

Learning Plan 4



In a word | Moderation

In this learning plan you will identify the skills and tools necessary to create and present marketing presentations.

When creating a marketing presentation, you need to first spec it before getting into presentation design or content. Determining, upfront, the goals of the presentation, how it will be presented and the target audience for the presentation will help you create the most effective and appropriate presentation for your specific needs. You will need to determine what tools or props you will use.

You will be introduced to Beyond Bullet Points. BBP is a method of communicating that helps you effectively persuade, inform and educate your audiences. It's much more than about pretty PowerPoint slides - it's about finding the clear and compelling structure that cuts through the clutter and guides people to memorable understanding.

Assessment Activities

1. Create a marketing poster & GoAnimate ad
2. Create a presentation using Microsoft PowerPoint
3. Class participation

Learning Activities

1. REVIEW Learning Plan introduction, objectives and activities
2. PARTICIPATE in lecture/discussion
3. WRITE 2-5 goals you hope to achieve –specific things you want to learn– during this Learning Plan; then rank your goals in terms of their relative importance to you. When your goals have been met, WRITE YES next to each of your matching goals, regardless of rank. If you end up with goals left over, WRITE NO next each of those. ASK questions about any of your important goals that have not been covered.
4. REVIEW the Beyond Bullet Point (BBP) material
 - a. Traditional Netflix PowerPoint (PPT)
 - b. BBP Netflix PPT
 - c. BBP Template
 - d. 5 ways to reduce PowerPoint overload.pdf
5. Practice WRITING captions for photographs
6. Using the BBP technique to CREATE a 10- 15 slide presentation using PPT identifying the appropriate use of visual aides in a marketing presentation/demonstration include your notes within the notes section of PPT
7. POST your presentation on the Discussion Board.