, Gösterme, Uygulama	Ö.Ç.2 Ö.Ç.4 Ö.Ç.2 Ö.Ç.4 Ö.Ç.2 Ö.Ç.4

	Teorical	Practice	Laboratory	Preparation Info	Teaching Methods	Course Learning Outcomes
6.Week	*Presentation venue and timing			*Students are expected to study pages 72–81 of the course notes.	*Anlatım, Tartışma, Soru-Yanıt, Gözlem, Gösterme, Uygulama	Ö.Ç.1 Ö.Ç.4 Ö.Ç.1 Ö.Ç.4 Ö.Ç.1 Ö.Ç.4
7.Week	*Visual presentation of information			*Students are expected to study pages 82–103 of the course notes.	*Lecture, Discussion, Q&A, Observation, Demonstration, Practice	Ö.Ç.1 Ö.Ç.3 Ö.Ç.1 Ö.Ç.3 Ö.Ç.1 Ö.Ç.3
8.Week	*Midterm Exam					
9.Week	*Types of presentations: Informative presentations			*Students are expected to study pages 104–113 of the course notes.	*Lecture, Discussion, Q&A, Observation, Demonstration, Practice	Ö.Ç.2 Ö.Ç.4 Ö.Ç.2 Ö.Ç.4 Ö.Ç.2 Ö.Ç.4
10.Week	*Types of presentations: Persuasive and entertaining presentations			*Students are expected to study pages 114–118 of the course notes.	*Lecture, Discussion, Q&A, Observation, Demonstration, Practice	Ö.Ç.2 Ö.Ç.4 Ö.Ç.2 Ö.Ç.4 Ö.Ç.2 Ö.Ç.4
11.Week	*Preparing presentation materials			*Students are expected to study pages 119–135 of the course notes.	*Lecture, Discussion, Q&A, Observation, Demonstration, Practice	Ö.Ç.1 Ö.Ç.3 Ö.Ç.1 Ö.Ç.3 Ö.Ç.1 Ö.Ç.3
12.Week	*Key considerations in slide design and the use of color			*Students are expected to study pages 136–149 of the course notes.	*Lecture, Discussion, Q&A, Observation, Demonstration, Practice	Ö.Ç.1 Ö.Ç.3 Ö.Ç.1 Ö.Ç.3 Ö.Ç.1 Ö.Ç.3
13.Week	*Delivering the presentation			*Students are expected to study pages 150–158 of the course notes.	*Lecture, Q&A, Group Work, Case Study Analysis, Brainstorming	Ö.Ç.2 Ö.Ç.3 Ö.Ç.4 Ö.Ç.2 Ö.Ç.3 Ö.Ç.4 Ö.Ç.2 Ö.Ç.3 Ö.Ç.4
14.Week	*Principles of successful presentations and the use of body language			*Students are expected to study pages 159–171 of the course notes.	*Lecture, Q&A, Group Work, Case Study Analysis, Brainstorming	Ö.Ç.2 Ö.Ç.3 Ö.Ç.4 Ö.Ç.2 Ö.Ç.3 Ö.Ç.4 Ö.Ç.2 Ö.Ç.3 Ö.Ç.4
15.Week		*Students will be divided into groups to deliver a presentation.			*Student-led group presentations, discussion, Q&A.	Ö.Ç.4 Ö.Ç.4
16.Week	*Final Exam					

Assesment Methods %

2 Final : 100.000

ECTS Workload

Activities	Count	Time(Hour)	Sum of Workload
Vize	1	1.00	1.00
Ara Sınav Hazırlık	3	5.00	15.00
Final	1	1.00	1.00
Final Sınavı Hazırlık	3	5.00	15.00
Derse Katılım	14	2.00	28.00
Ders Öncesi Bireysel Çalışma	14	2.00	28.00
Ders Sonrası Bireysel Çalışma	2	1.00	2.00
Total : 90.00			
Sum of Workload / 30 (Hour) : 3			
ECTS : 3.00			

Program And OutcomeRelation														
	P.O.1	P.O.2	P.O.3	P.O.4	P.O.5	P.O.6	P.O.7	P.O.8	P.O.9	P.O.10	P.O.11	P.O.12	P.O.13	P.O.14
	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14
L.O. 1	4	1	5	2	4	5	2	1	2	1	2	2	2	2
L.O. 2	3	1	3	1	4	4	2	2	3	1	2	2	2	3
L.O. 3	4	1	4	5	2	2	2	1	1	2	3	3	2	2
L.O. 4	4	1	4	3	4	5	5	2	3	2	3	3	3	3
Avarage	3.75	1.00	4.00	2.75	3.50	4.00	2.75	1.50	2.25	1.50	2.50	2.50	2.25	2.50

Ders/Program Çıktıları İlişkisi														
P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	

BEWARE OF PLAGIARISM! Please pay attention to proper academic citation rules and avoid plagiarism, an unethical and academically fraudulent behavior, when completing reports, assignments, or other academic works, and it is treated with the same disciplinary action as cheating in a classroom setting. It is imperative to refrain from presenting another person's ideas, language, expressions, or any other form of intellectual property as your own. Regardless of quality, your assignments/projects/research should reflect your original work. Perfection is not a requirement, and in case of any uncertainties regarding academic writing guidelines, you may seek clarification from your course instructor.

Engel Durumu/Uyarılama Talebi : Engel durumuna ilişkin herhangi bir uyarılama talebinde bulunmak isteyen öğrenciler, dersin öğretim elemanı ya da Nevşehir Engelli Öğrenci Birimi ile en kısa sürede iletişime geçmelidir.