



UNIVERSITI TEKNOLOGI MARA

CIT553: INSTRUCTIONAL TRAINING SALES PITCH

Course Name (English)	INSTRUCTIONAL TRAINING SALES PITCH APPROVED
Course Code	CIT553
MQF Credit	2
Course Description	This course aims to develop students' communication and language skills in order to plan and deliver an effective presentation. Students will be taken systematically through the key stages of giving presentations, from planning and introducing to concluding and handling questions. Presentations will be based on topics found in the readings. Additionally, students will experience not only how to give an effective presentation, but also how to become an effective listener.
Transferable Skills	Communication skills Interpersonal skills Flexibility/adaptability
Teaching Methodologies	Lectures, Presentation
CLO	CLO1 Demonstrate the ability to produce an instructional material to the targeted audience CLO2 Perform high presentation skills to persuade potential clients
Pre-Requisite Courses	No course recommendations
Topics	
1. Introduction – an effective presenter 1.1) What is a presenter 1.2) Characteristics of a presenter 1.3) Being an effective presenter	
2. Getting to know the audience 2.1) Targeting the right listener 2.2) Attention seeking and grabbing 2.3) Icebreaking	
3. Understanding the situation 3.1) Making use of the room 3.2) Space management	
4. The art of body language 4.1) Types of body language 4.2) Using the right body language 4.3) Maintaining a good body language throughout the presentation	
5. Organizing the tools and scripts 5.1) Managing slide master and layouts 5.2) The templates 5.3) The themes	
6. Creating a presentation 6.1) Types of images 6.2) Inserting and importing images 6.3) Graphic objects formatting 6.4) Editing of graphic objects	

<p>7. Delivering a presentation 7.1) Theoretical introduction: 7.2) Analysis and preliminary choices 7.3) The presentation objective 7.4) Design according to time, audience and place</p>
<p>8. Attending a presentation 8.1) Crowd management 8.2) Listening skills</p>
<p>9. Voice projection 9.1) Using the right speaking tone 9.2) Controlling the volume</p>
<p>10. Personal grooming 10.1) Presenting yourself 10.2) Maintaining the posture</p>
<p>11. Impressing large audience 11.1) Applying the right presentation skills 11.2) Seeking and grabbing audience's attention 11.3) Using humor</p>
<p>12. Self Confidence 12.1) Self Confidence 12.2) What is self-confidence? 12.3) Building self confidence 12.4) Committing to self confidence</p>
<p>13. Small group Negotiation 13.1) Making an offer 13.2) Negotiation with the target audience</p>
<p>14. Persuasive Sales Presentation 14.1) Interacting and convincing</p>

Assessment Breakdown		%	
Continuous Assessment		100.00%	

Details of Continuous Assessment	Assessment Type	Assessment Description	% of Total Mark	CLO
	Group Project	1 group presentation to pitch a business idea to practice teamwork and social skills	40%	CLO2
	Presentation	3 individual presentations for practical skills according to the topic given	60%	CLO1

Reading List	Recommended Text	<ul style="list-style-type: none"> Marie Perruchet 2016, <i>One Perfect Pitch: How to Sell Your Idea, Your Product, Your Business or Yourself</i>
	Reference Book Resources	<ul style="list-style-type: none"> Carmine Gallo T 2014, <i>alk Like TED: The 9 Public-Speaking Secrets of the World's Top Minds</i>, St. Martin's Press Robin Williams 2017, <i>The Non-Designer's Presentation Book: Principles for effective presentation</i>, second edition Ed., Peachpit Press. Martin Soorjoo 2012, <i>Here's the Pitch: How to Pitch Your Business to Anyone, Get Funded, and Win Clients</i> Randy Fujishin 2016, <i>The Art of Communication: Improving Your Fundamental Communication Skills</i>, Rowman & Littlefield P. Coughter 2012, <i>The Art of the Pitch: Persuasion and Presentation Skills that Win Business</i>
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	