**MARKETING PRESENTATION - UNIT 3**

**Objectives:**

* To inform the audience about a marketing-related topic
* To give a presentation in a well-organized way with a proper introduction, body and conclusion
* To limit the speech according to the given time constraint

**Steps to follow:**

* Choose a topic related to **marketing**.
* Narrow down your topic and prepare an outline.
* Get your teacher’s **approval and feedback** for both (topic & outline).
* Do **research.**
* Prepare your presentation.

**Organizational pattern:** Classification/ chronological/ cause/ effect/ reason/ result/ advantages/ comparison/ contrast/ problem/ solution

**Some sample topics:**

* Two main uses of Internet as a marketing medium
* Two most common communication trends in marketing
* Two main consumer expectations in the IT market/ health services/ catering services/ food market/ automotive sector, etc.
* Two main negative/ positive effects of commercials on consumers
* Two main pricing strategies in ….. sector
* Two current digital marketing strategies
* Two trends in mobile marketing
* The success story of Tesla Motors/ Elon Musk/ Sabanci/ Koc
* The main reasons why Nokia/ Ericsson fell behind in the market
* The history of BP/ VW/ Ikea

**Sources:** Minimum 1 reliable, credible and up-to-date source

**Audio/visual aids:** Graded

**Time limit:** 5 minutes

**Point allocation:** 10 points

**Reminders:**

* Do not forget to show the **outline** & the **reference list** in **APA** format.
* Do not forget to acknowledge the source(s) you use in your speech.
* Refer to **Appendix 6** for a sample presentation.