

**School of Communication / Public Relations and Advertising**  
**2023 - 2024 Academic Year**  
**COMMUNICATION SKILLS and PRESENTATION TECHNIQUES**  
**Syllabus**

<b>Course Description</b>					
<b>Name</b>	<b>Code</b>	<b>Semester</b>	<b>T+A Hour</b>	<b>Credit</b>	<b>ECTS</b>
COMMUNICATION SKILLS and PRESENTATION TECHNIQUES	HR1250520	Spring Semester	1+2	2	6
<b>Prerequisites Courses</b>					
<b>Recommended Elective Courses</b>					
<b>Language of Instruction</b>	Turkish				
<b>Course Level</b>	First Cycle (Bachelor's Degree)				
<b>Course Type</b>	Required				
<b>Course Coordinator</b>	Assist.Prof. Şifa ELCİL				
<b>Name of Lecturer(s)</b>	Assist.Prof. Şifa ELCİL				
<b>Assistant(s)</b>	Dr. Şifa ELCİL				
<b>Aim</b>	Course objective is to improve communicative skills of students, to comprehend rhetoric and effective presentation techniques, to raise awareness of students to make a successful presentation by improving their effective communication skills. Attendance to 70% of the course is compulsory.				
<b>Course Content</b>	This course contains; Social importance of communication,Communication concept and basic elements,Historical importance of Effective Presentation,Effective Presentation concept and basic components,Tools increasing efficiency of presentation in communication,Effective presentation methods in written communication,Effective presentation methods in visual communication,Effective presentation methods in verbal communication,Effective communication and persuasion,Importance of effective communication in corporate communication,Importance of effective communication in corporate leadership,Student presentations,Student presentations,Course repeat.				
<b>Course Learning Outcomes</b>			<b>Teaching Methods</b>	<b>Assessment Methods</b>	
1.Has a command of basic concepts about communication. 2.Can identify concepts about effective presentation and techniques. 3.Can establish a connection with communication concept and effective presentation and techniques. 4.Can express himself upon raising awareness about communication and effective presentation. 5.Can interpret concepts using effective presentation techniques upon having a command of communication field.			10, 13, 14, 19, 2, 9	A, F	
<b>Teaching Methods</b>	10: Discussion Method, 13: Case Study Method, 14: Self Study Method, 19: Brainstorming Technique, 2: Project Based Learning Model, 9: Lecture Method				
<b>Assessment Methods</b>	A: Traditional Written Exam, F: Project Task				
<b>Lecture Schedule</b>					
<b>Sequence</b>	<b>Topics</b>	<b>Preliminary Preparation</b>			
1	Social importance of communication	Lecture notes			
2	Communication concept and basic elements	Lecture notes			
3	Historical importance of Effective Presentation	Lecture notes			
4	Effective Presentation concept and basic components	Lecture notes			
5	Tools increasing efficiency of presentation in communication	Lecture notes			
6	Effective presentation methods in written communication	Lecture notes			
7	Effective presentation methods in visual communication	Lecture notes			
8	Effective presentation methods in verbal communication	Lecture notes, homework			
9	Effective communication and persuasion	Lecture notes, homework			
10	Importance of effective communication in corporate communication	Lecture notes, homework			
11	Importance of effective communication in corporate leadership	Lecture notes, homework			
12	Student presentations	homework			
13	Student presentations	homework			
14	Course repeat	Lecture notes			
<b>Evaluation Methods</b>		<b>Weight(%)</b>			
Midterm Exam		40			
General Exam		60			

<b>Resources</b>
Prof. Dr. Demet Gürüz, Dr. Ayşen Temel Eğinli, Etkili Sunum Teknikleri, :Detay Yayıncılık, 2010. Kaynaklar Feride Akım, Halkla İlişkilerde Etkili Konuşma ve Sunum Teknikleri: Derin Yayınları, 2014. Aristoteles, Retorik, İstanbul: Yapı Kredi Yayınları, 2008.