

## REPORTING AND PRESENTATION TECHNOLOGIES

### **COURSE SYLLABUS ABSTRACT of higher education institution**

#### **Speciality 1-28 01 02 – Digital Marketing**

	STUDY MODE	
	full-time	part-time
Year	1	1
Semester	2	2
Lectures, hours	16	4
Laboratory classes, hours	34	8
Pass/fail, semester	2	2
Contact hours	50	12
Independent study, hours	58	96
Total course duration in hours / credit units	108/3	108/3

**1. Course outline:** Subject and objectives of the discipline. Reporting processes. MICROSOFT WORD word processor. Spreadsheet processor MICROSOFT EXCEL. Assessing the situation when preparing for a presentation. Assessing the situation when preparing for a presentation. The main idea of the presentation. Slide design and principles of creating slides. Preparation of handouts and demonstration of presentation. Google Slides web app. Dynamic presentation system MICROSOFT POWER POINT.

**2. Course learning outcomes:** upon completion of the course, students will be expected to **know:**

- principles and patterns of planning and conducting an effective presentation;
- the role of non-verbal communication during the presentation;
- fundamentals of speech, logical culture in public speaking

**be able to:**

- apply the acquired skills to prepare and conduct presentations;
- analyze the presentation in order to critically evaluate their behavior and account for the mistakes made;
- use knowledge in the field of preparation and presentation for the implementation of professional skills.

**have a skill**

- software products for creating multimedia presentations;
- technologies for preparing and conducting effective presentations;
- skills to evaluate the effectiveness of the presentation

**3. Competencies:** solve practical problems in marketing using modern office application computer programs (SK-4).

**4. Requirements and forms of midcourse evaluation and summative assessment**

The module-rating system is used. Intermediate certification: assessment of work in practical classes. Intermediate certification: pass/fail.