Introduction Session 04

Lecture Title: PowerPoint

Lecturer: Mr Angelito Sciberras

Date: 9 January 2026

~~Tuesday 6 January 2026~~	~~Introductions~~ ~~The Academy~~
~~Wednesday 7 January 2026~~	~~Staying in Malta~~
~~Thursdsay 8 January 2026~~	~~The Study Programme~~ ~~Assignments~~ ~~Presentations~~ ~~Reflective Diary~~
Friday 9 January 2026	Using Power Point

Reflective Notes

- Reflection is a purposeful activity in which you analyse experiences, or your own practice/skills/responses, in order to learn and improve.

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Reflective Notes

> “It is not sufficient to have an experience in order to learn. **Without reflecting on this experience it may quickly be forgotten**, or its learning potential lost.”

Graham Gibbs 1988

Gibbs, G (1988). Learning by doing: a guide to teaching and learning methods. Oxford: Further Education Unit, Oxford Polytechnic.

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Reflective Notes

What did I learn?	100 words	10 marks
What went well?	100 words	10 marks
What could I have done better?	100 words	10 marks
Long-term implications	200 words	20 marks

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Reflective Notes

- Download Template from Resource Centre
- Use in Word format
- Submit in pdf before Presentation Date

Reflective Notes

What did I Learn?	I learned that each industry uses digital marketing differently to build their brand. Nike, Apple, McDonald's, and Goldman Sachs all have their own strategies. It's not just about putting out ads—it's about connecting with customers. Nike works with influencers, while McDonald's focuses on personalized deals through their app. Tools like SEO and content marketing help companies reach more people and keep them interested. What really stood out was how each company adapts these tools to fit their own style. This shows us that digital marketing can be flexible and work in many ways, depending on the brand's goals.	

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Reflective Notes

What went well?	I felt that our group did well in breaking down and explaining the strategies used by brands across retail, technology, food and beverage, and finance. The analysis of Nike's focus on influencers and how it creates a community was clear. I also liked how I discussed Apple's approach to innovation and simplicity, which really helps them stand out as a premium brand. McDonald's use of its mobile app and location-based marketing made sense to us as a way to keep customers engaged. Finally, our explanation of how Goldman Sachs uses content to build trust was informative. The balance between the different strategies in each industry made the presentation flow well. It was easy for the audience to understand how digital marketing can vary so much from one industry to another.	

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Reflective Notes

What could I have done better?	I could have made improvements within a few aspects of the assignment; First of all, I did not elaborate enough on the issue of how brands act on the new trends of the market. Furthermore, the addition of some real-life ads or campaigns and more illustrations such as graphs or charts would have also made the presentation more informative. The effectiveness of these strategies could have been presented with the help of more information on the results of the campaign. I also did not focus a lot of our time on the different forms of paid marketing. Lastly, a more visual example in the form of videos would have enriched the presentation even more.	

Reflective Notes

Long-term implications	From what I have discovered, it is clear that in the present day's digital world, industries and brands must design their promotional methods to further entice consumers. For instance, Nike makes use of influencers in order to create a good base and relate with the customers. In comparison, Apple employs clean-shaven campaigns pointing towards its innovation and the brand's exclusivity for the superior end audience. Currently, McDonald's targets developing customer retention by sending promotional codes to the McDonald's application and offering its users to visit restaurants more often. On the other hand, Goldman Sachs establishes legitimacy by delivering valuable financial analysis and opinion leadership thereby establishing the firm as an authority and key player in the financial industry. This shows that none of the above strategies can work for all industries. Instead, the success lies in tailoring the strategies by first knowing the needs and target audience of the brand. Some of the factors include; uniformity in the communication, variation according to the tastes of customers and quality of the interaction. Therefore, it is possible to consider that the application of these insights will be critical to creating the appropriate kind of marketing campaigns to create good brand value for an industry.	

Reflective Notes

- *Maximum score* *50*
- *Weighted* *10*

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PowerPoint Slideshow

- Also known as a PowerPoint presentation
- Created on software from Microsoft
- Allows users to add audio, visual and audio/visual features to a presentation.
- Considered to be a multimedia technology
- Acts as a tool for collaboration and content sharing
- Included in Microsoft Office

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PowerPoint Slideshow

You only need to know 5% of PowerPoint to create an impactful presentation

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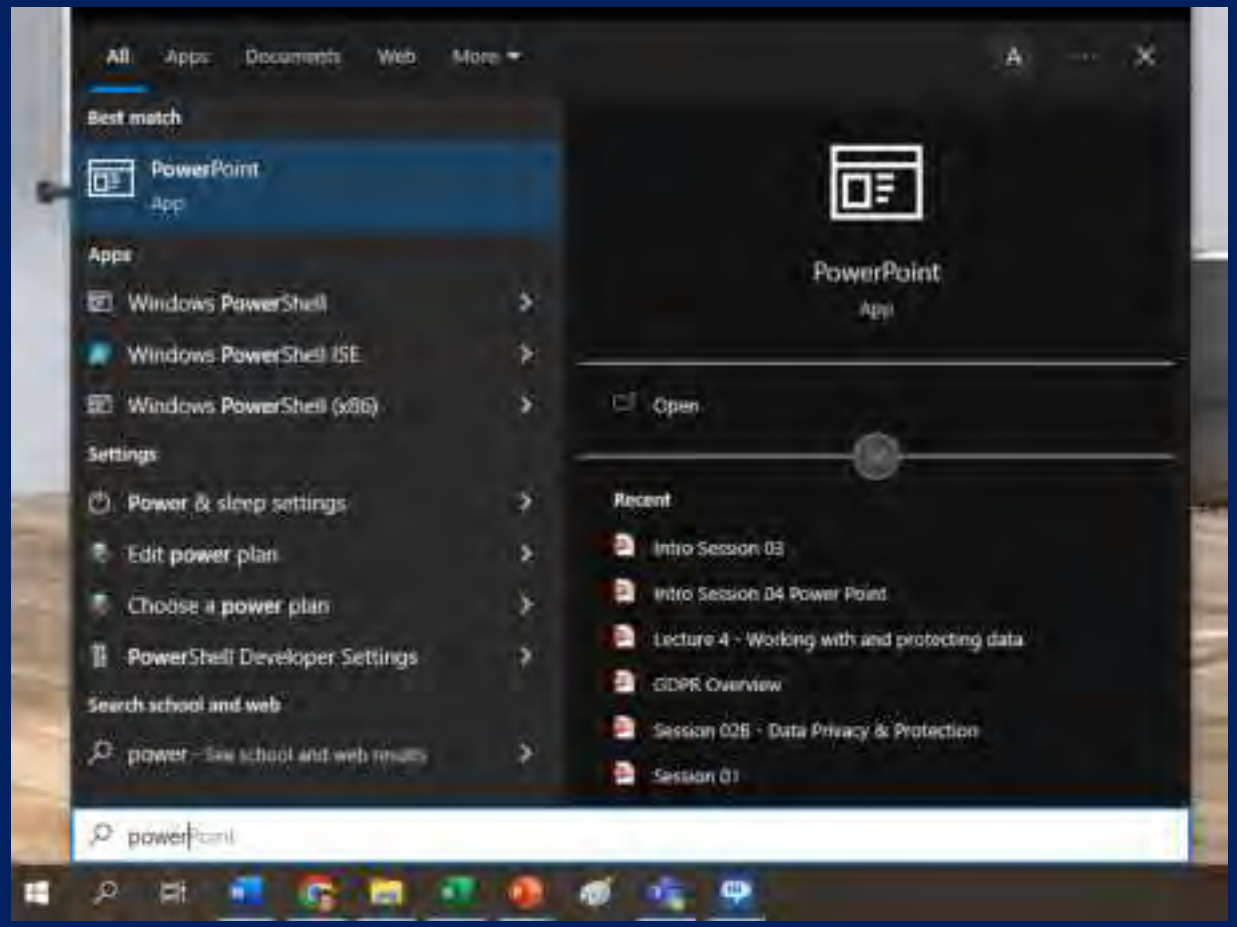

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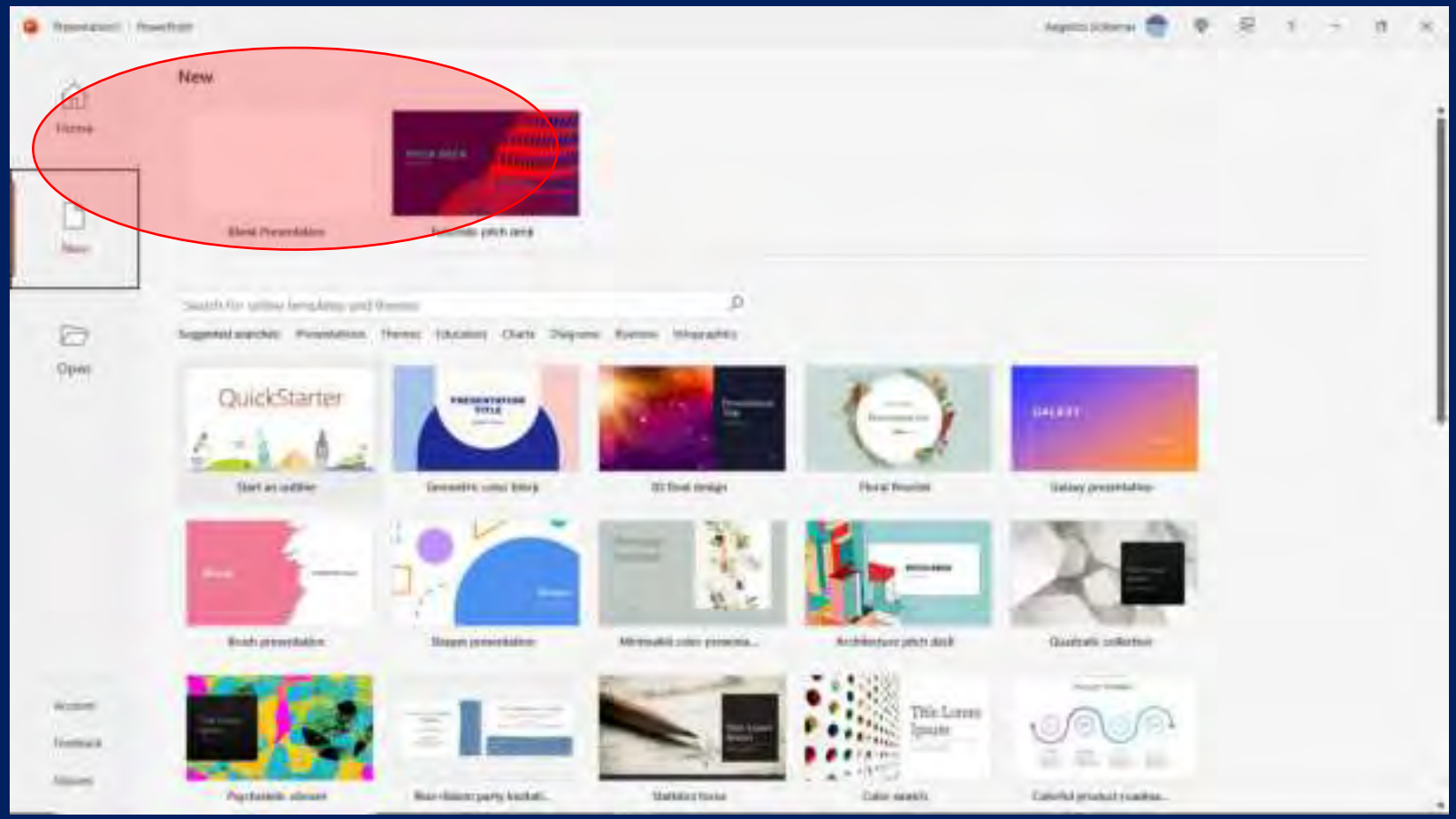

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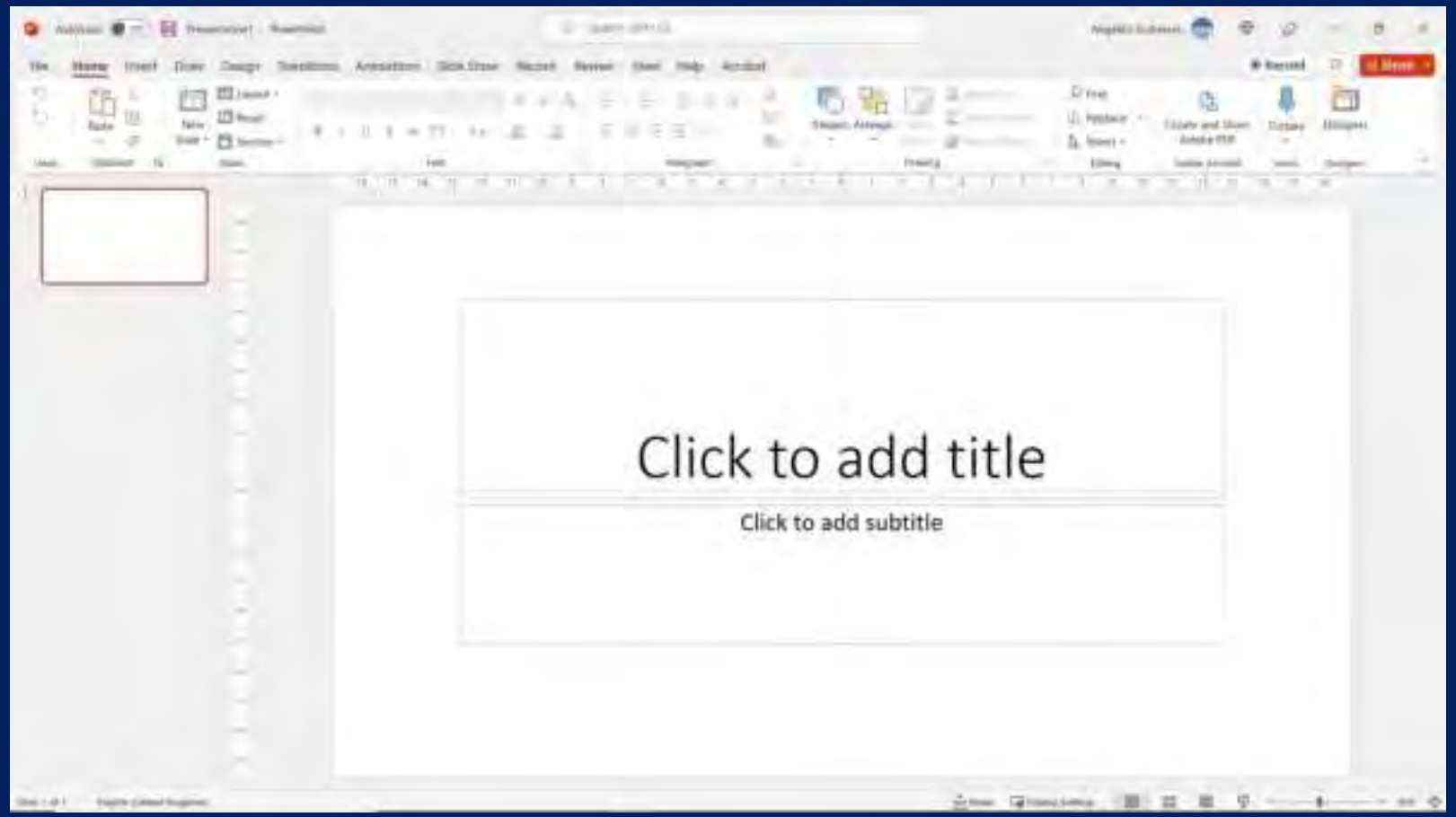

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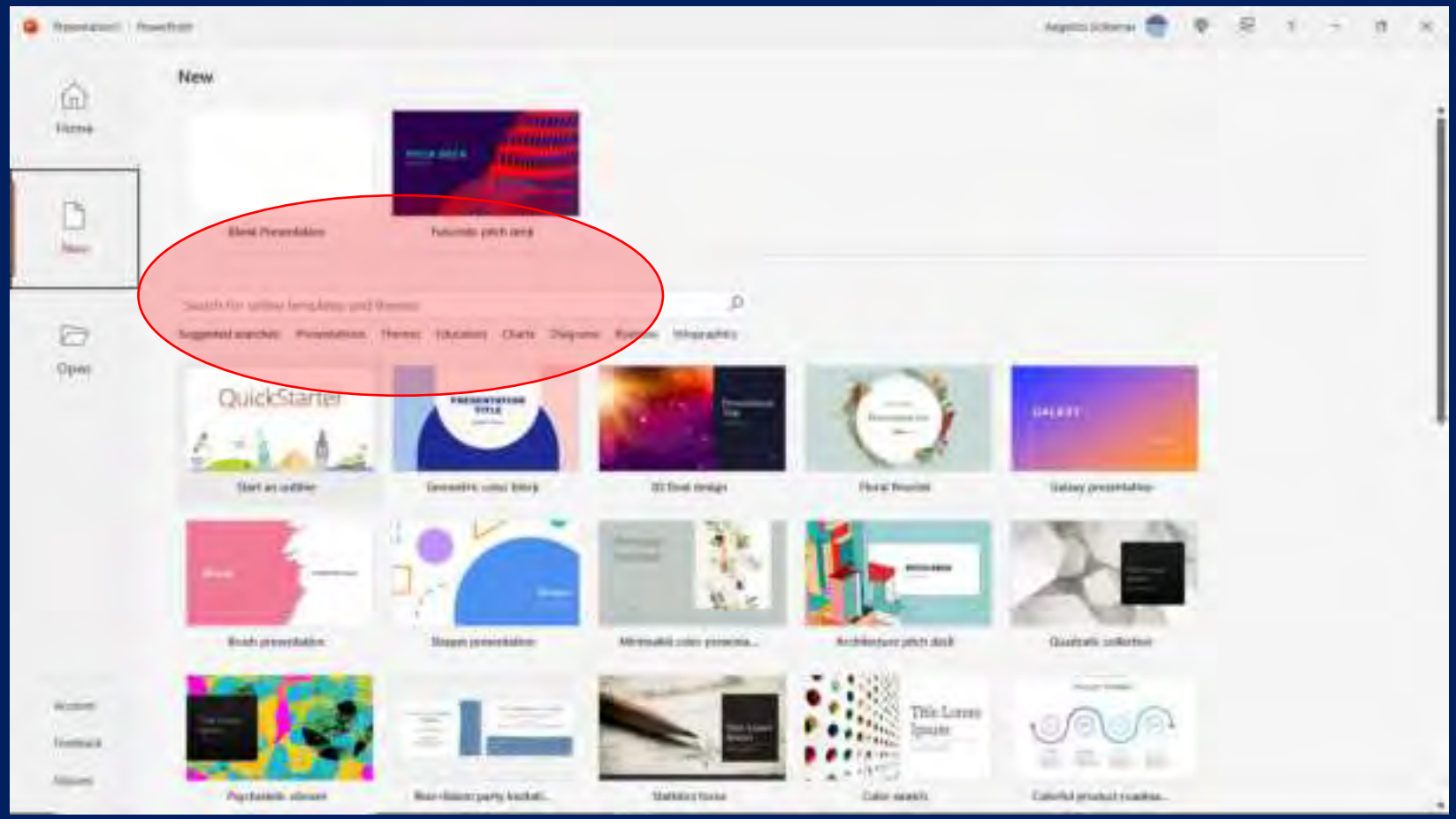

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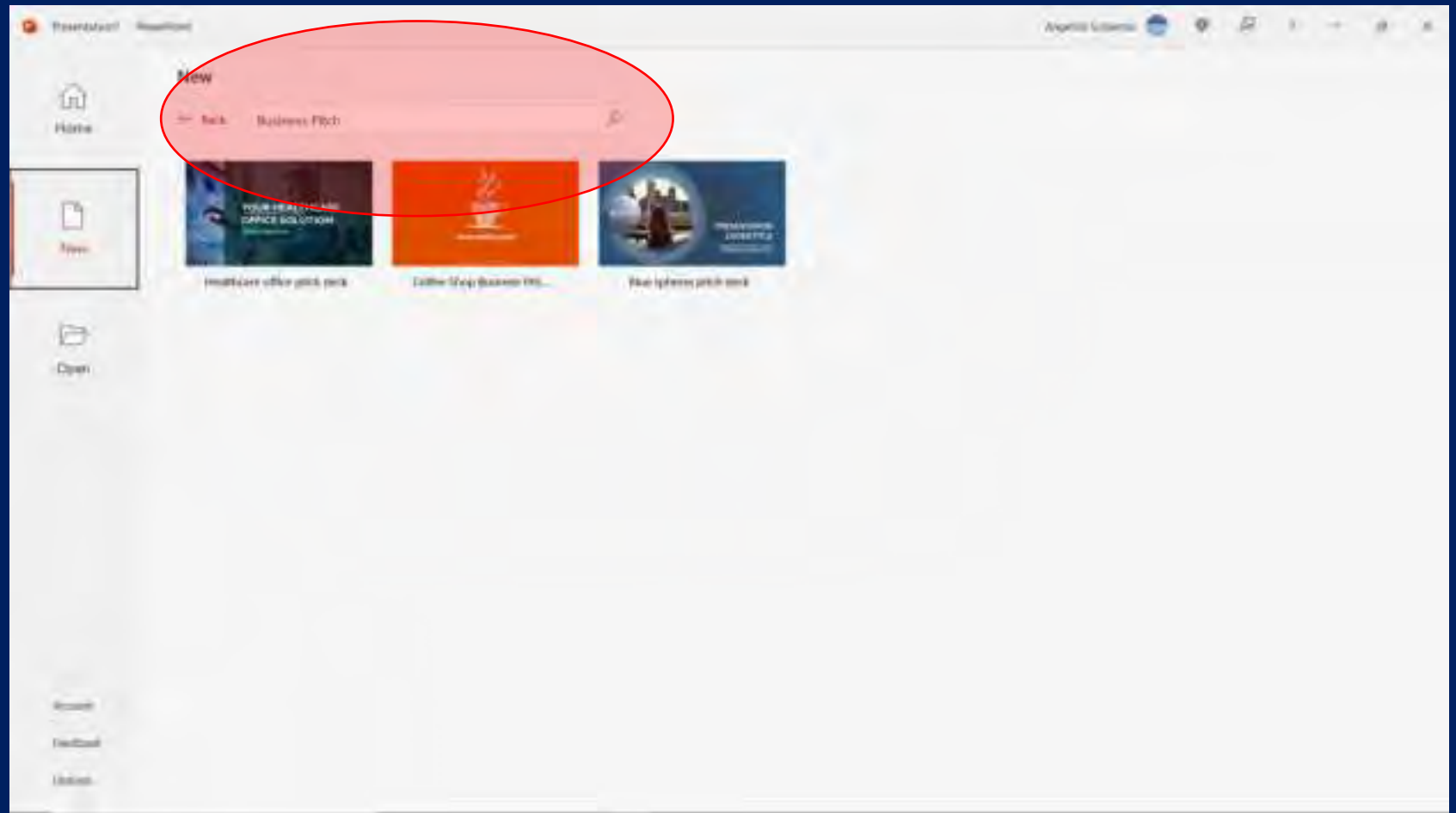

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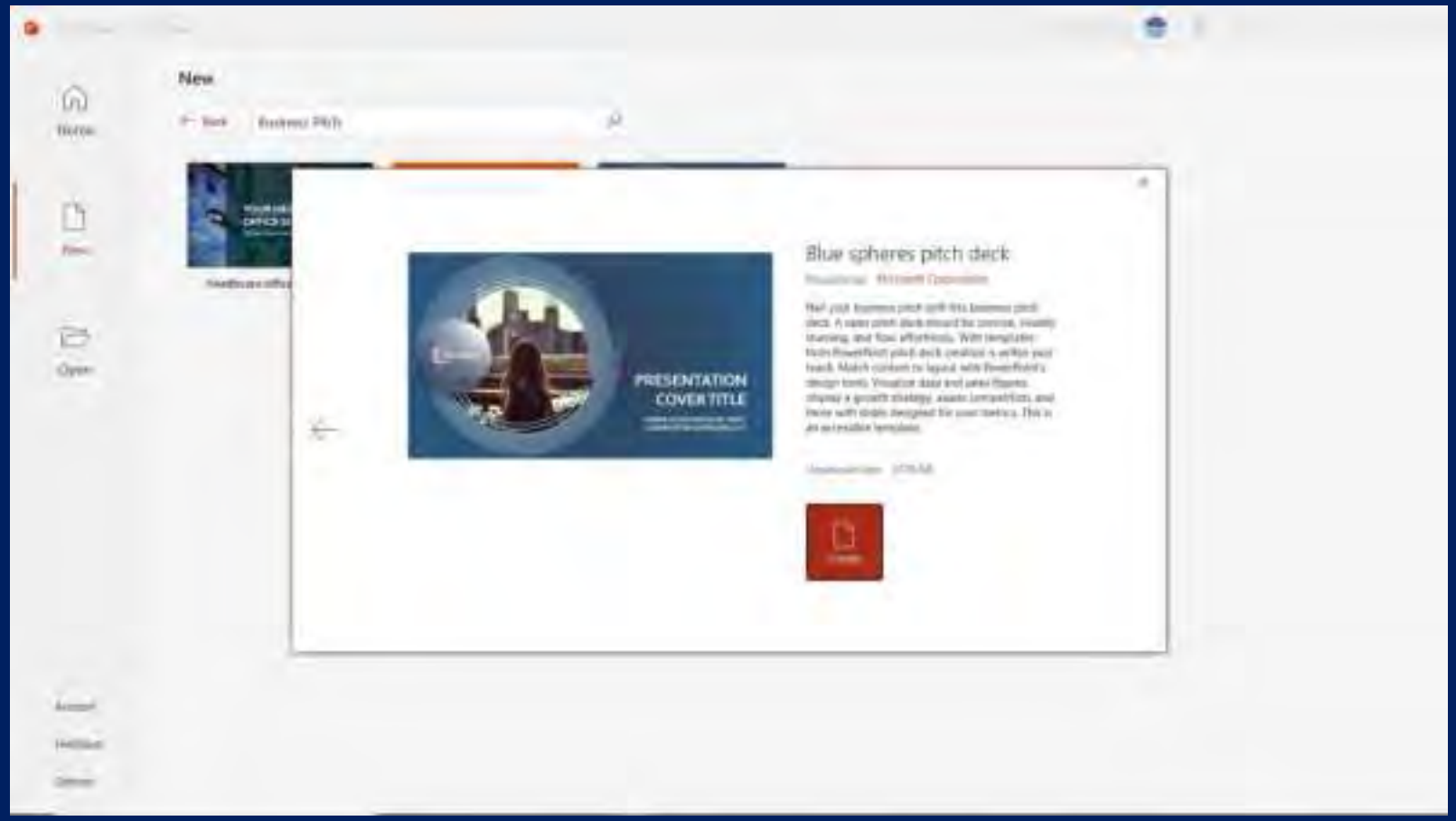

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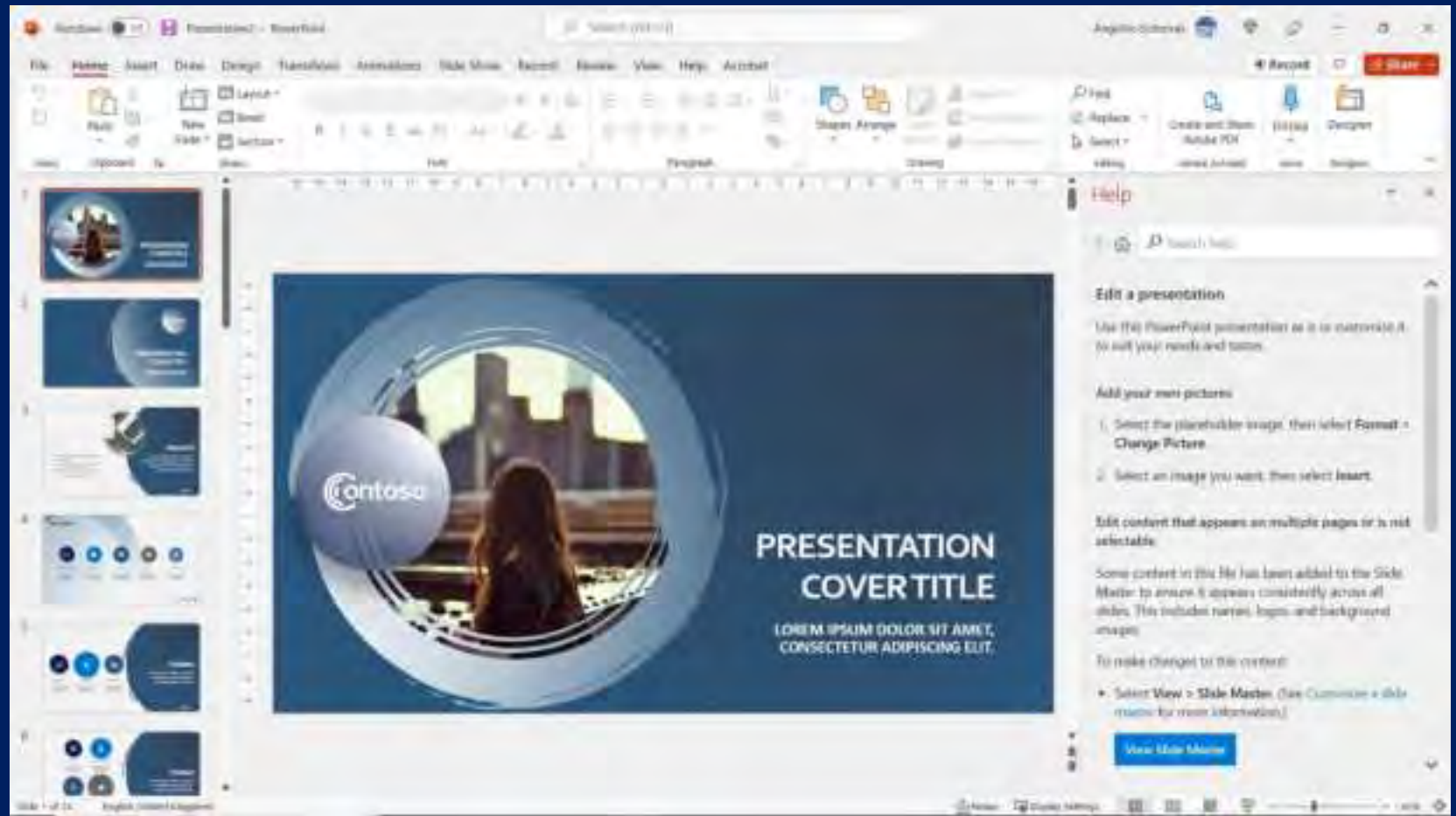

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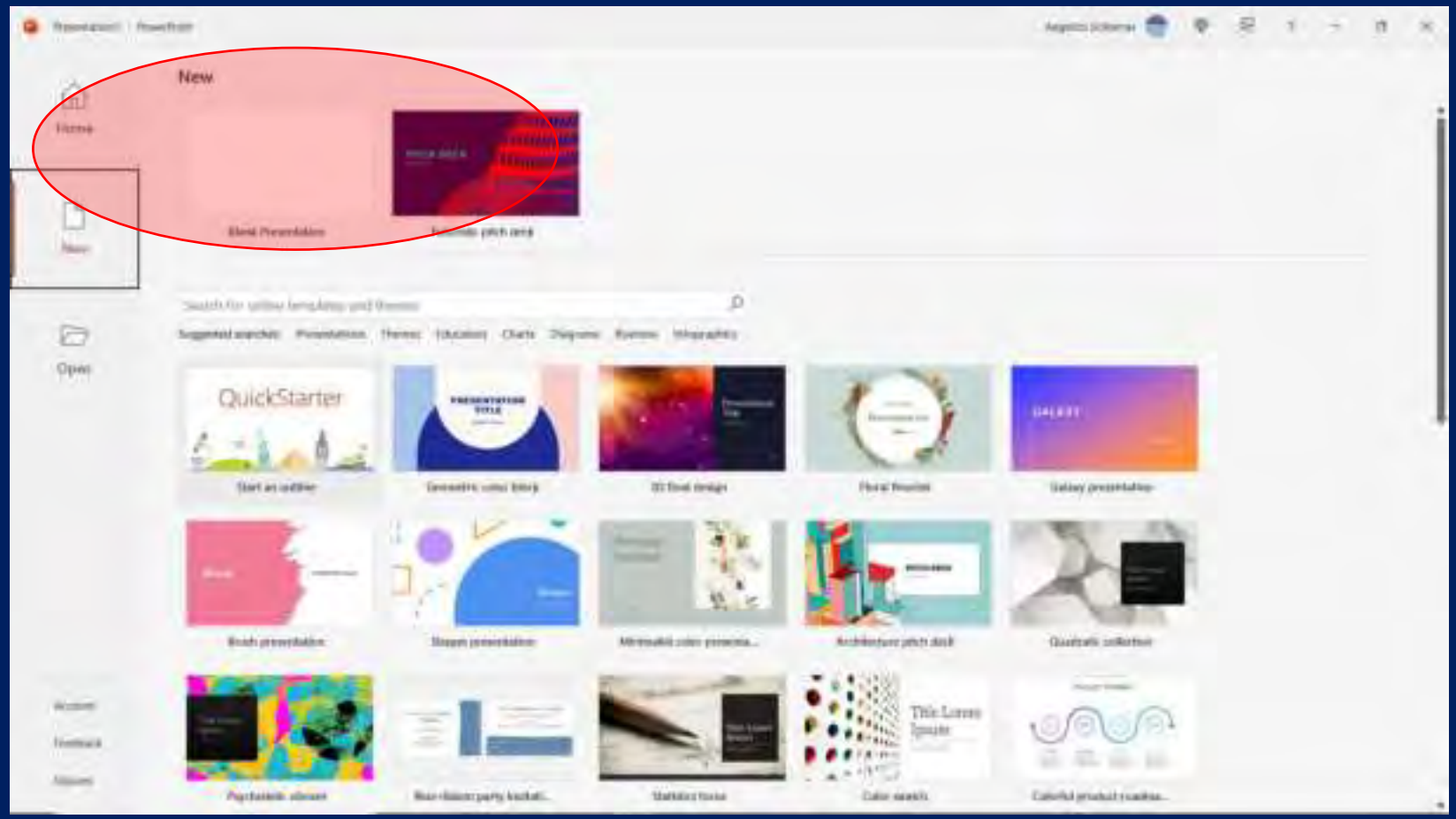

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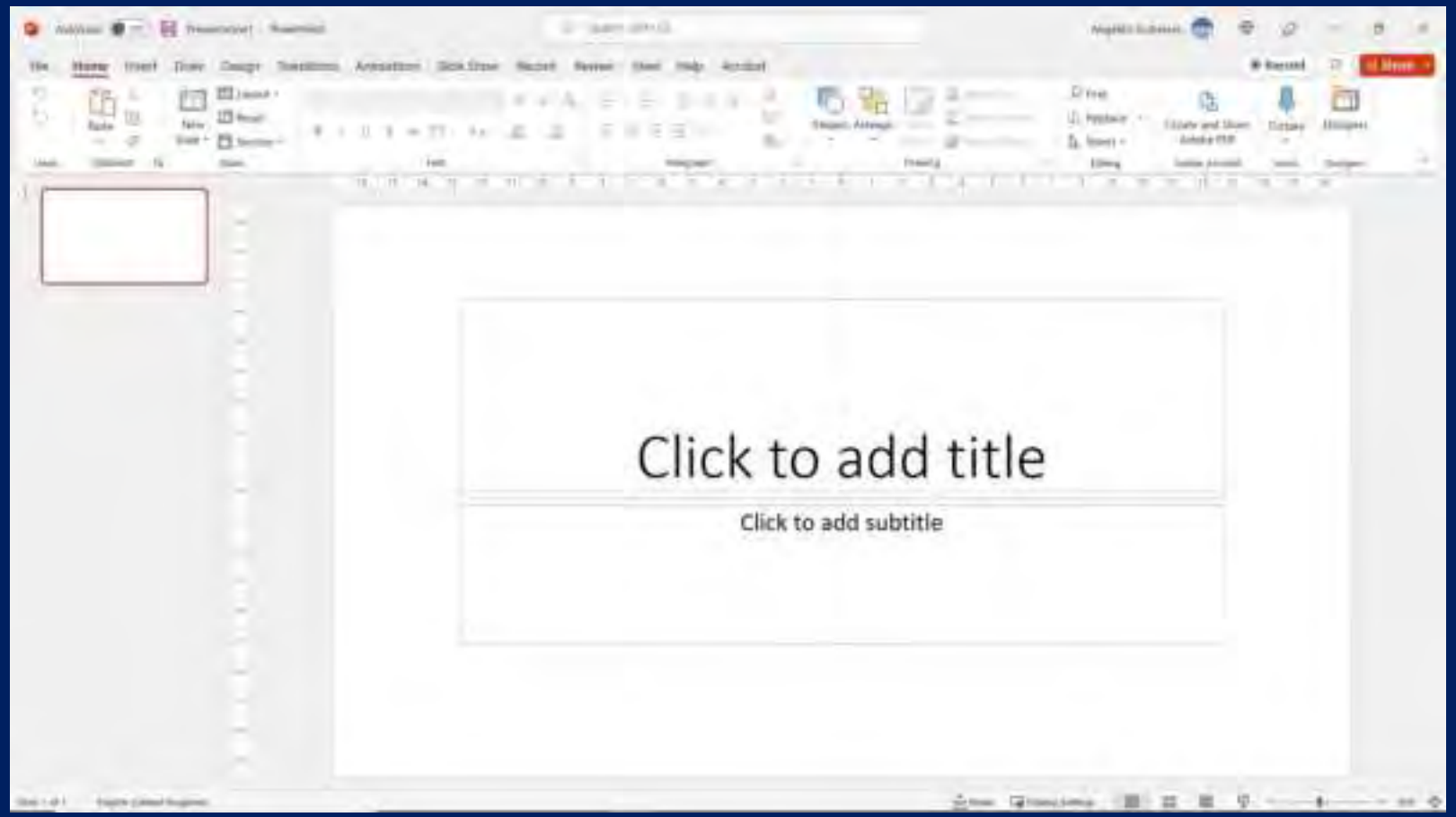

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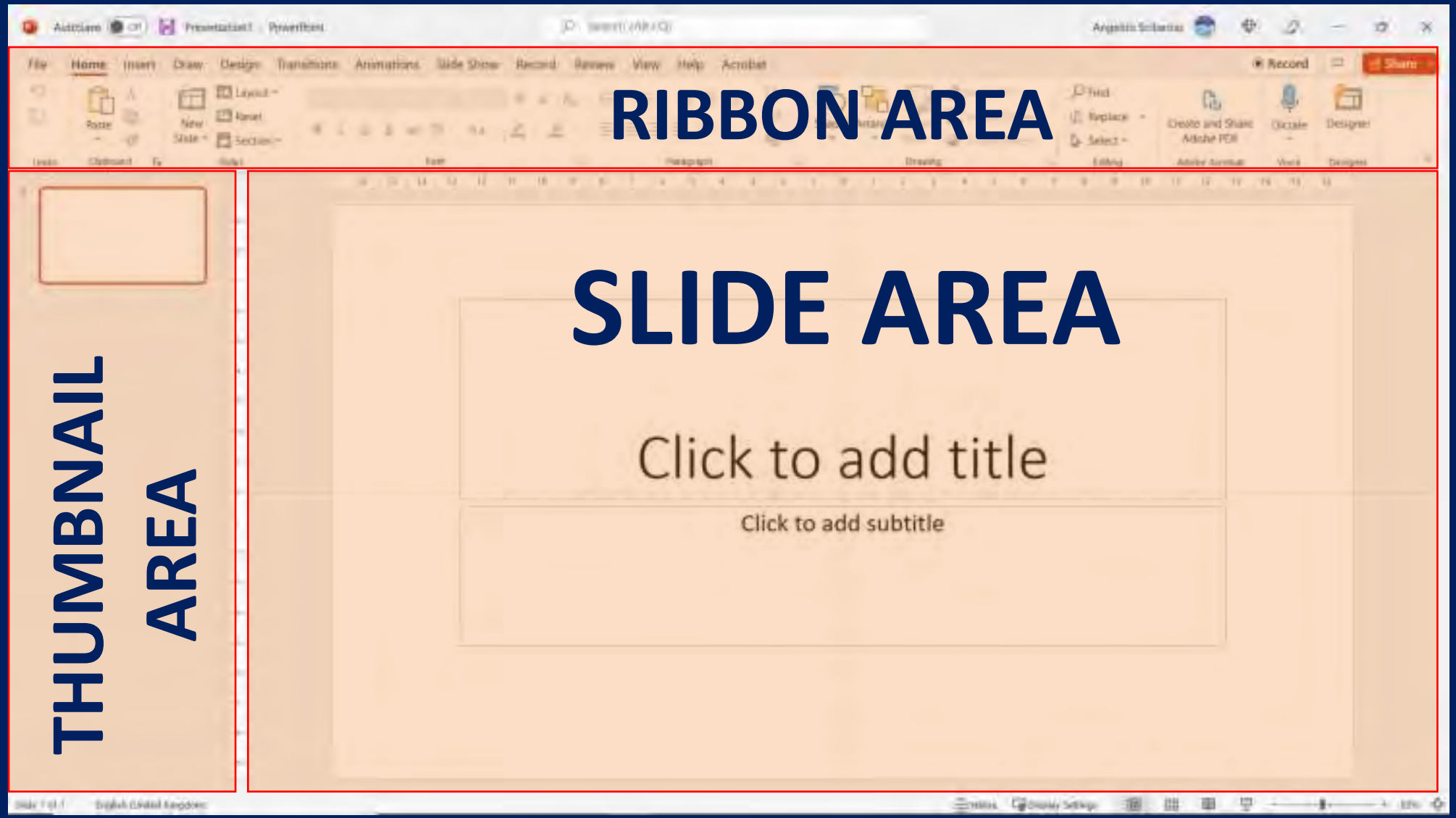

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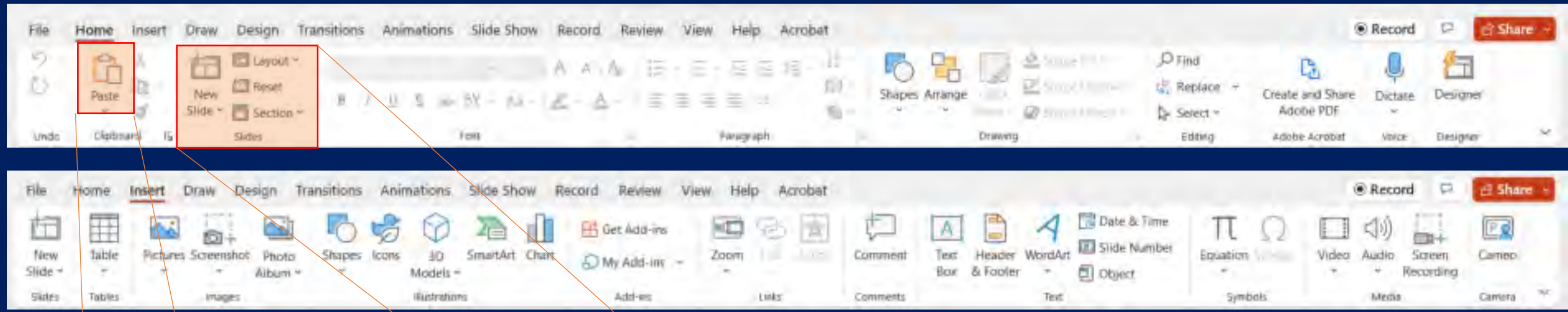

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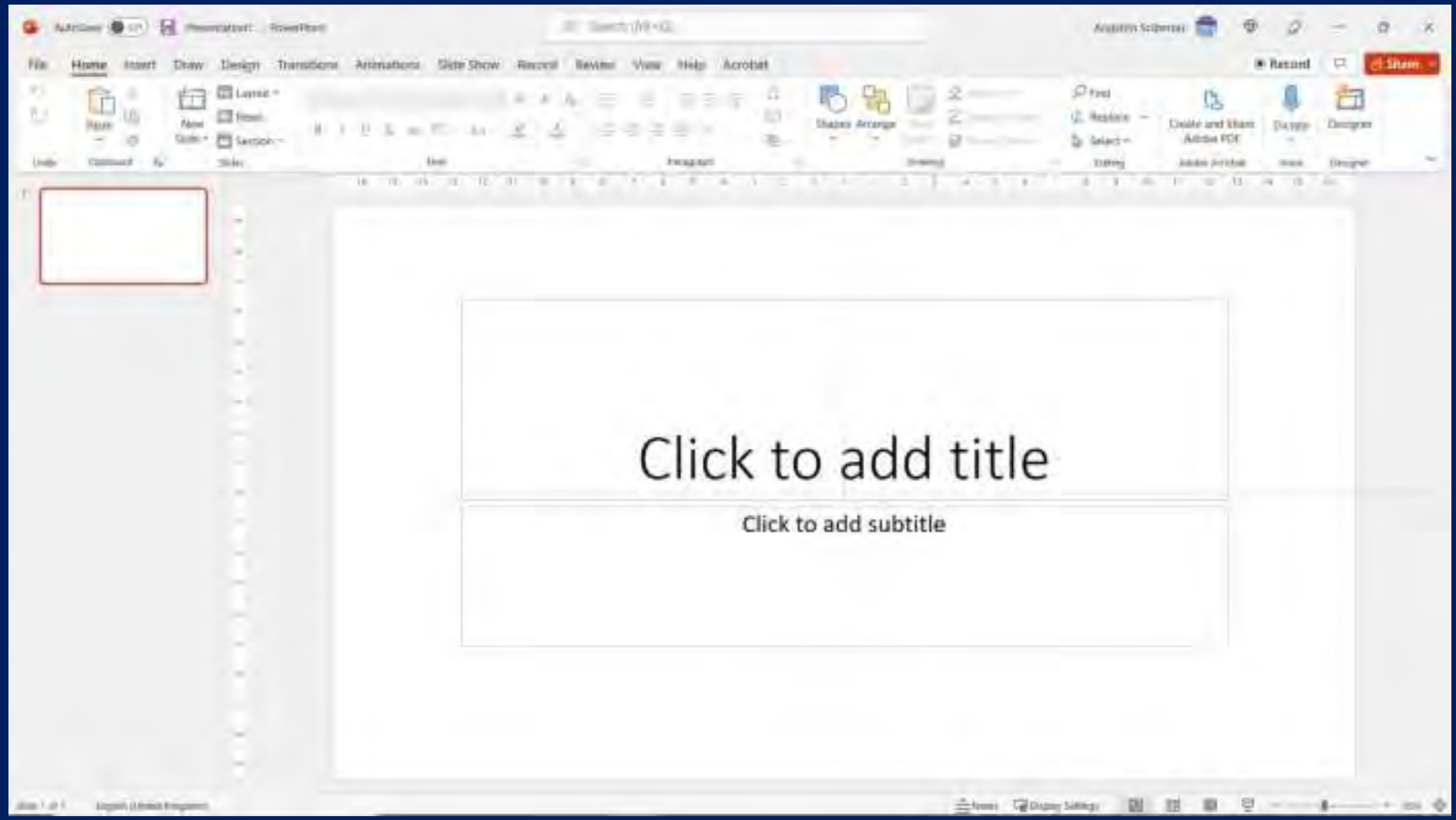

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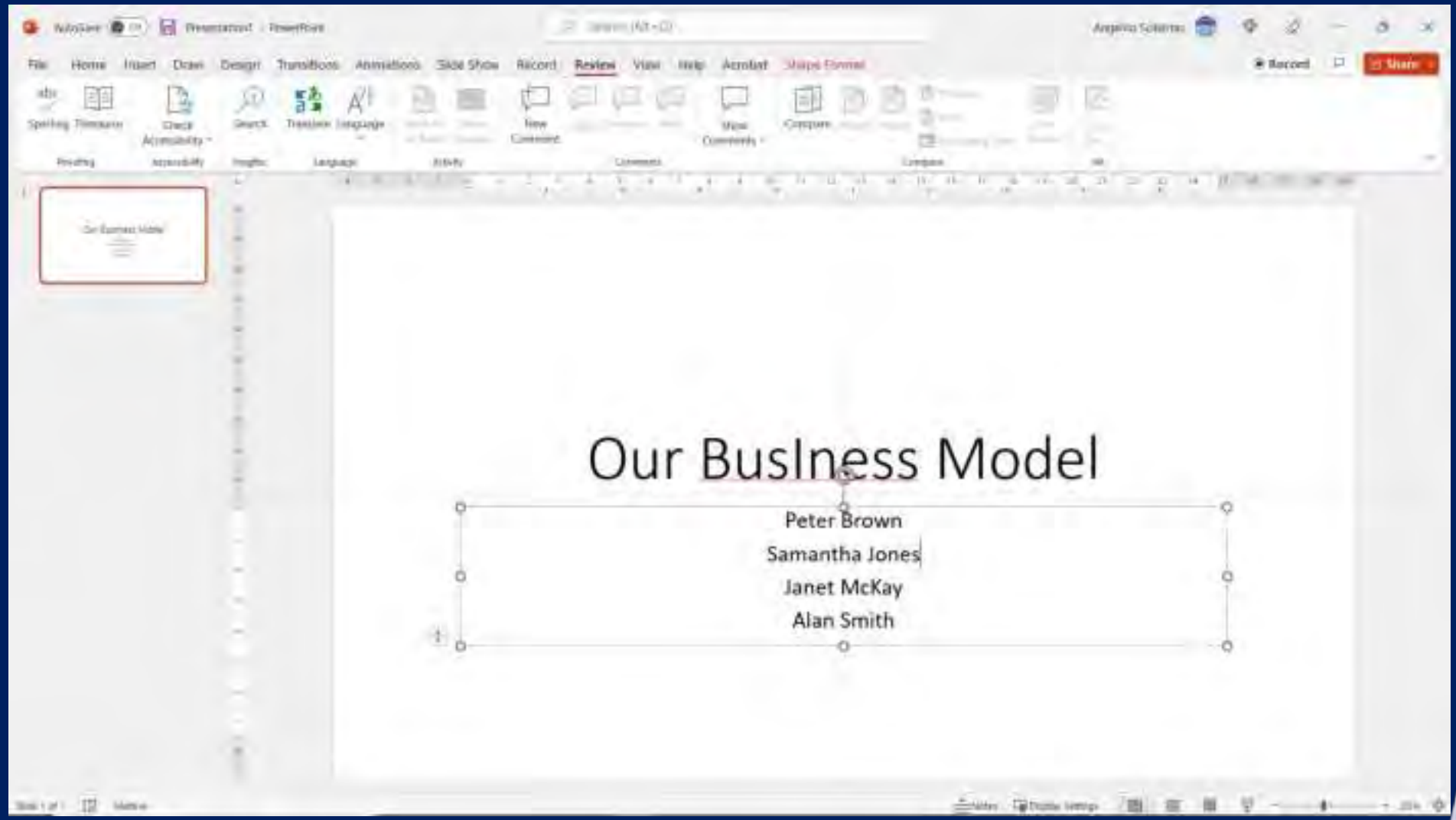

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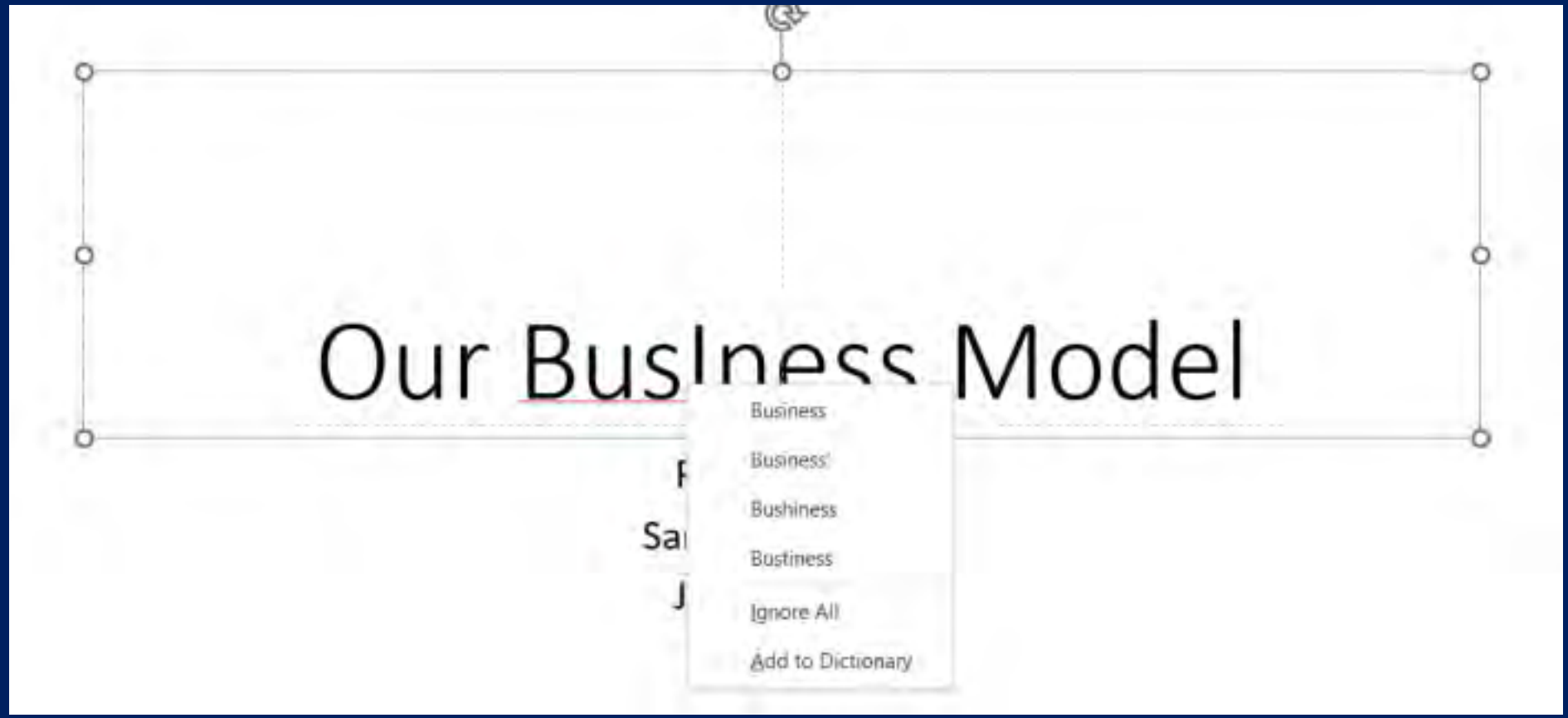

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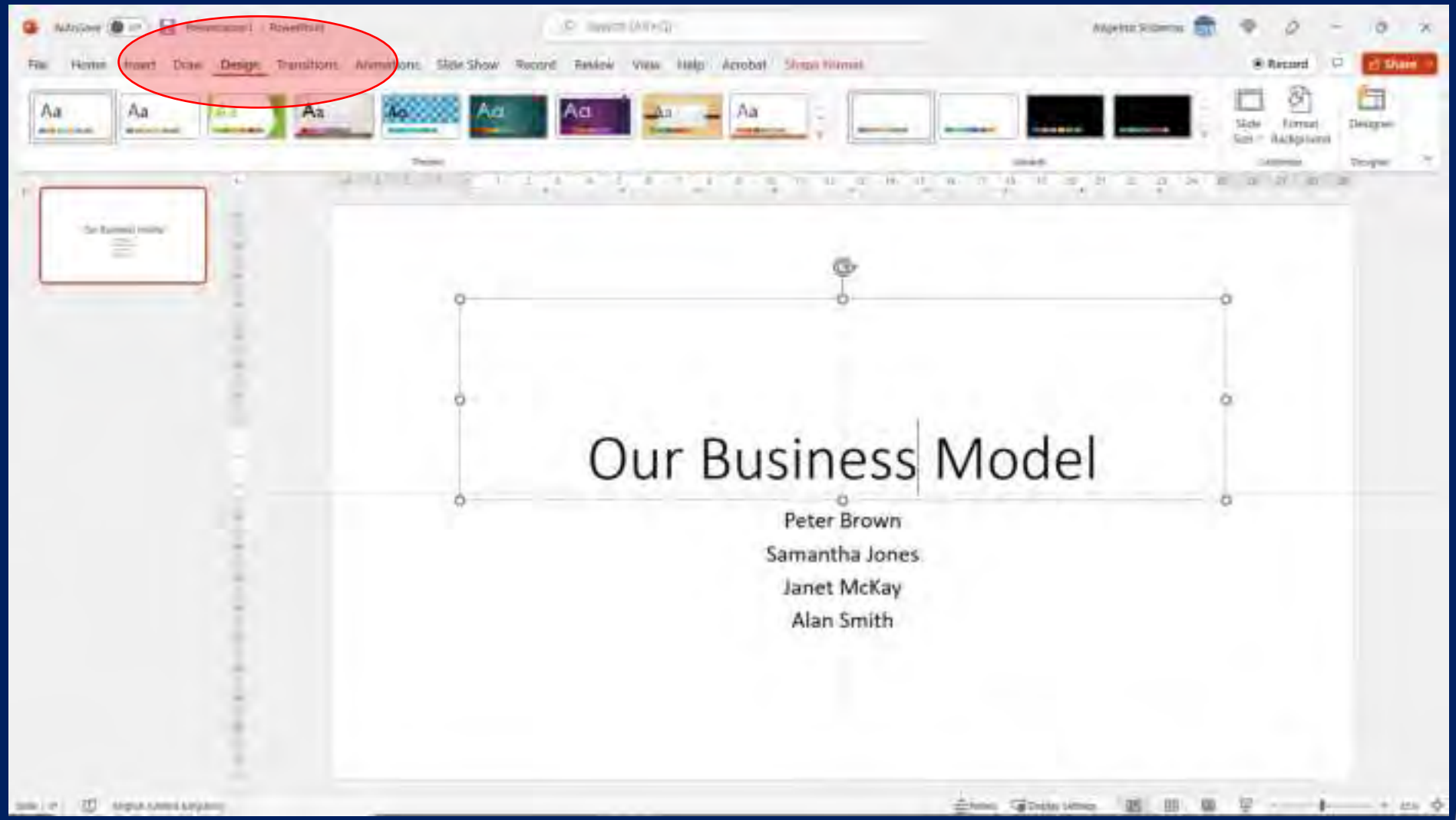

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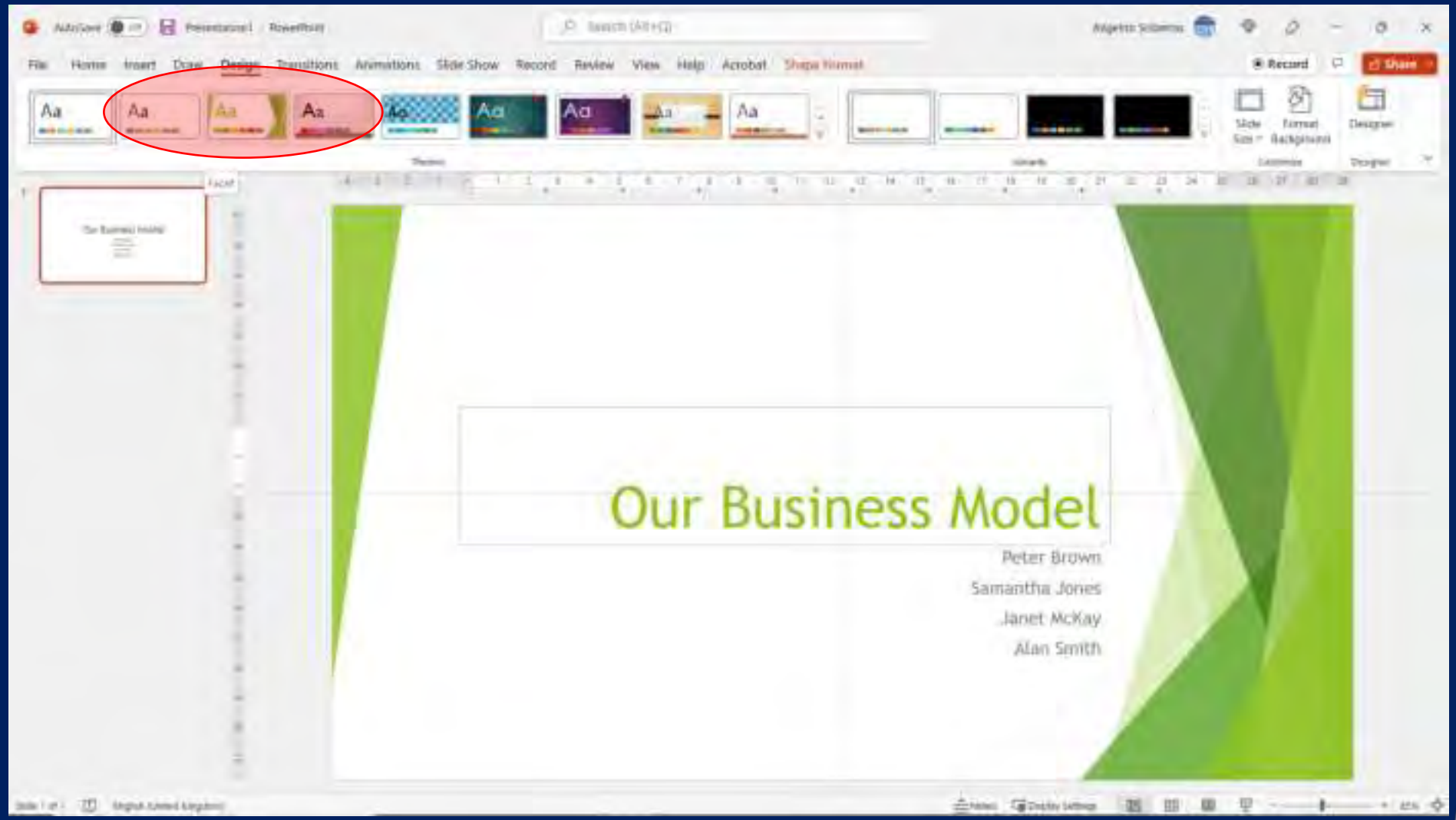

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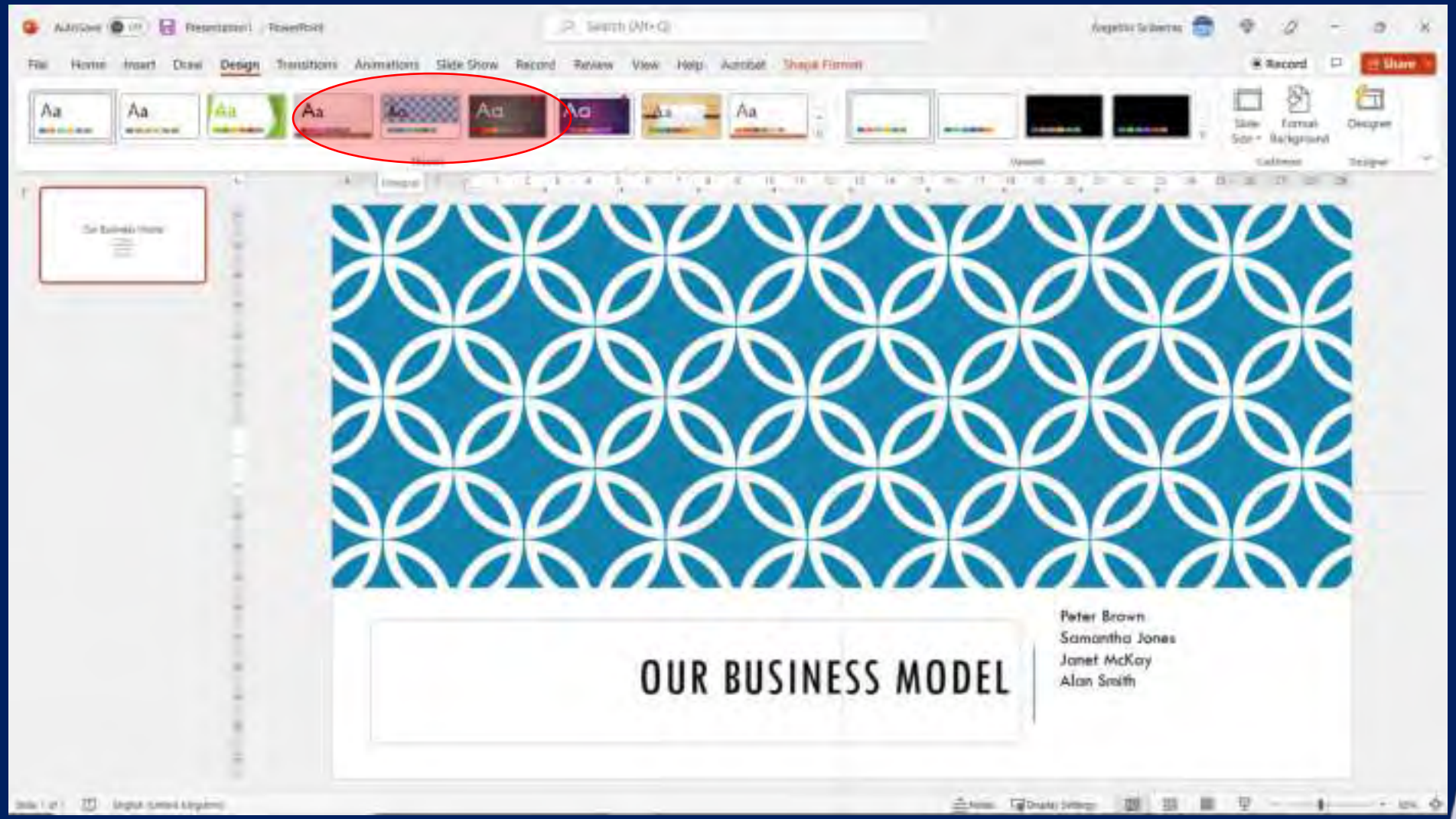

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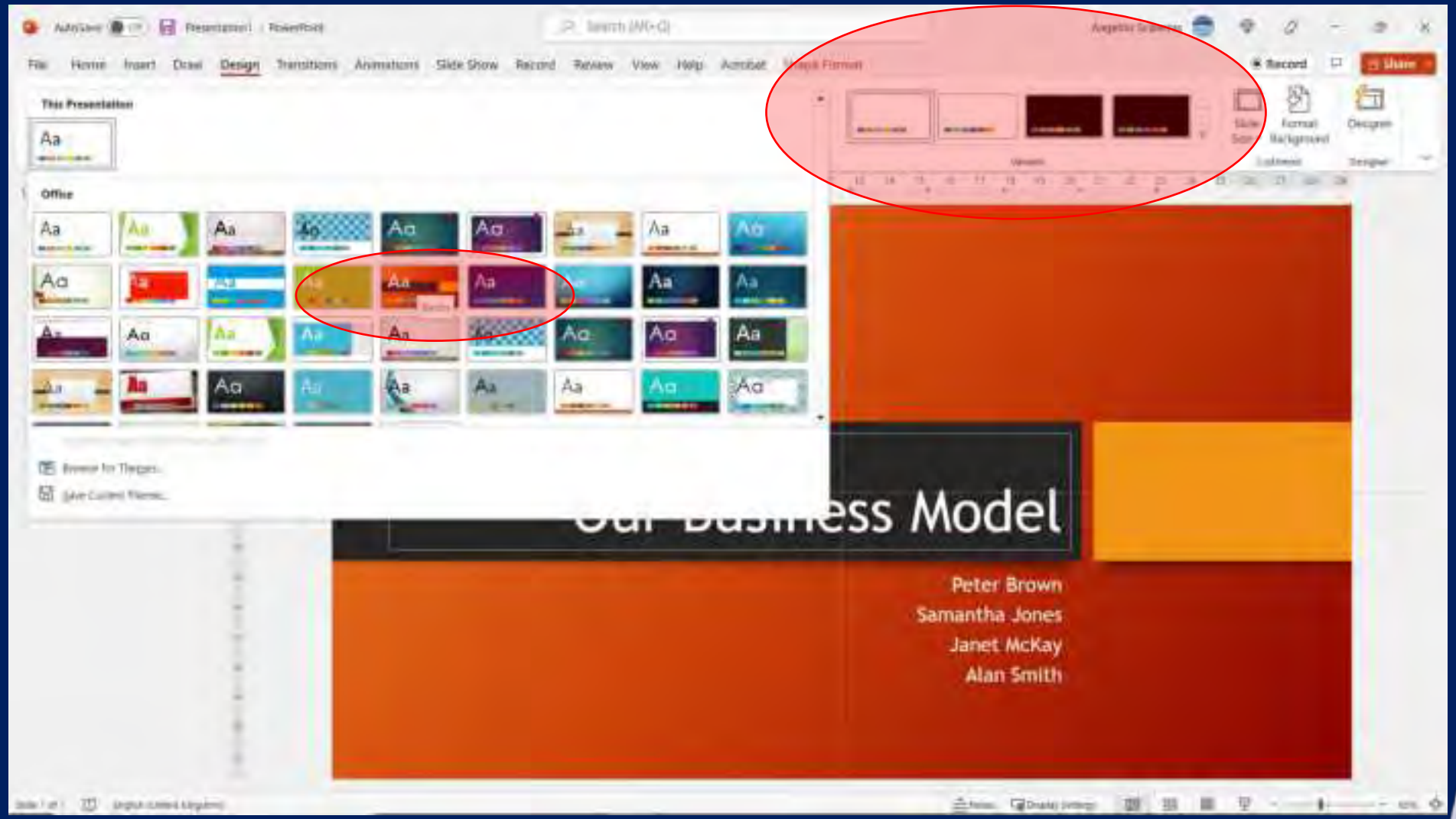

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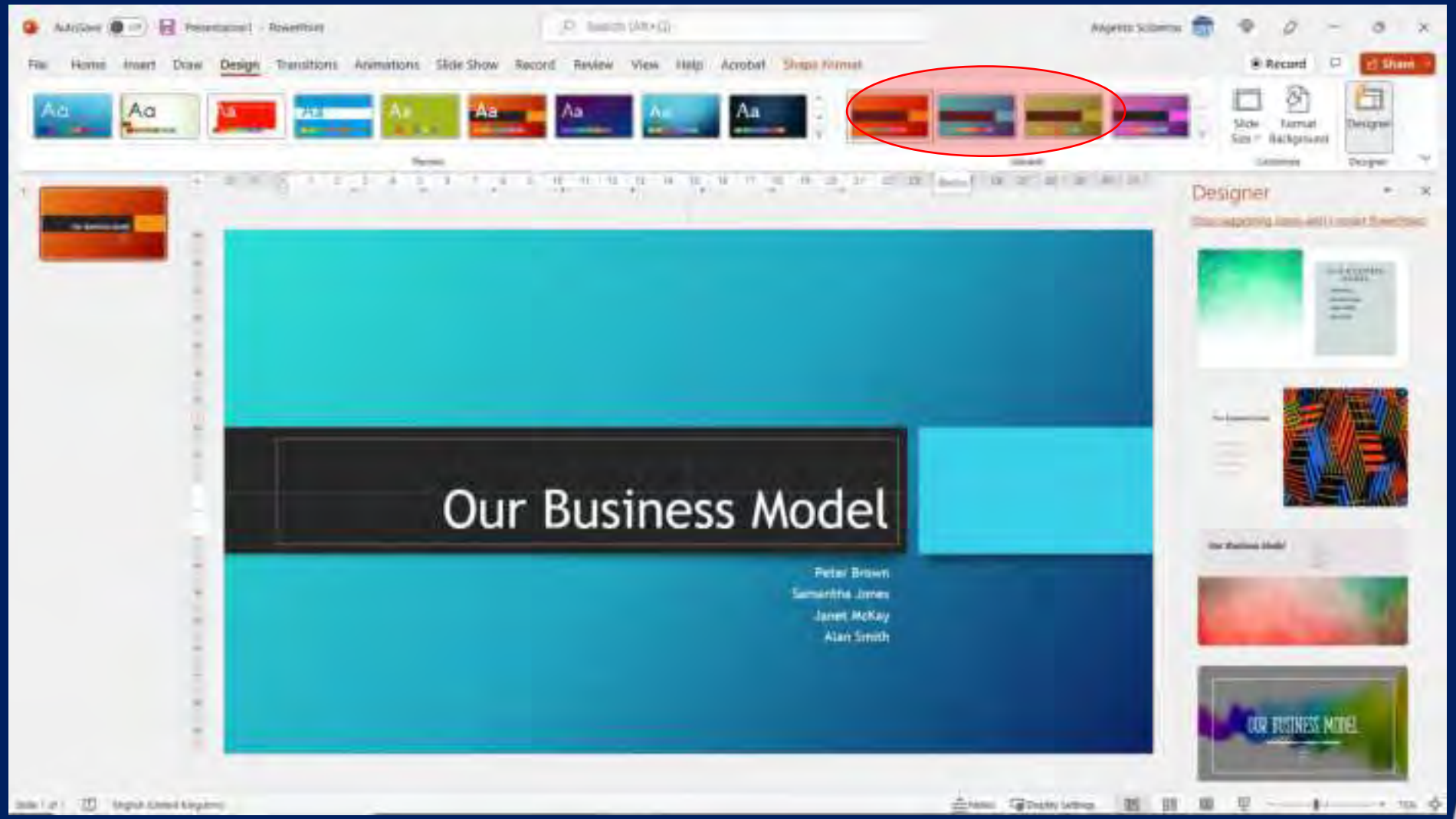

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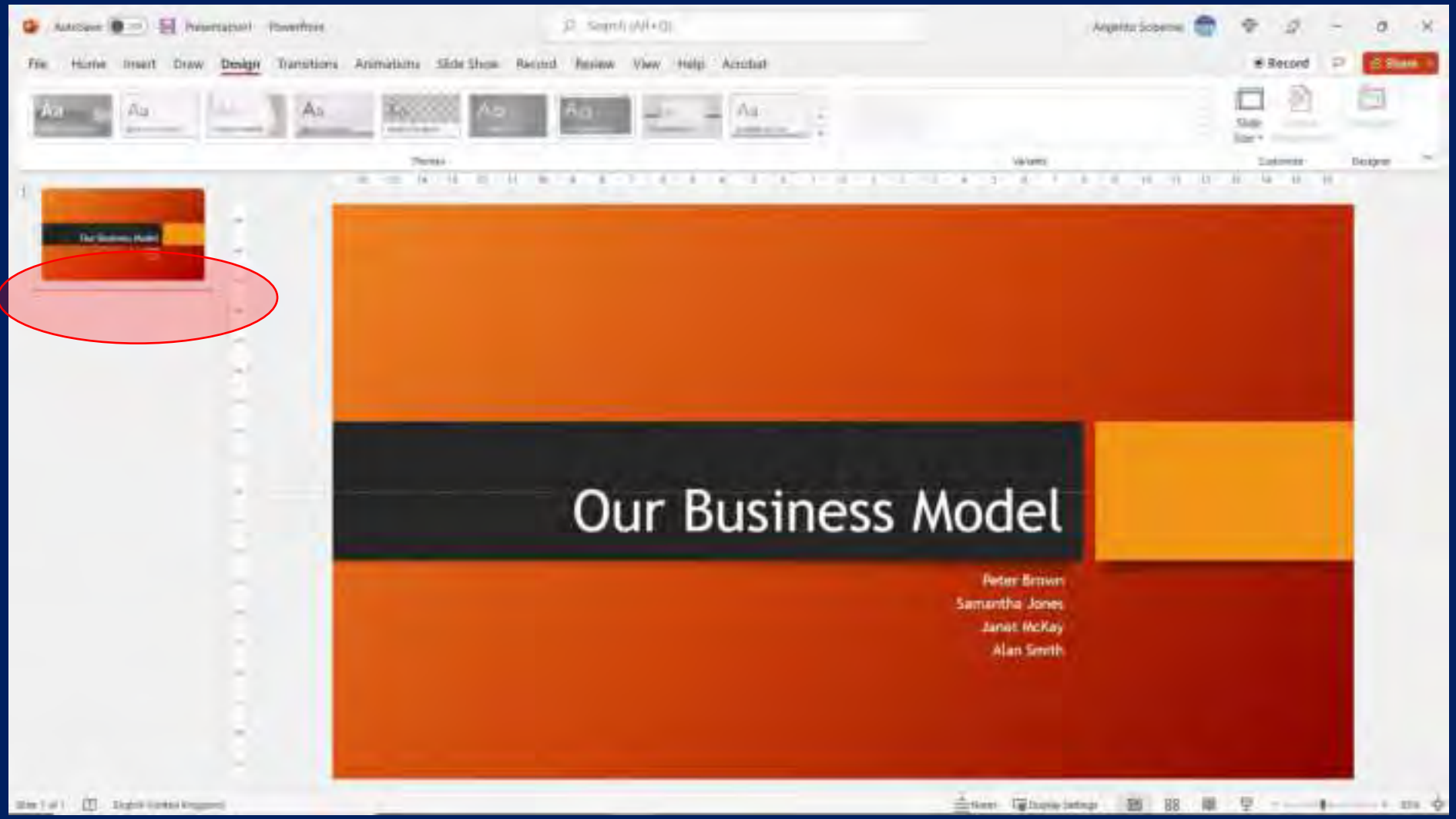

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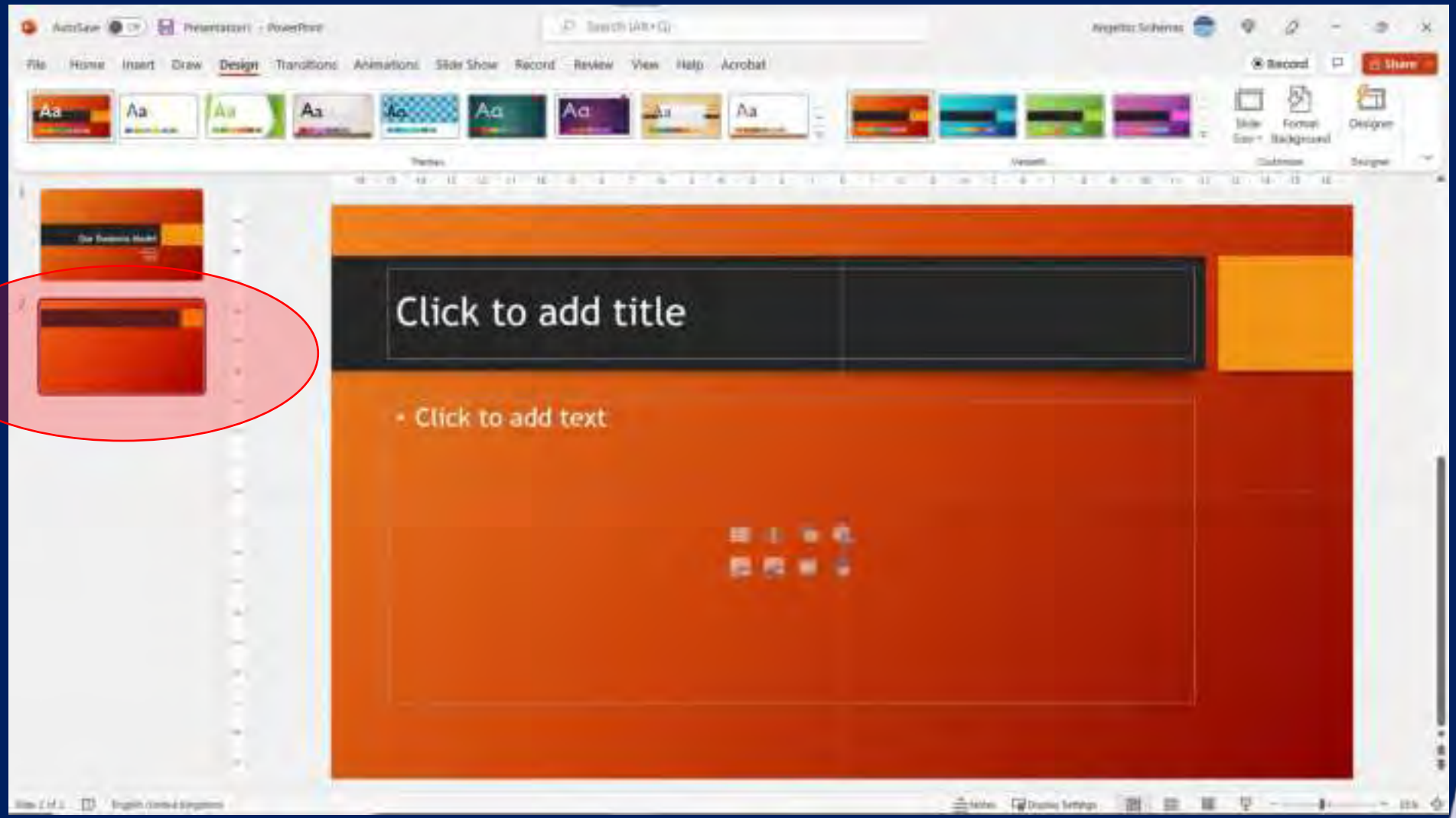

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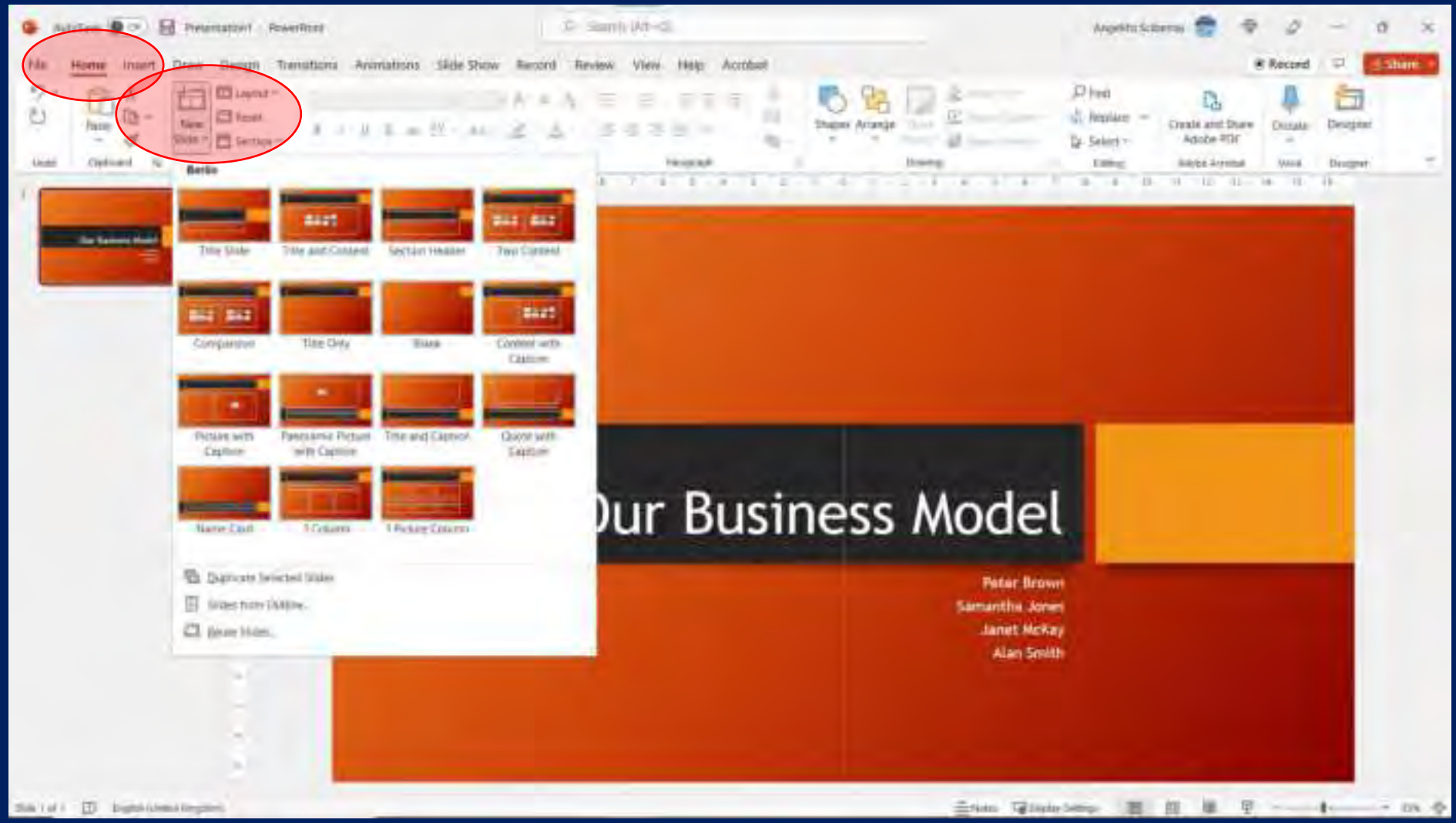

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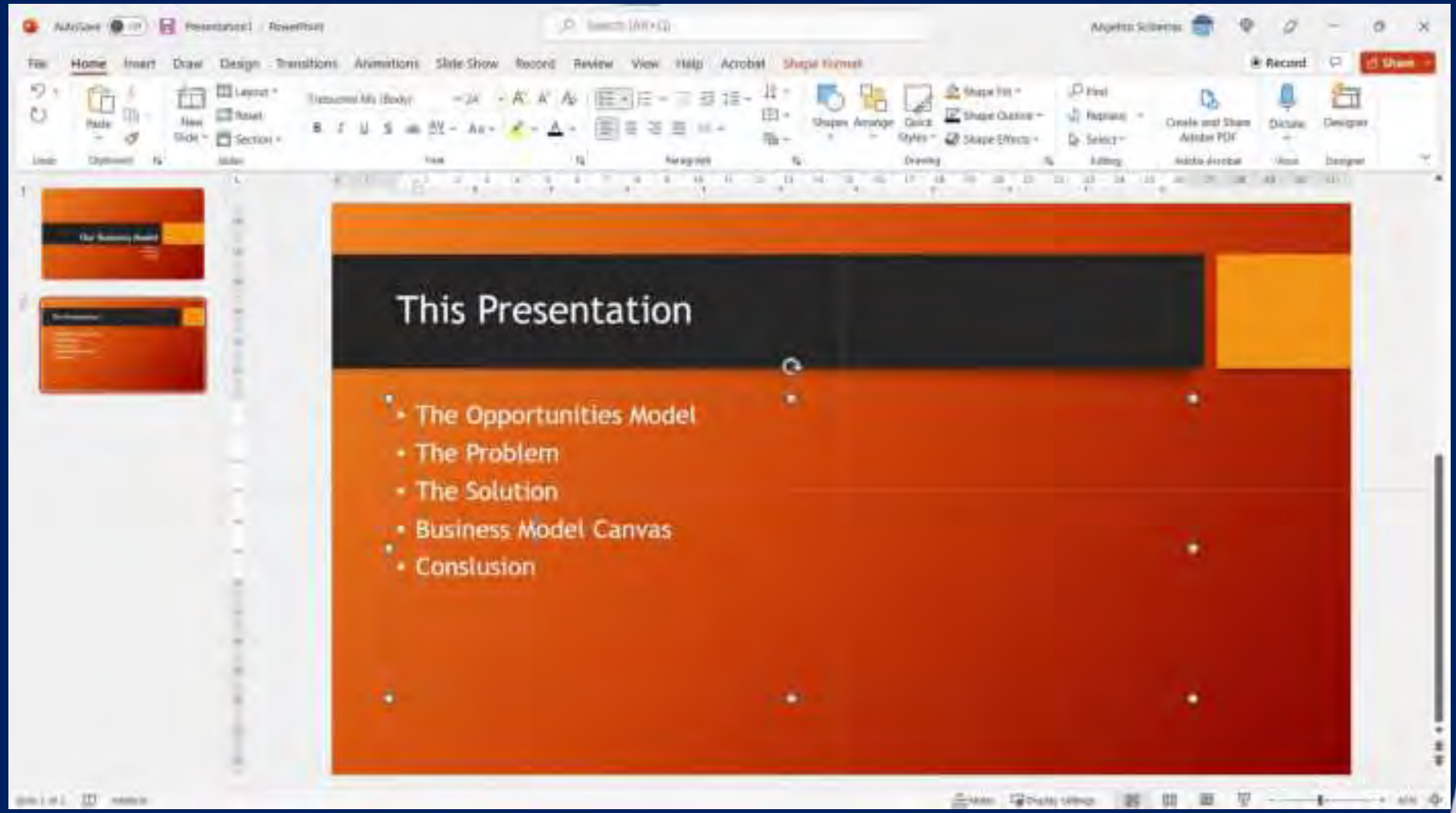

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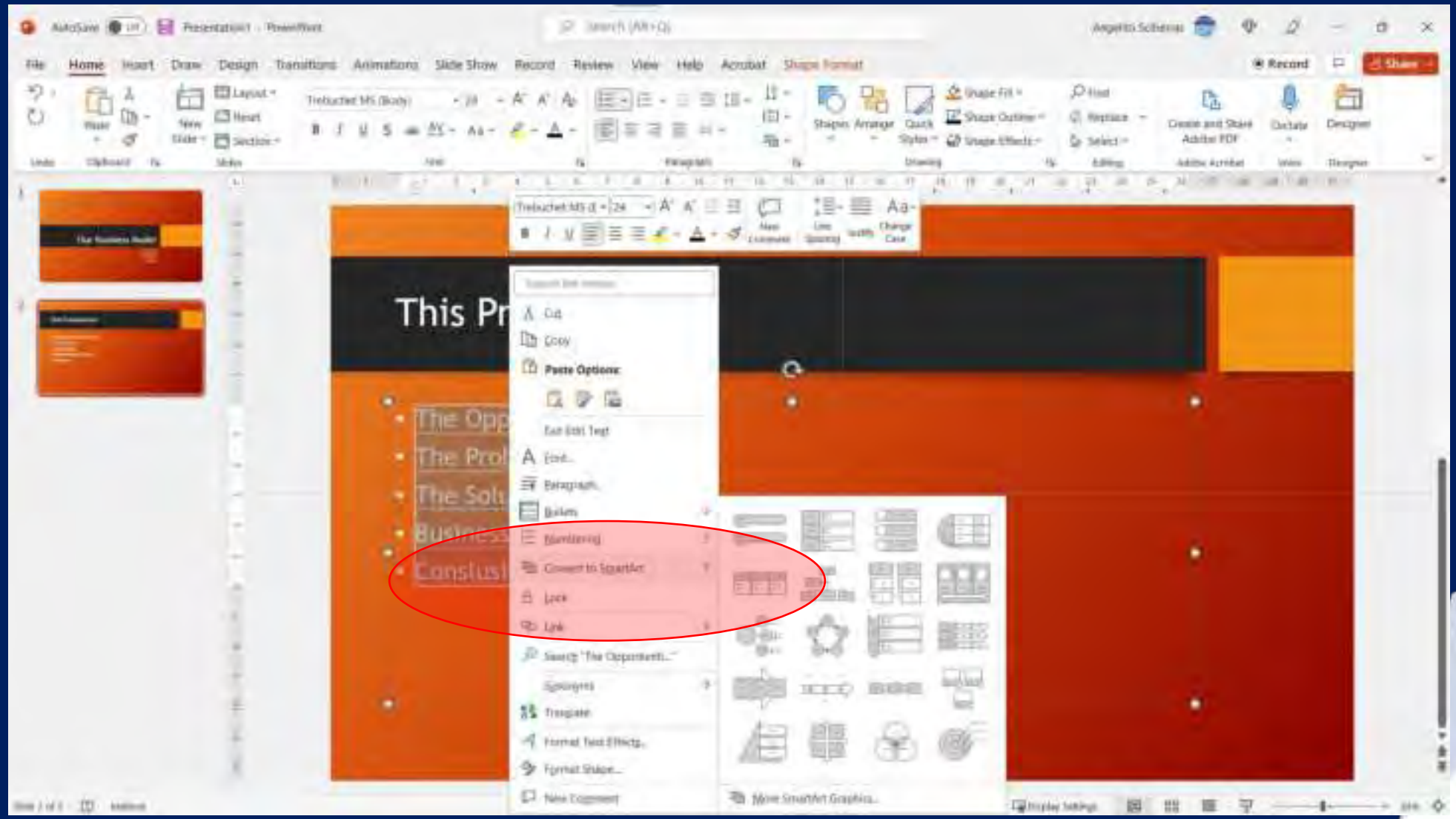

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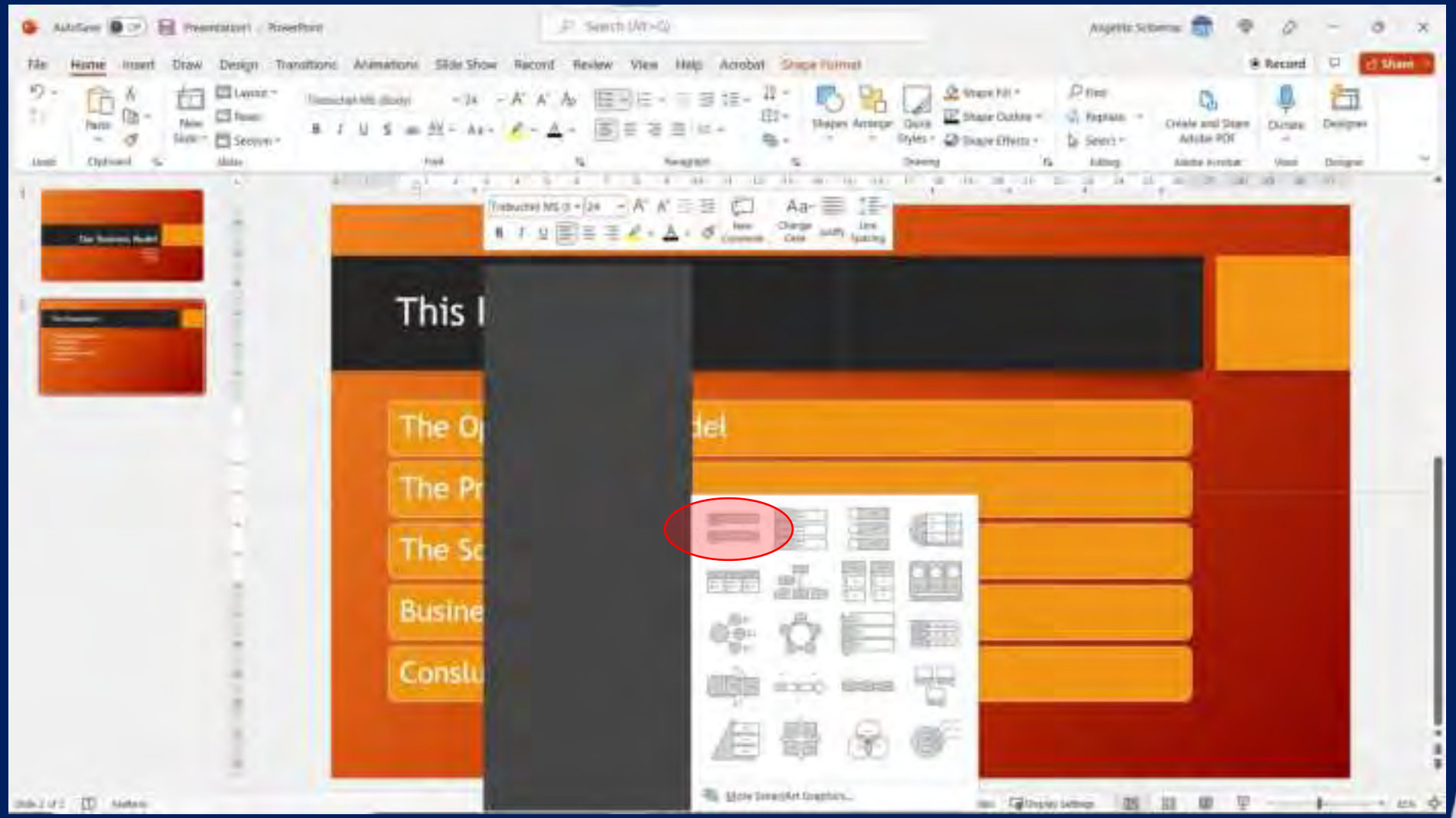

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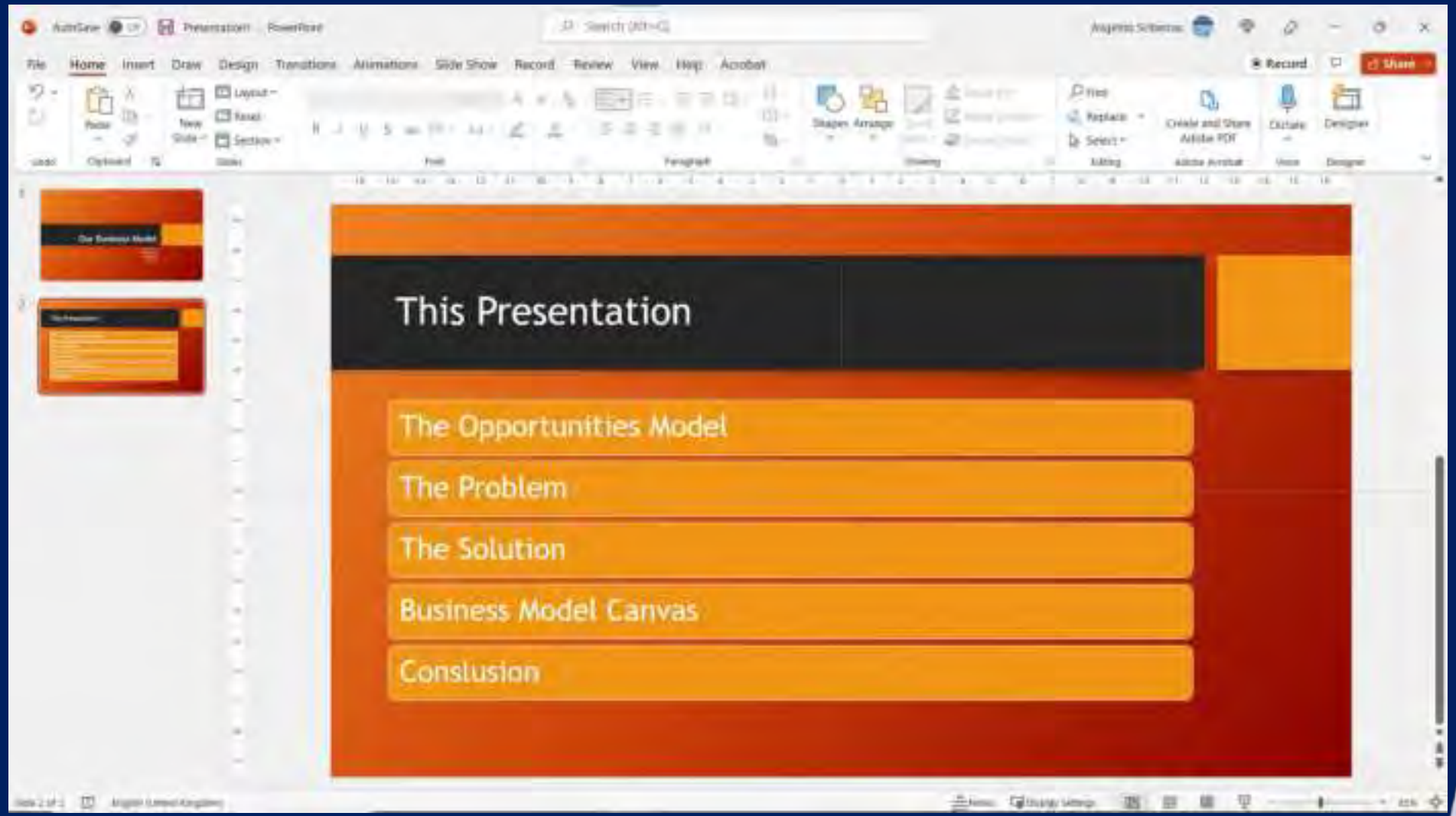

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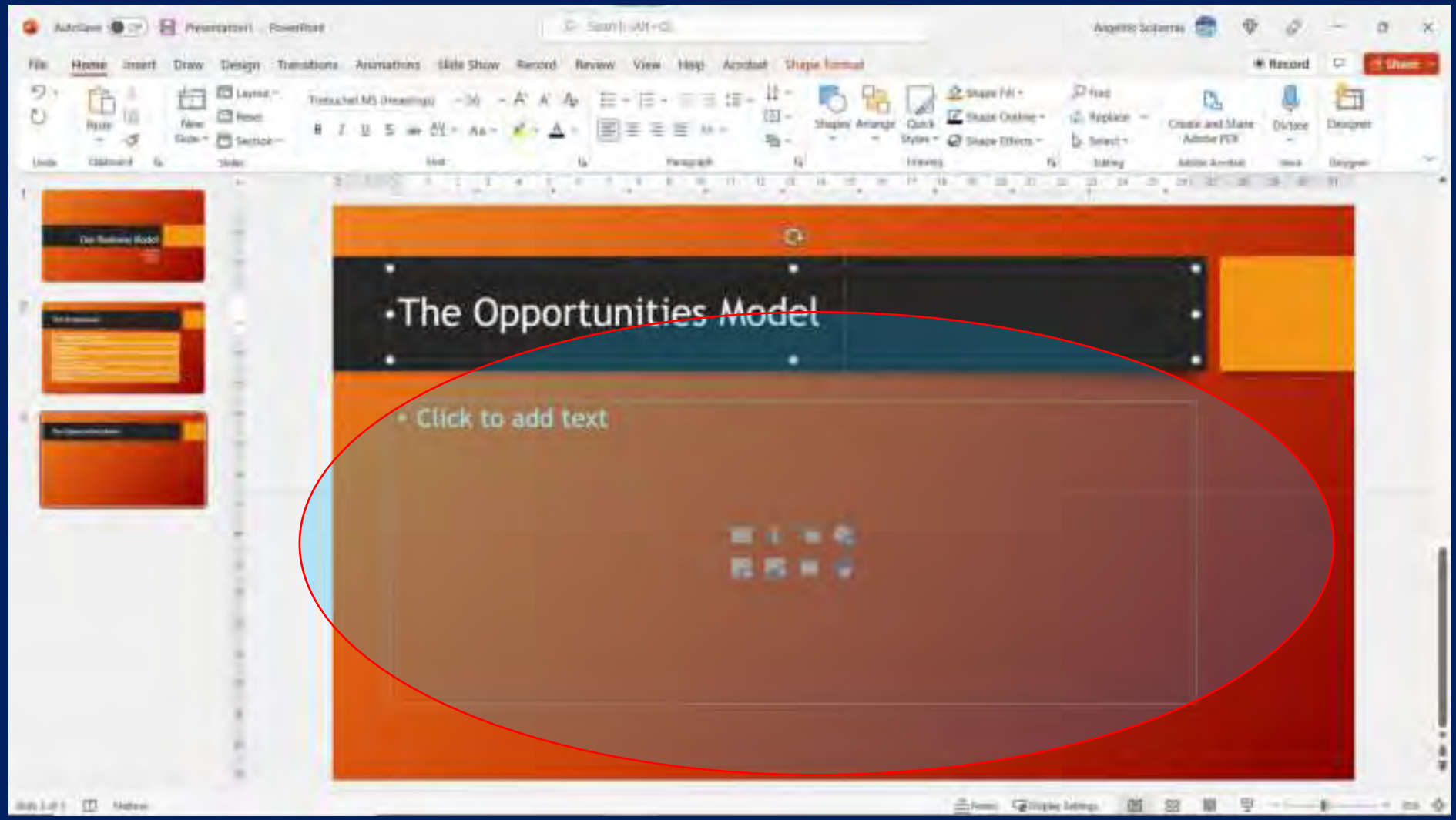

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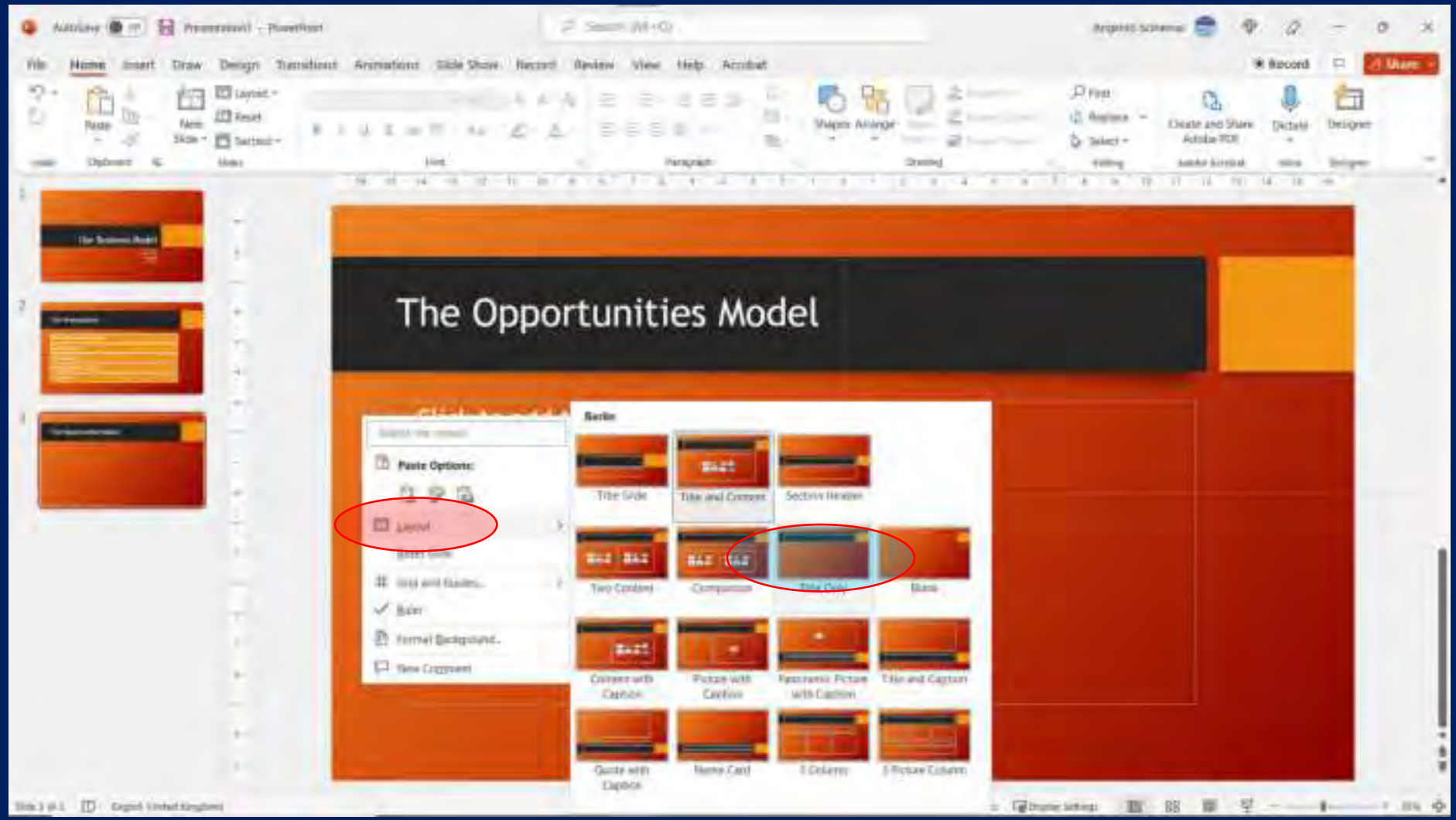

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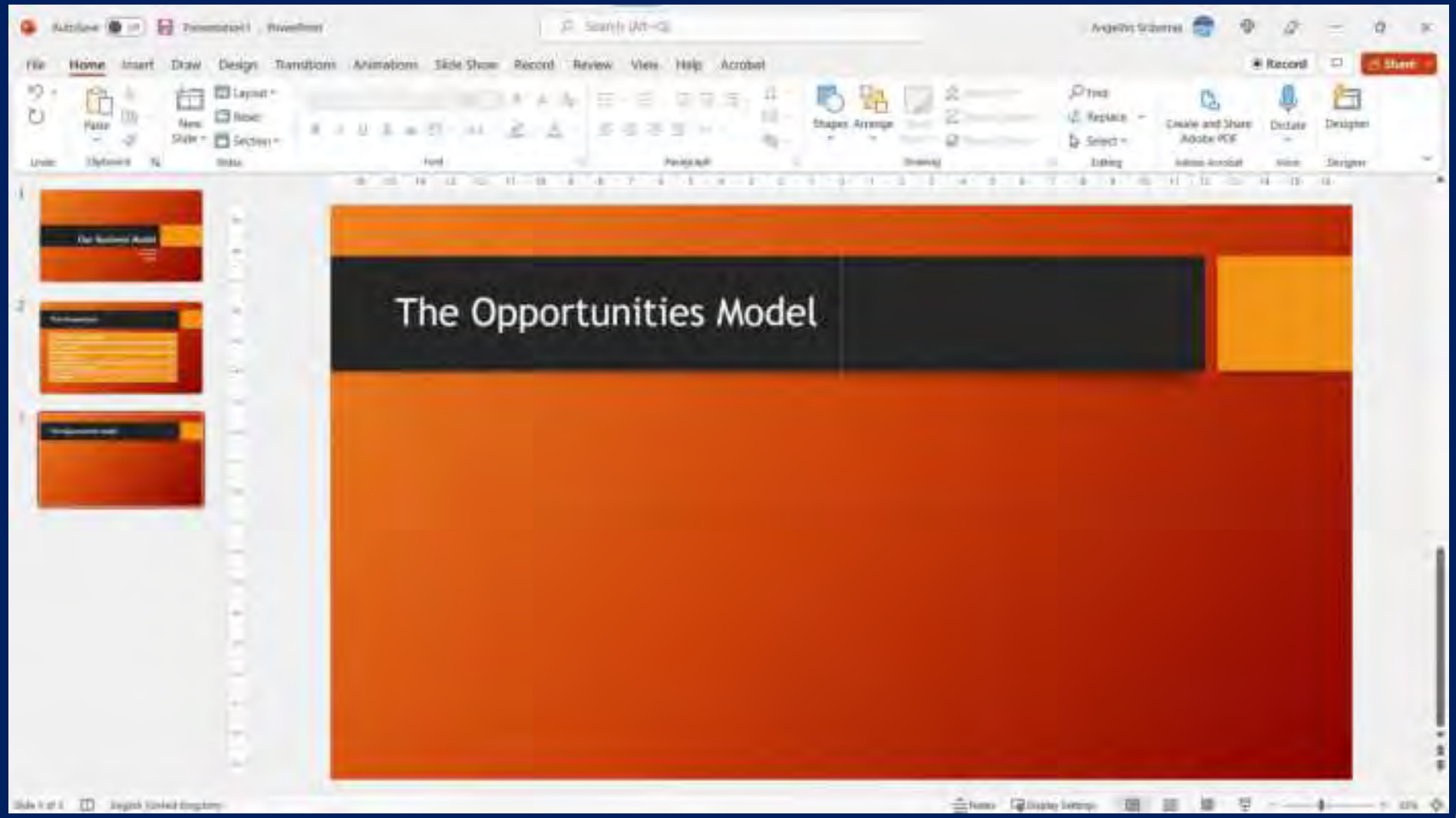

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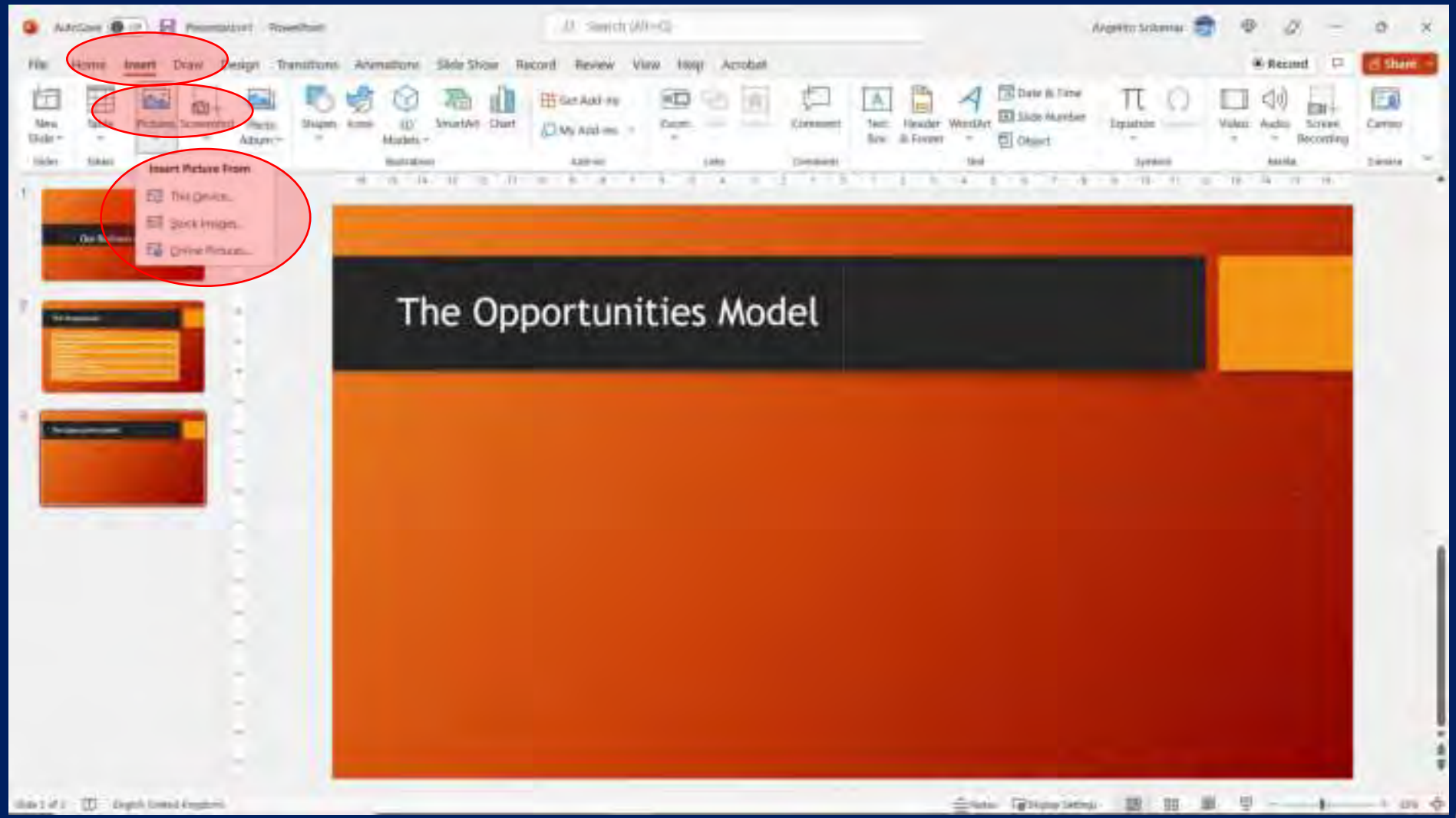

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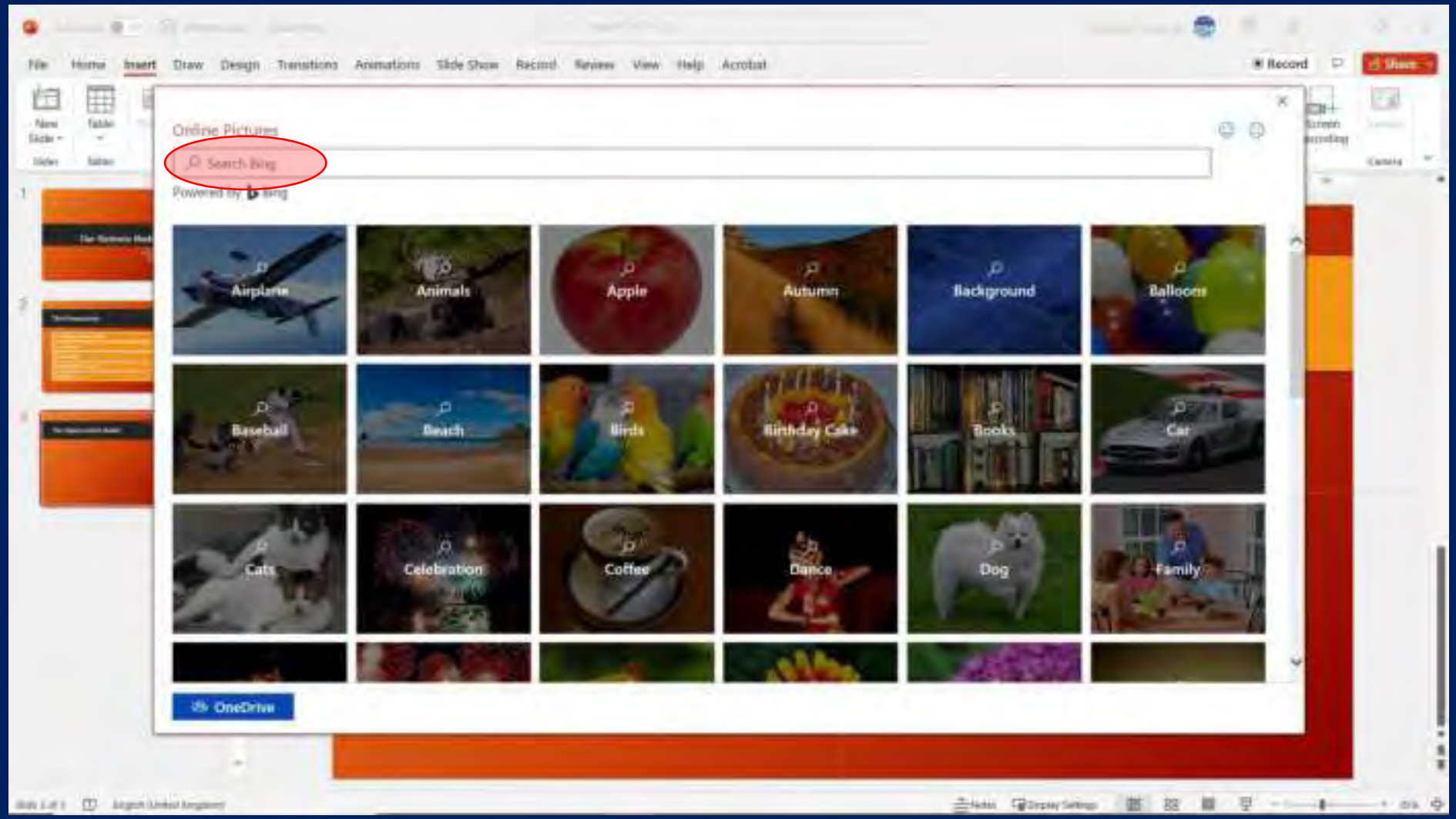

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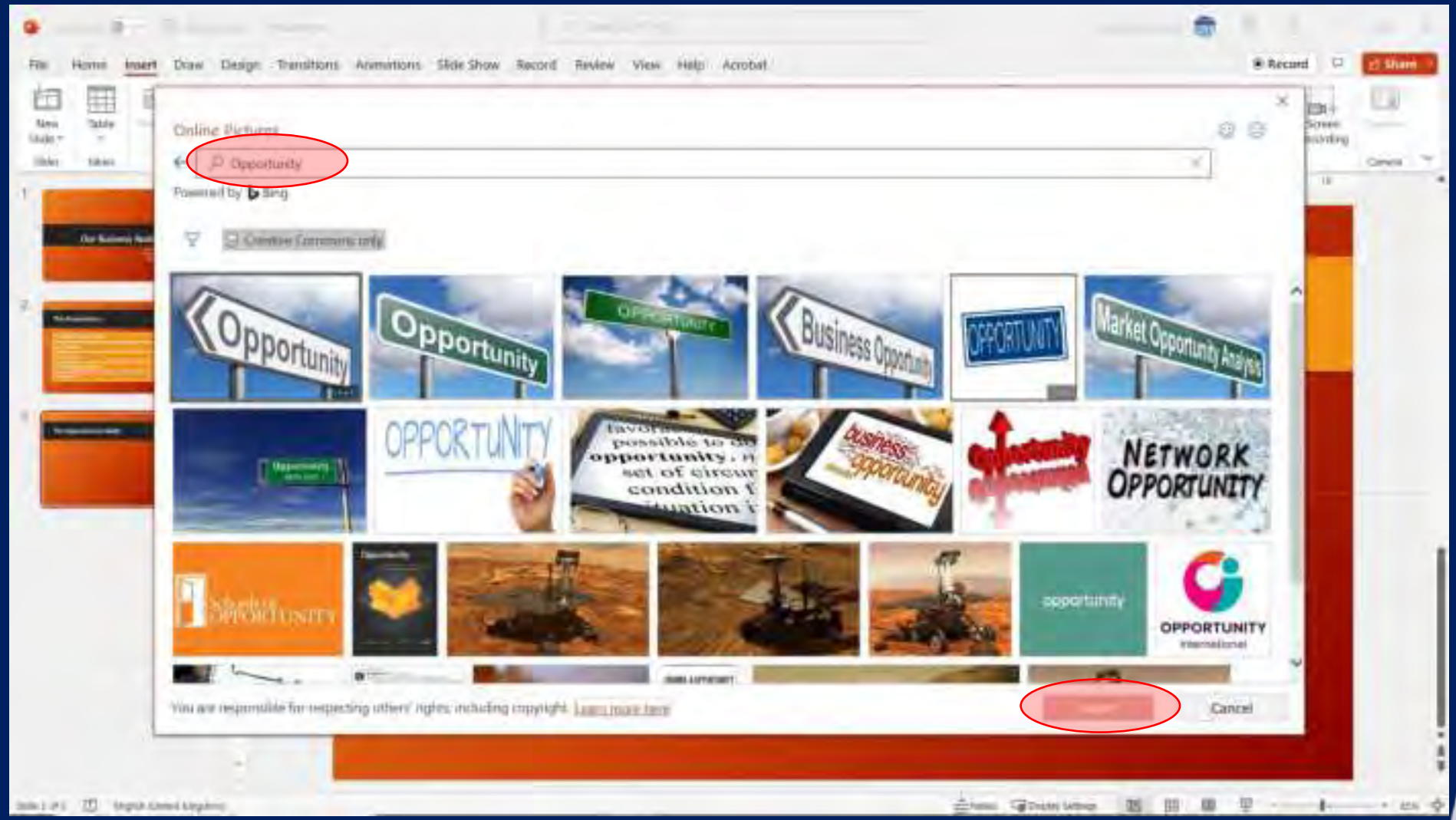

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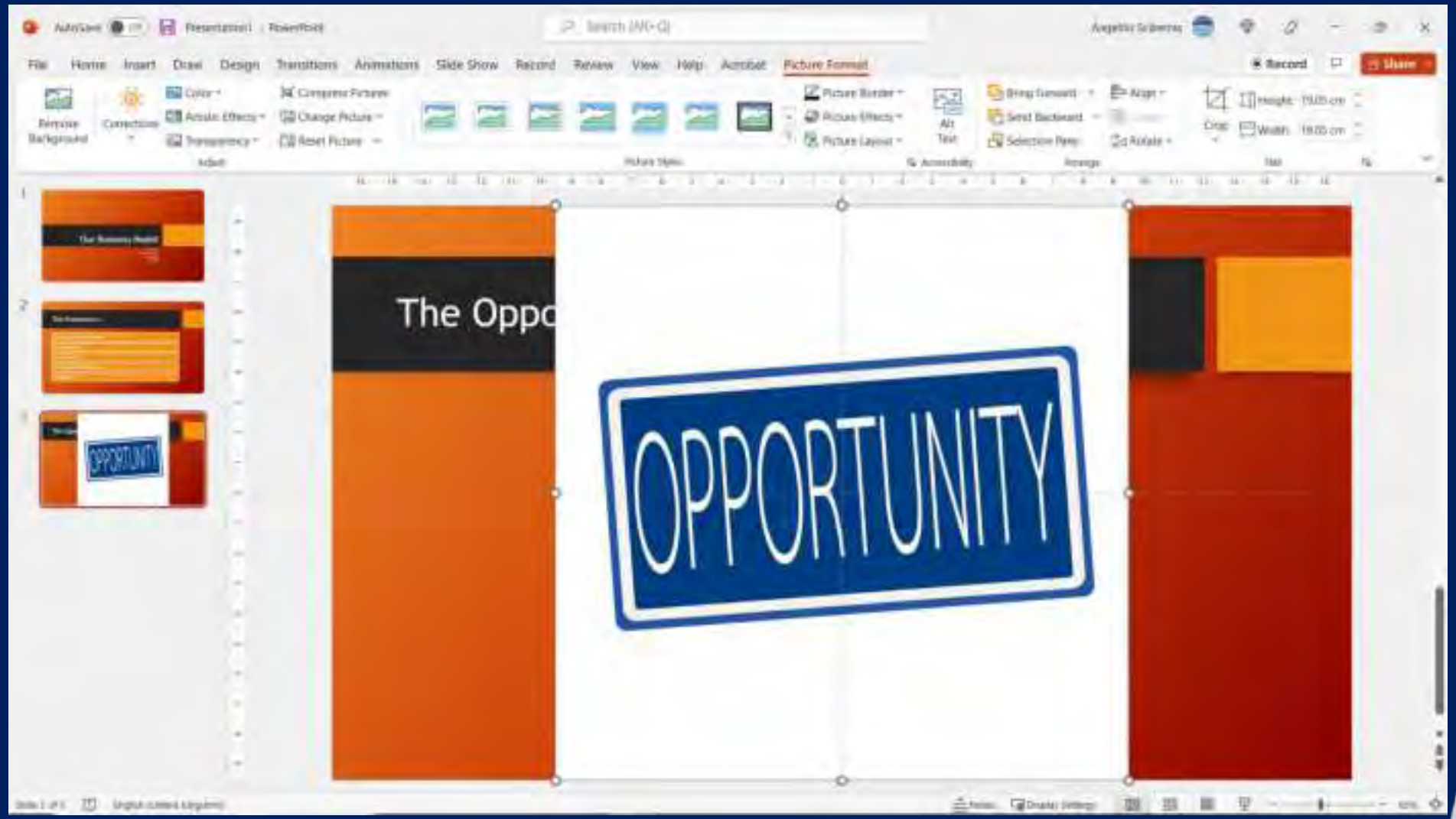

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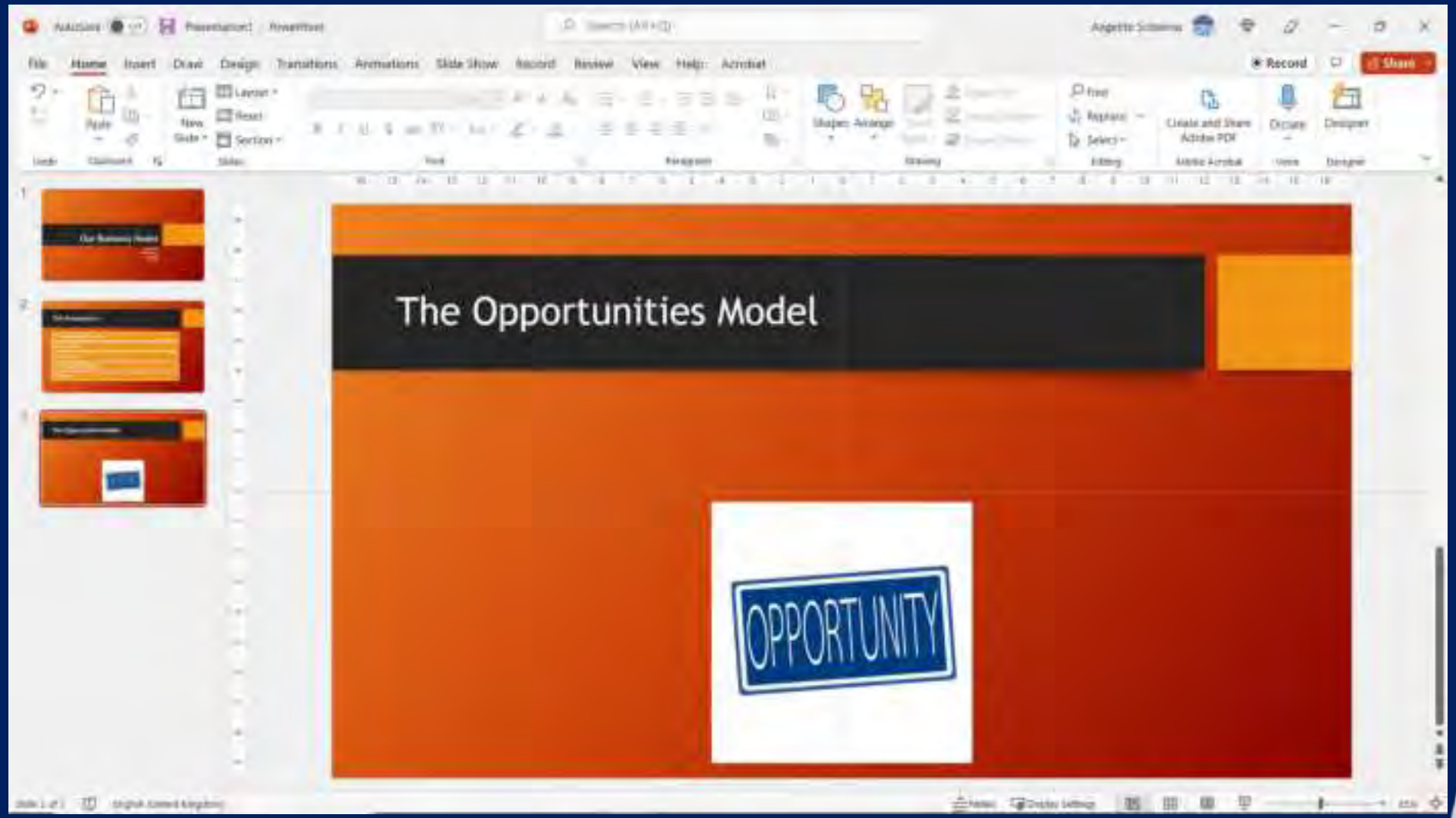

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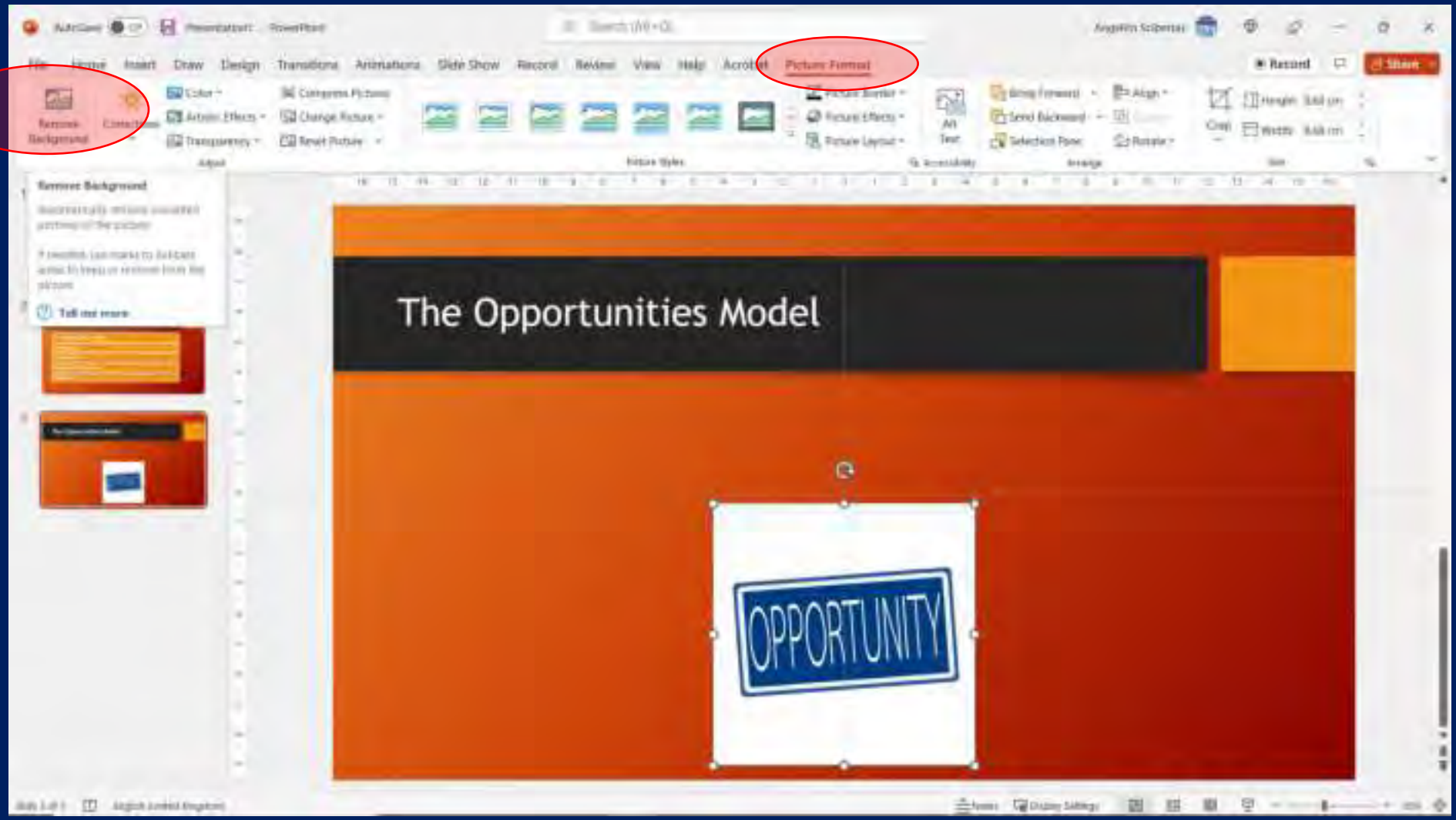

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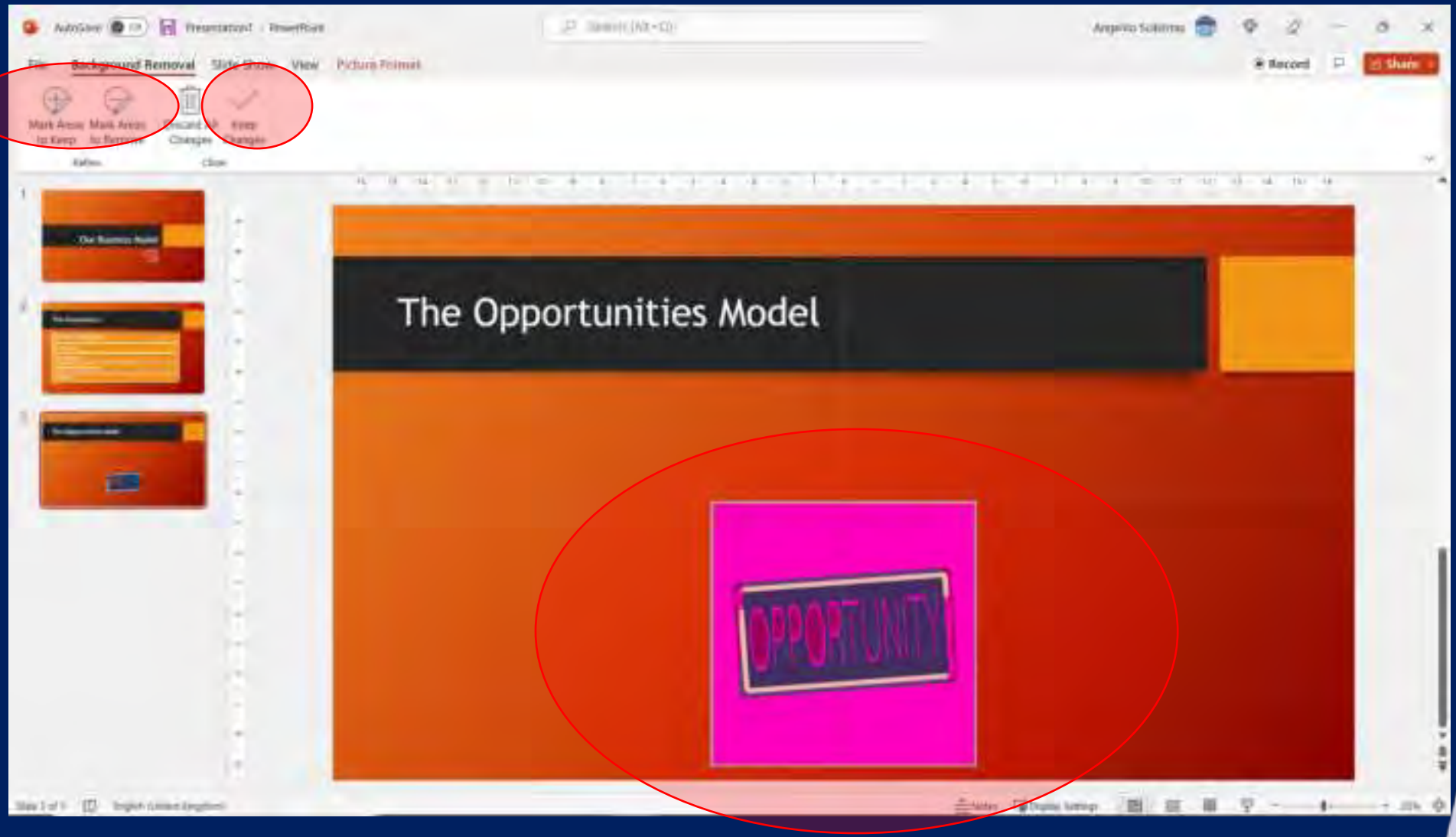

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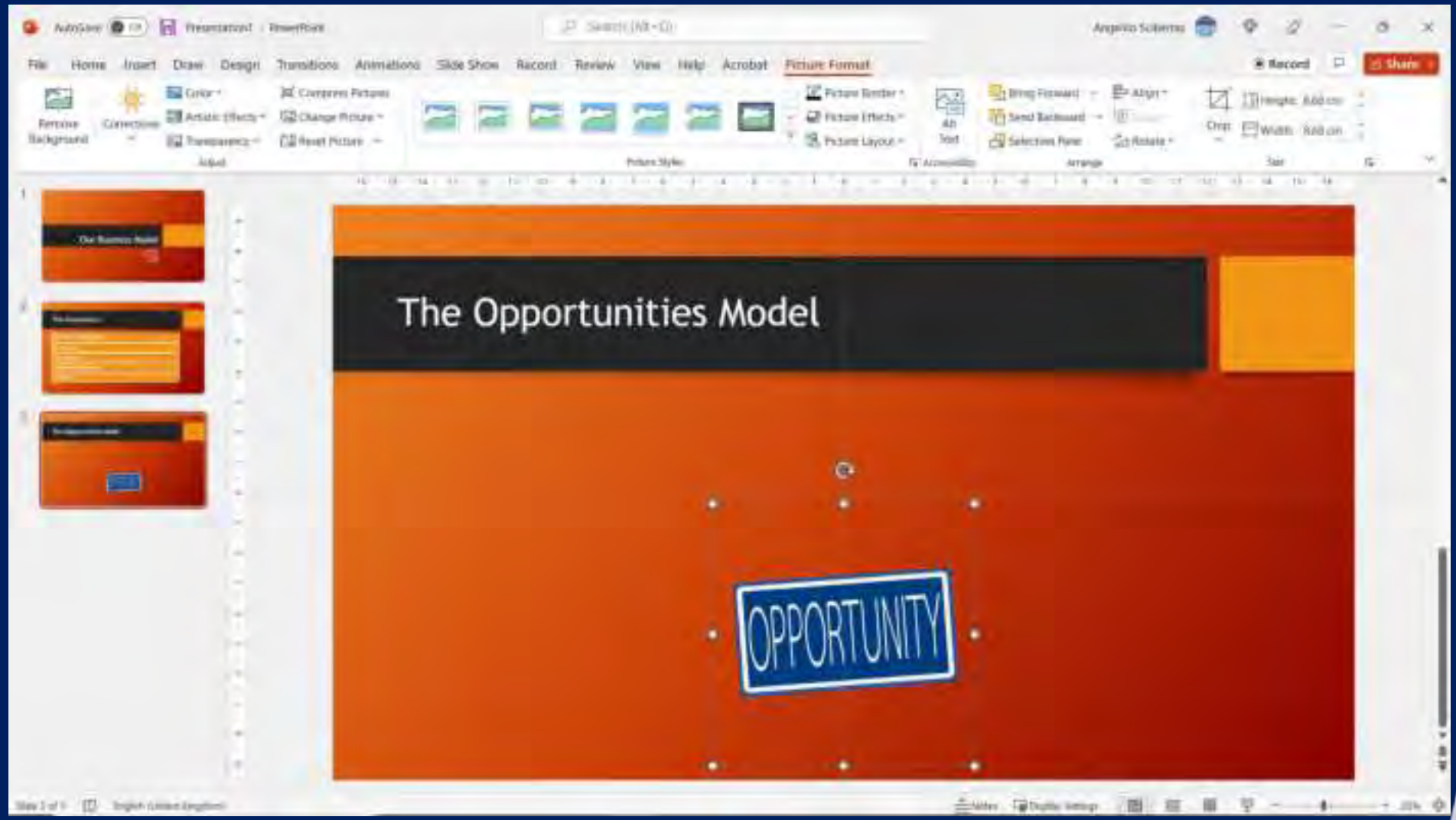

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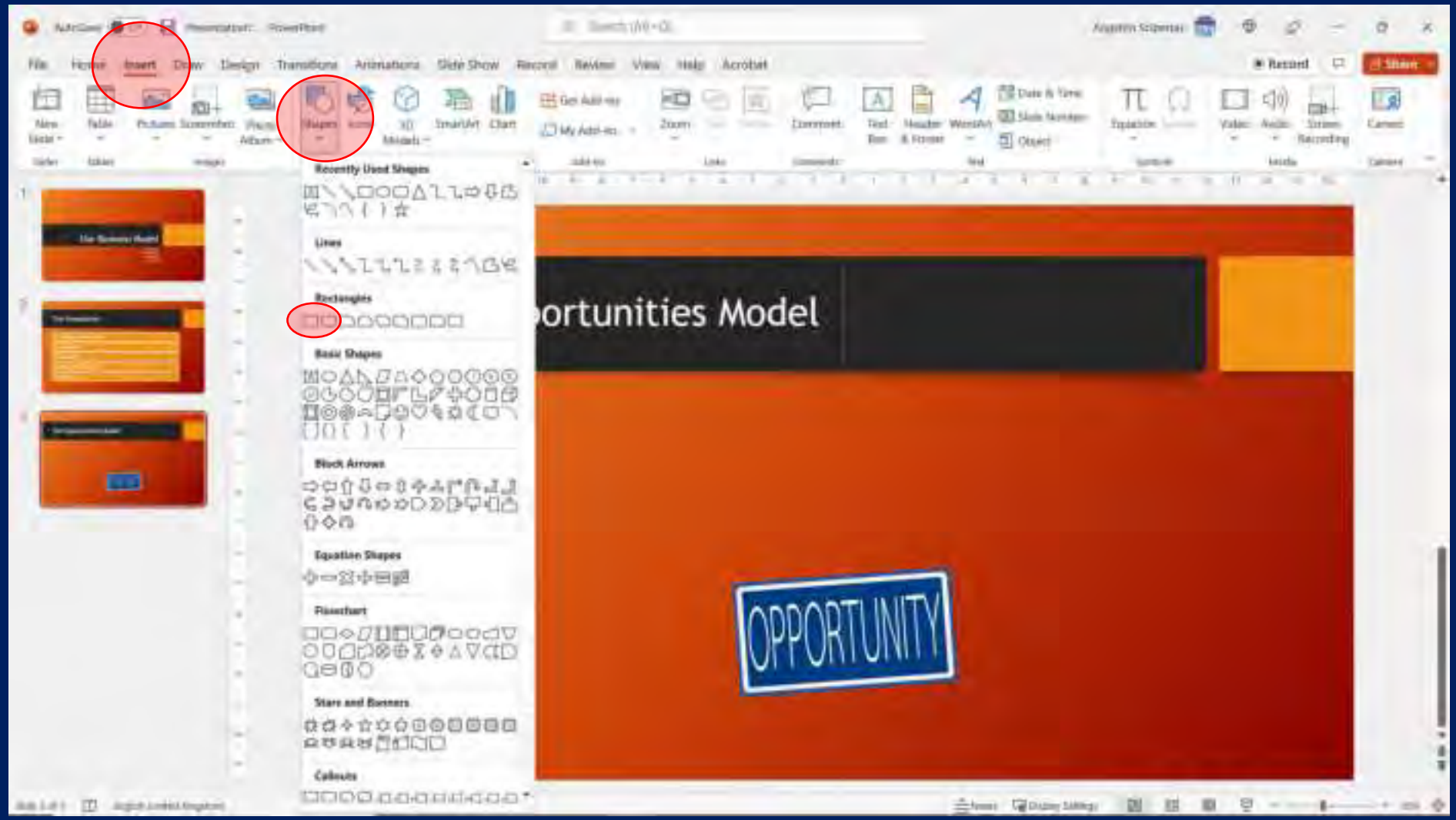

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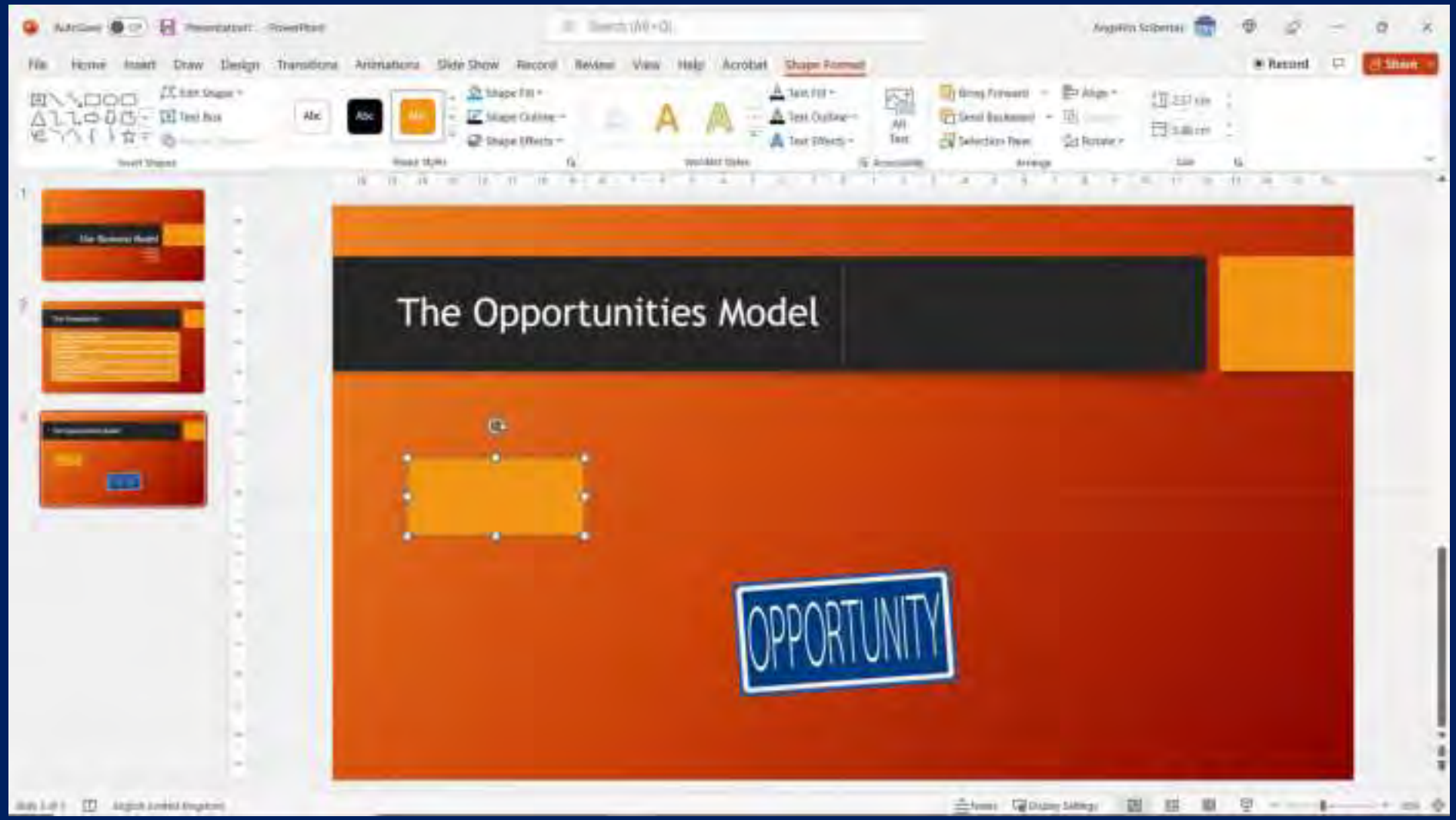

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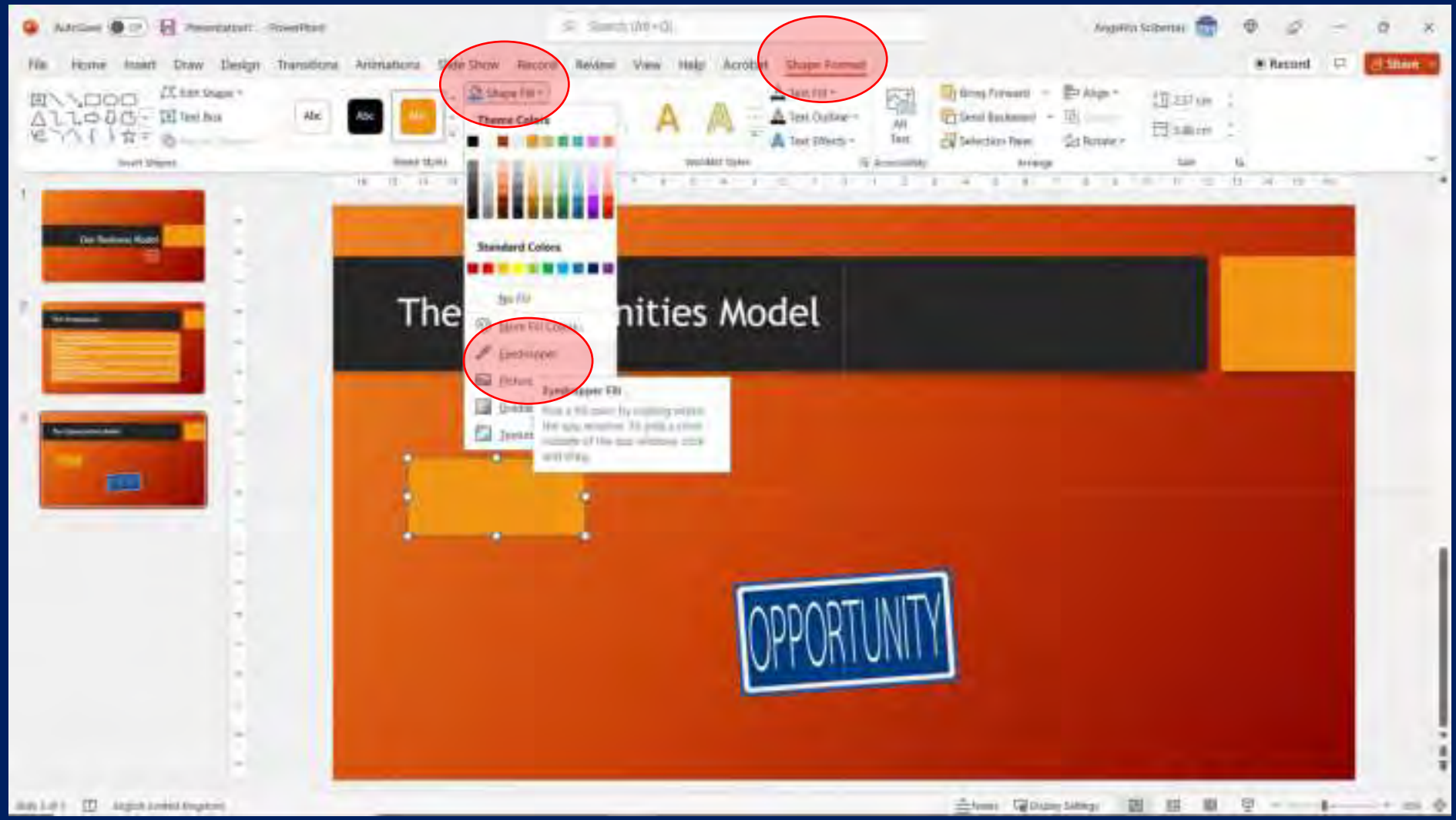

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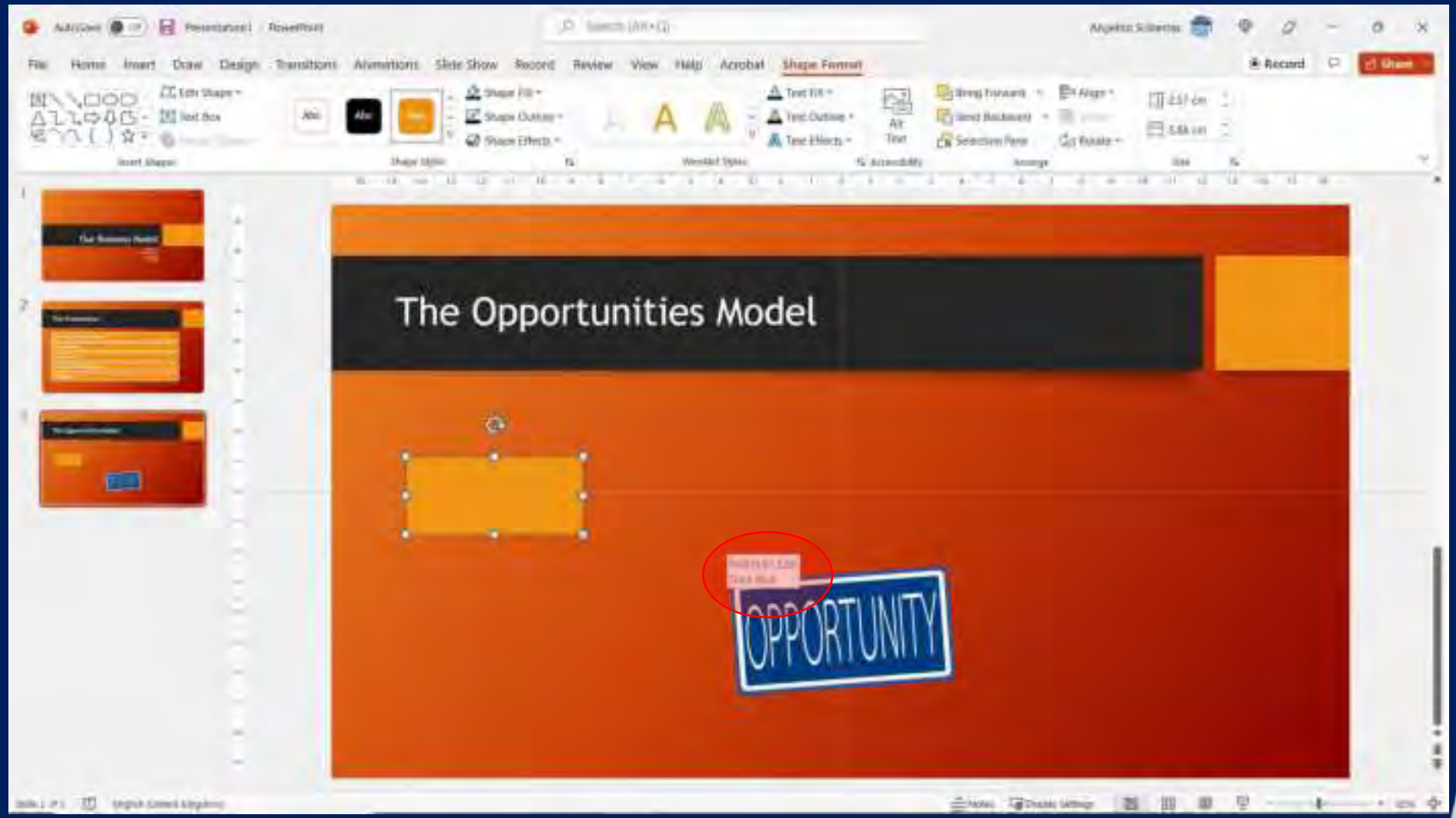

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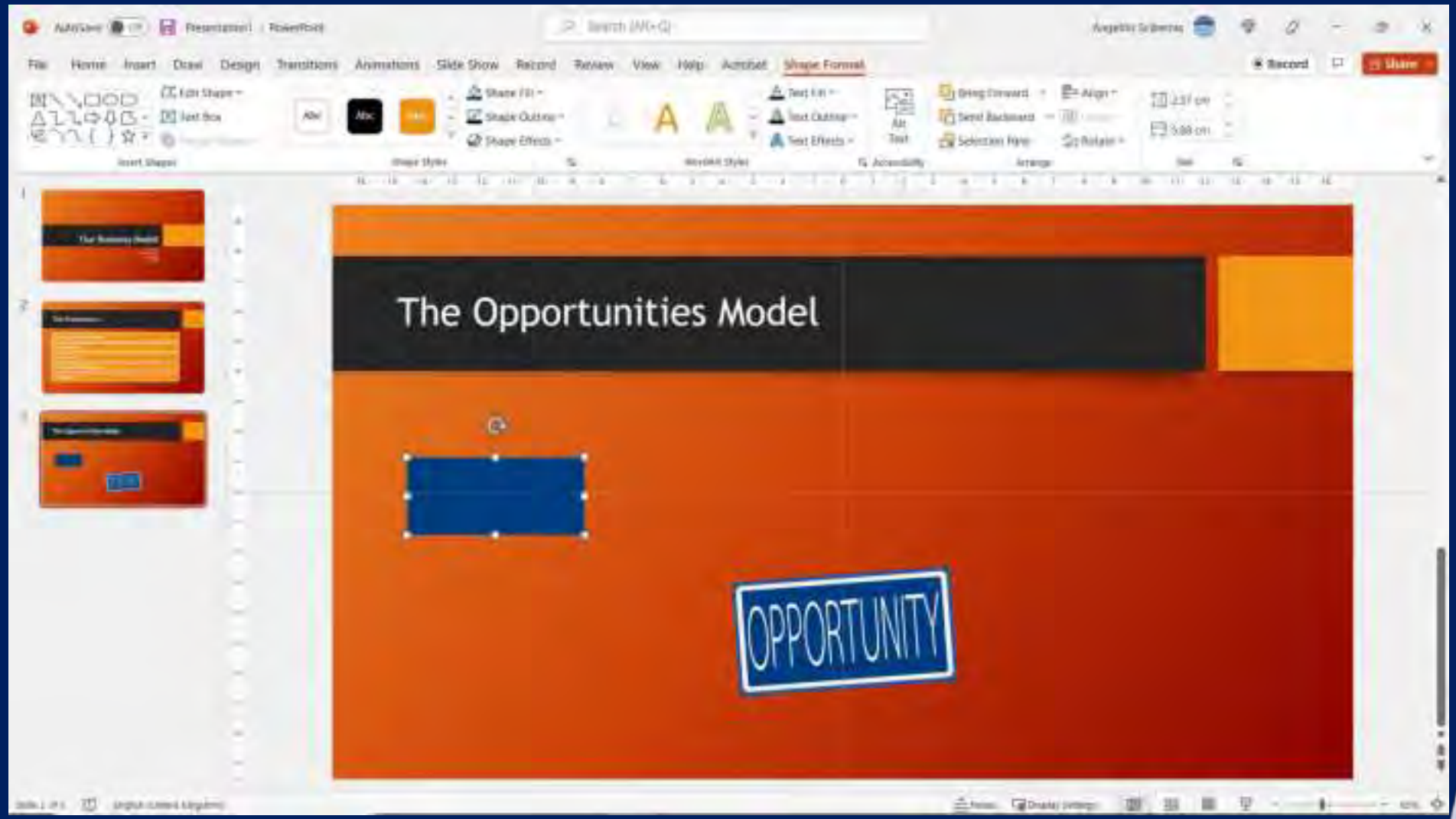

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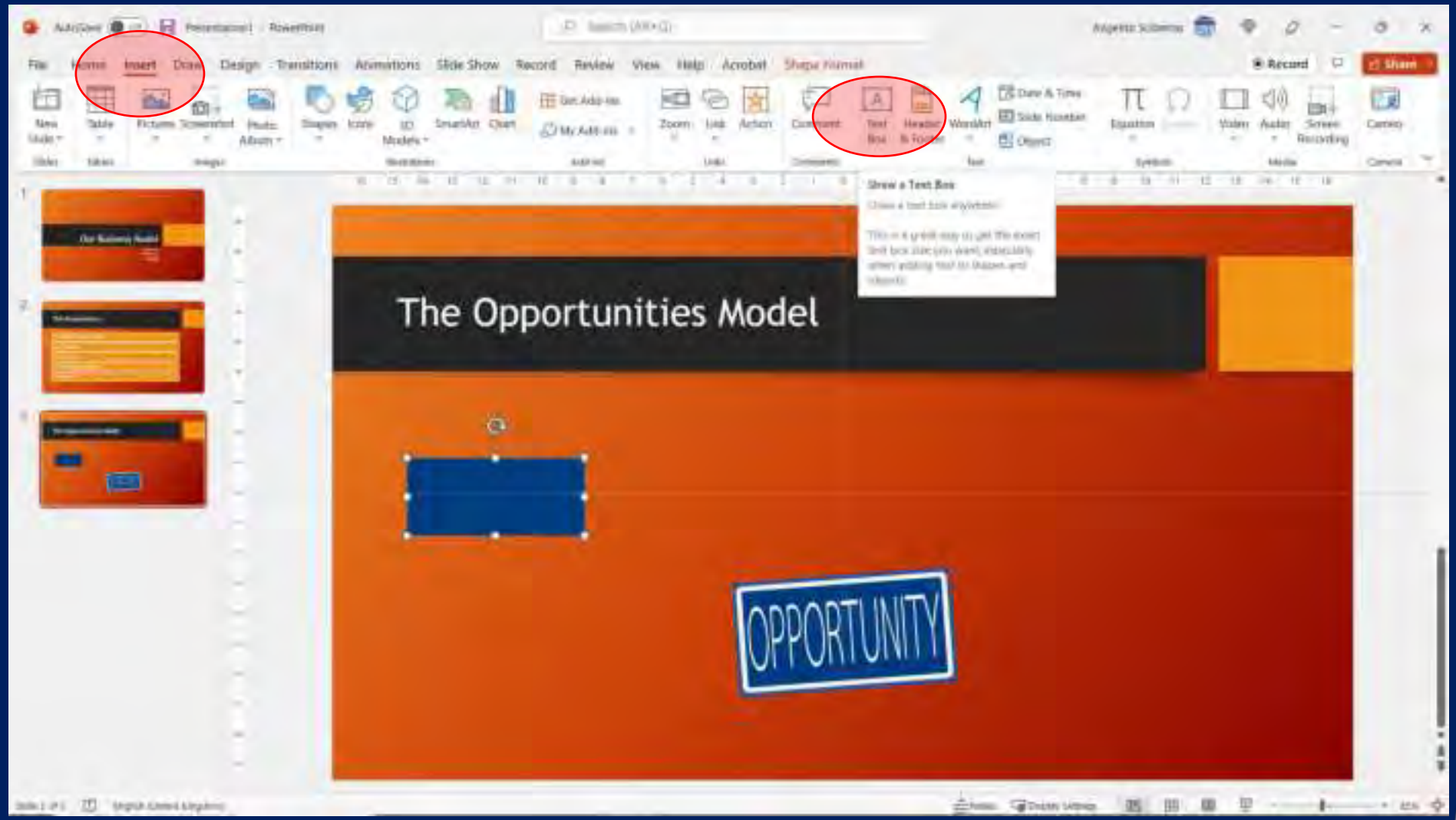

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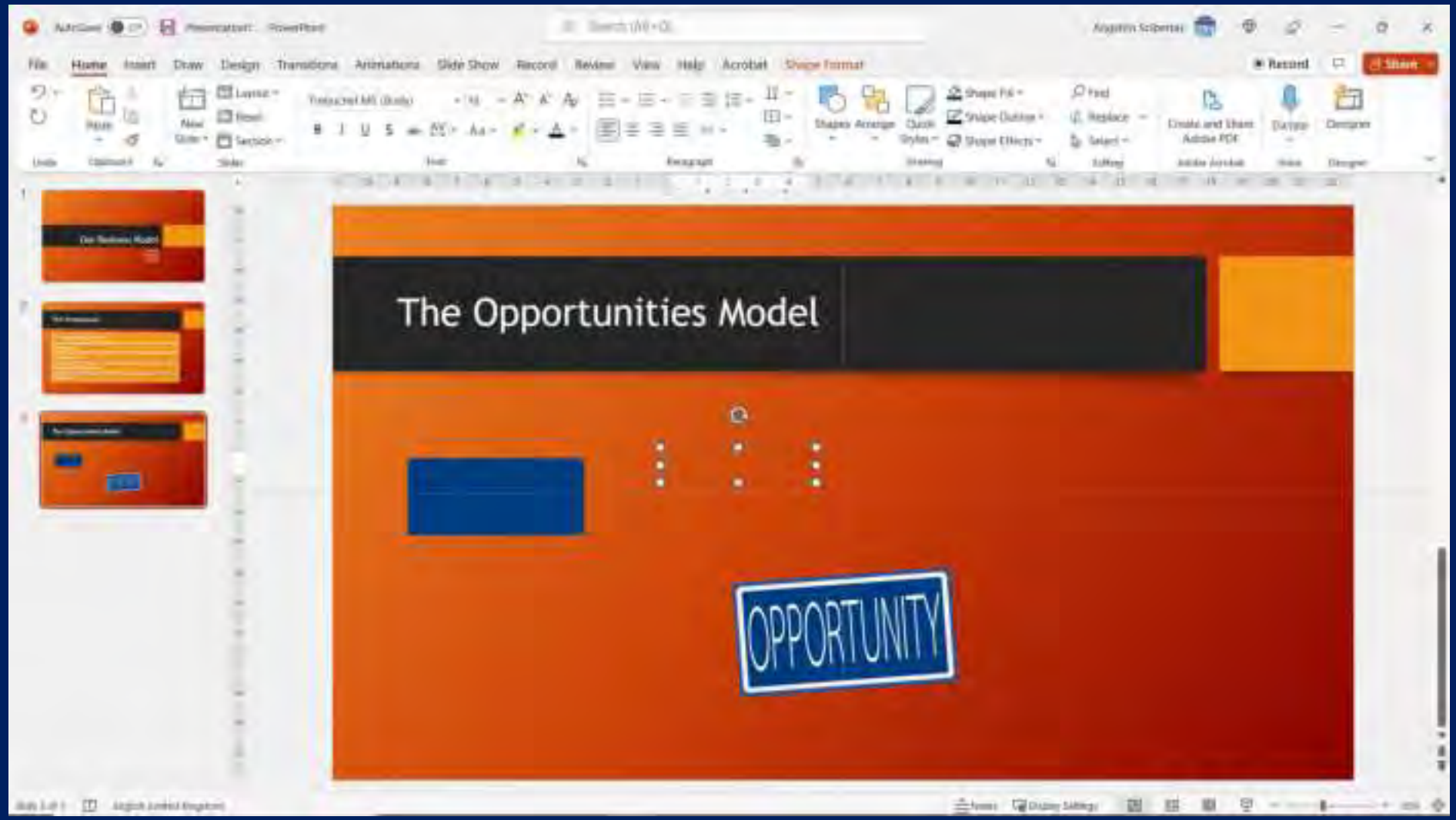

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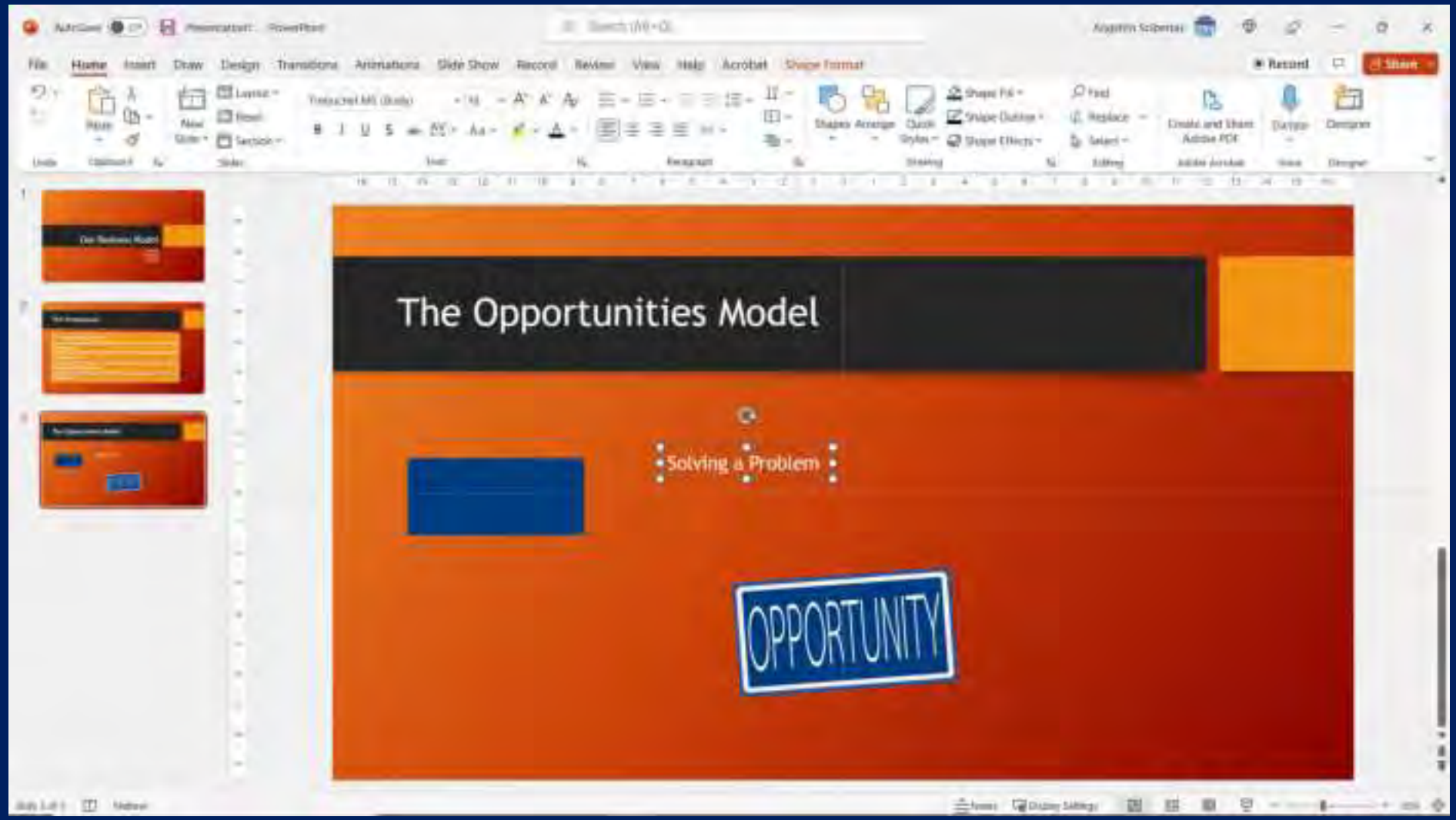

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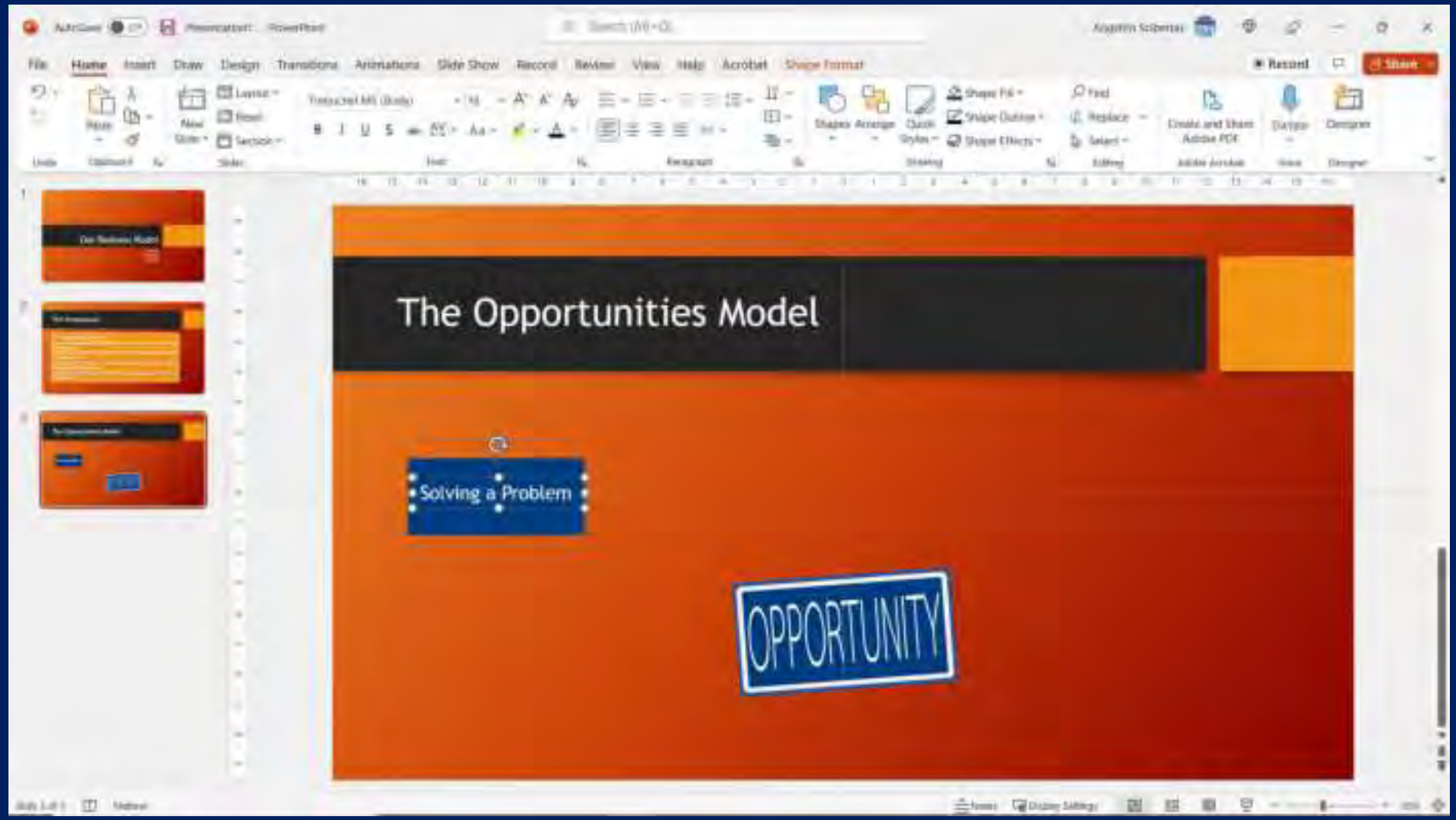

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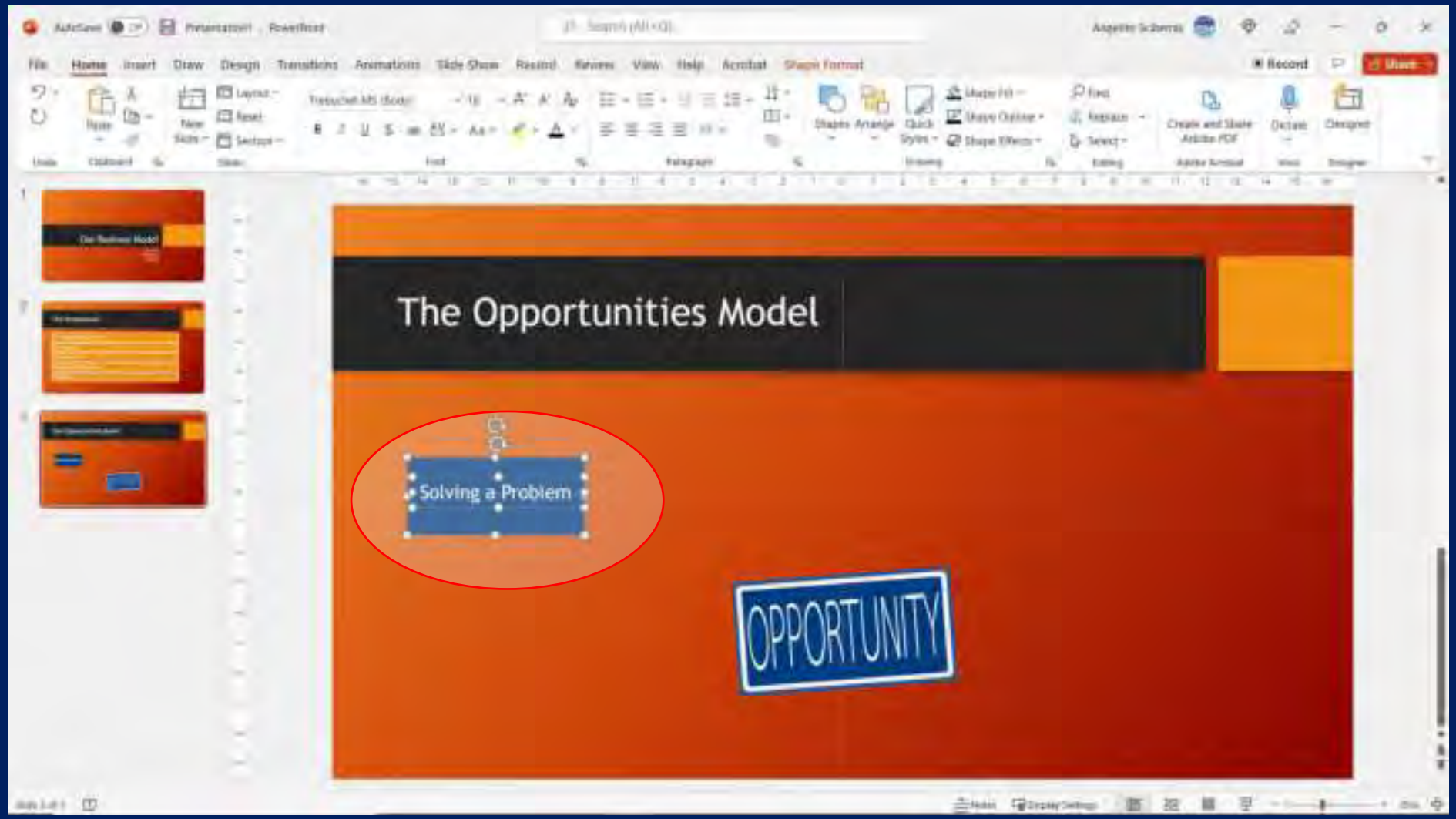

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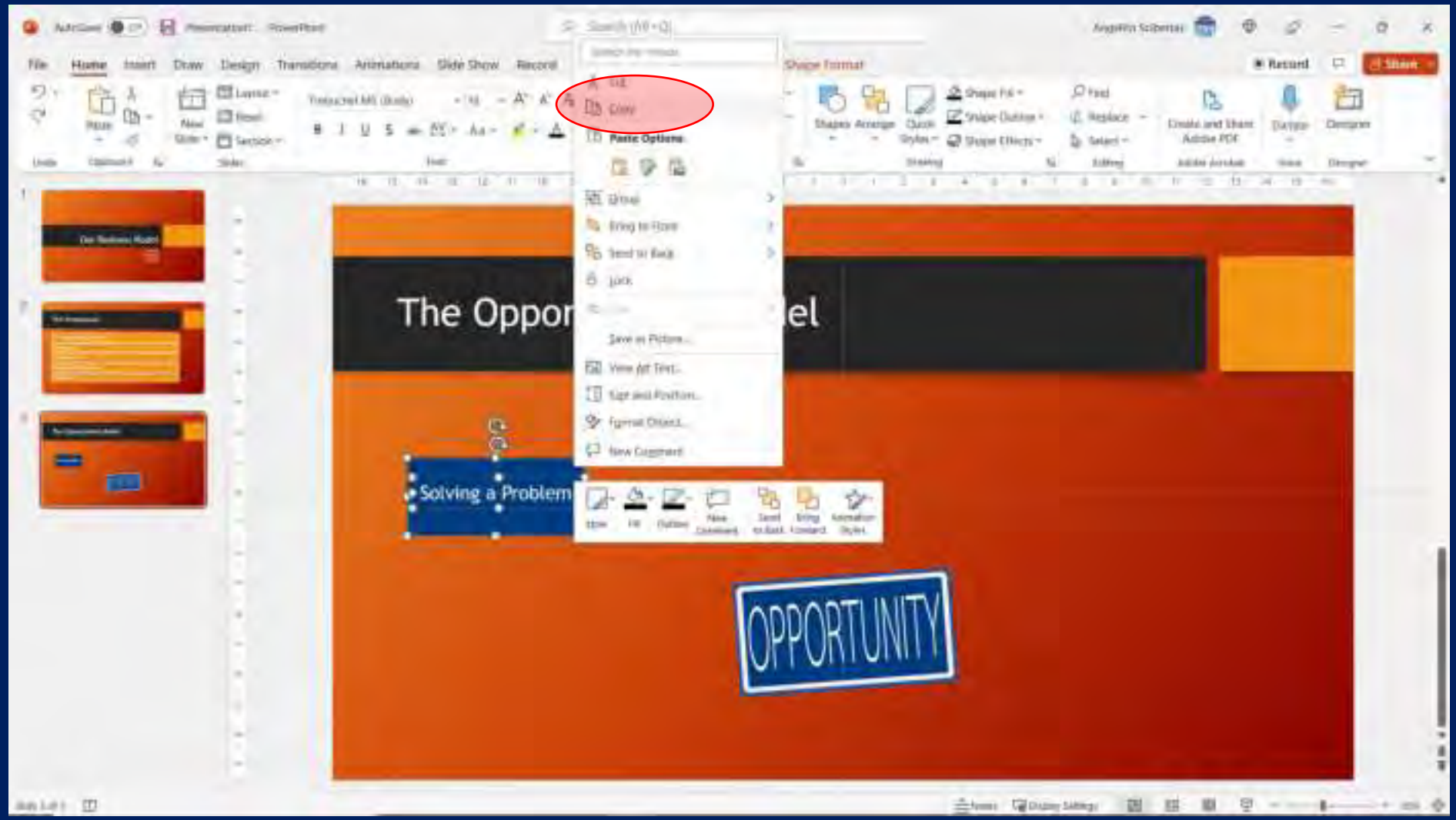

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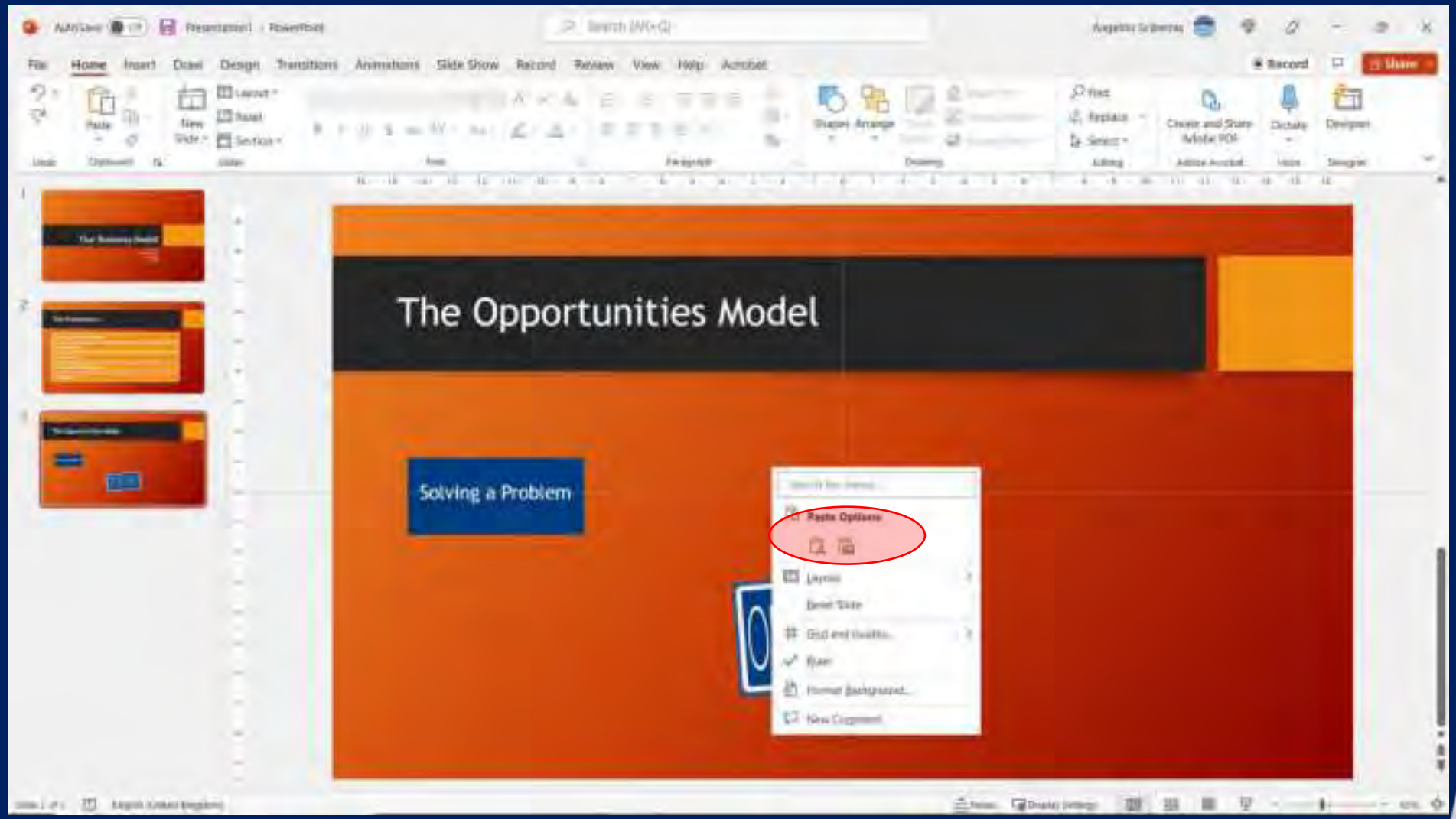

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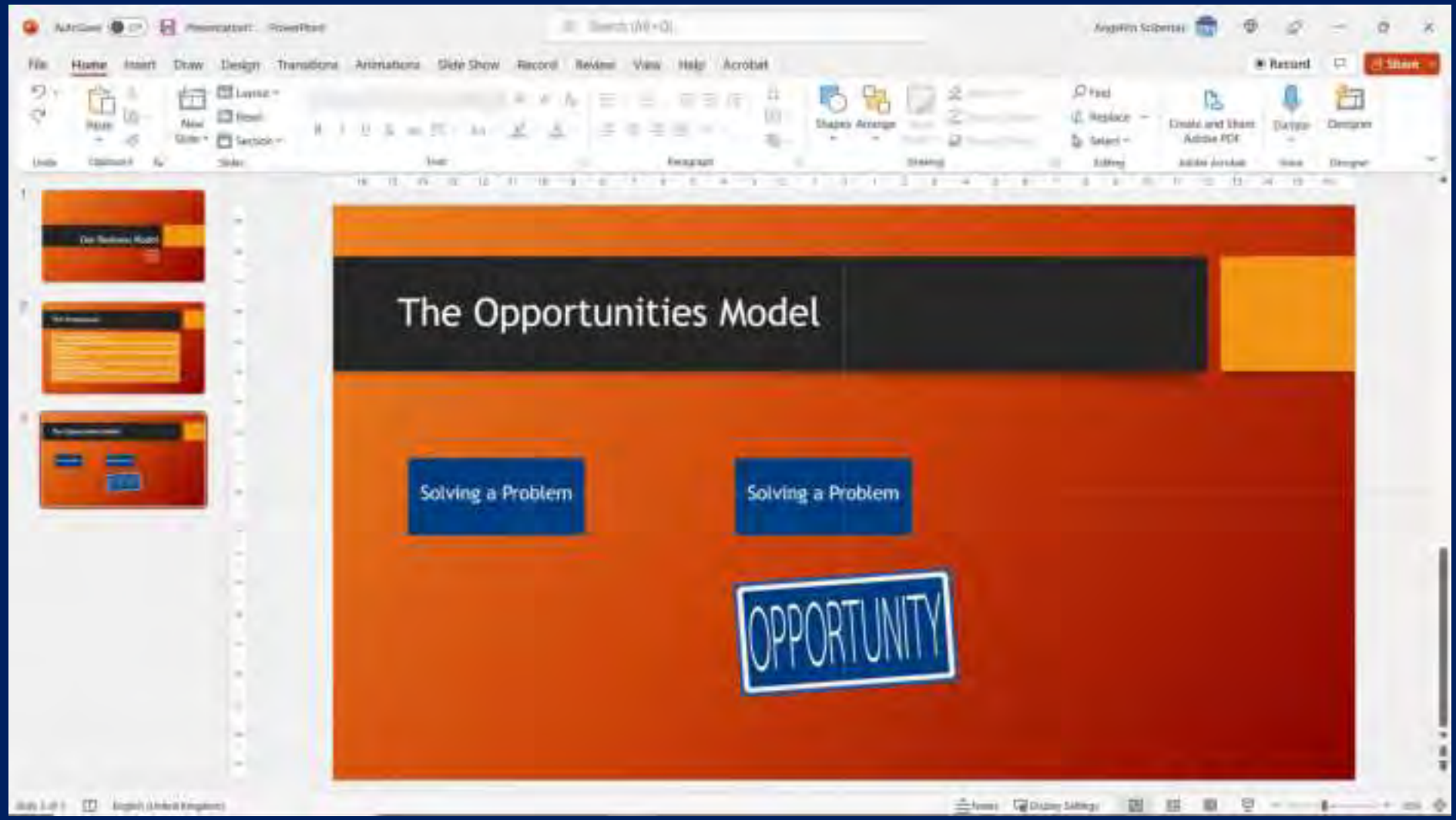

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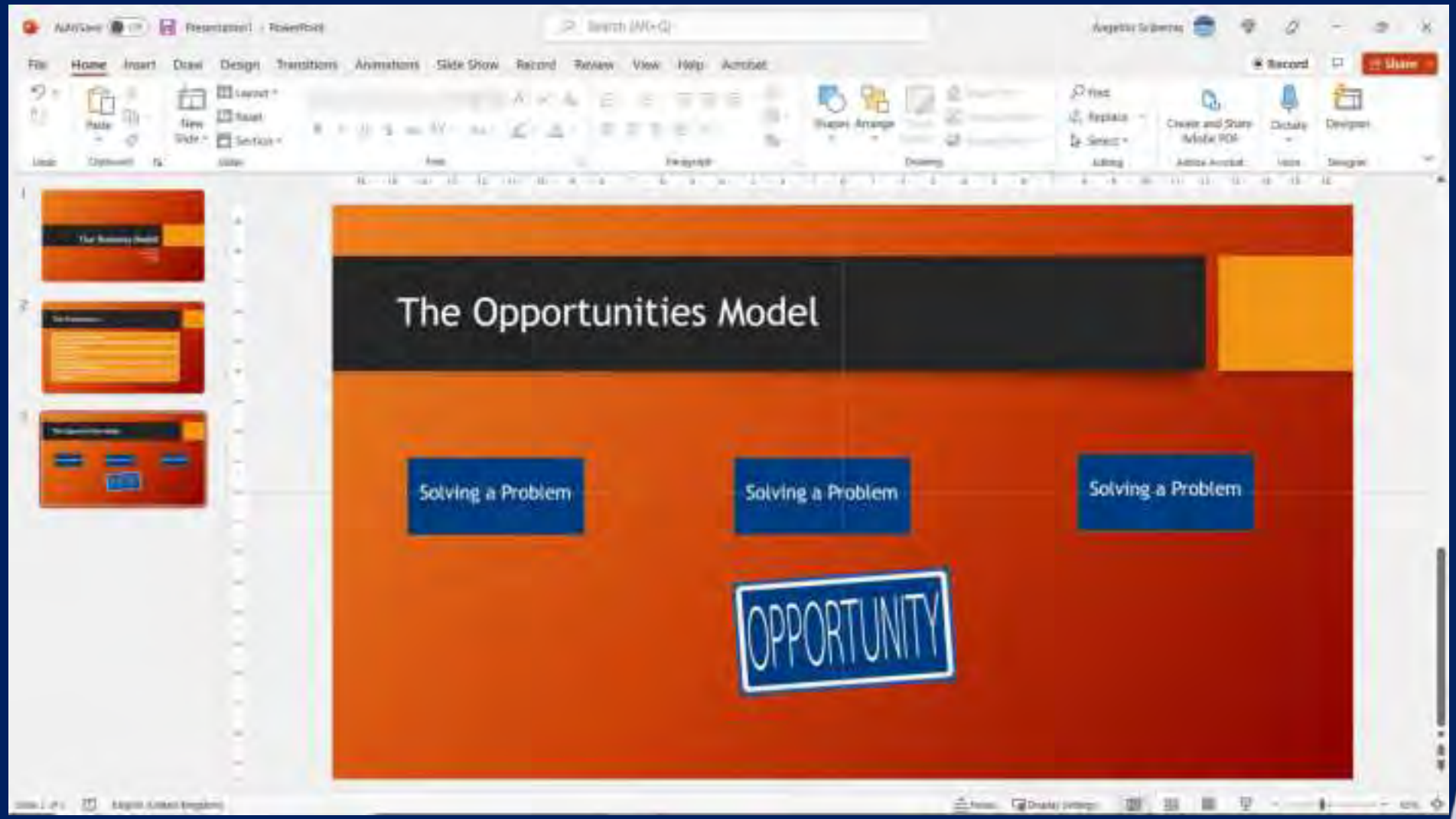

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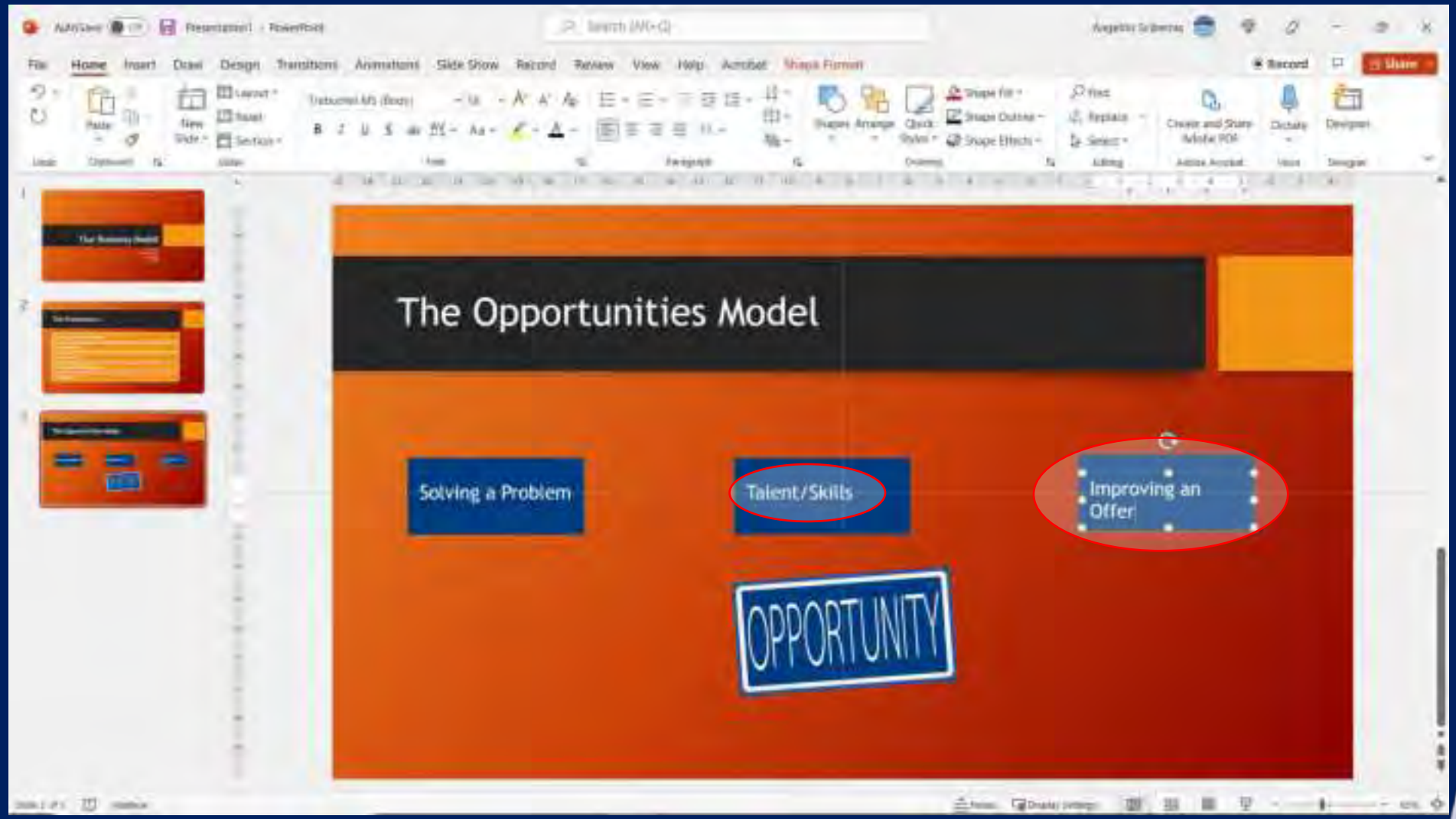

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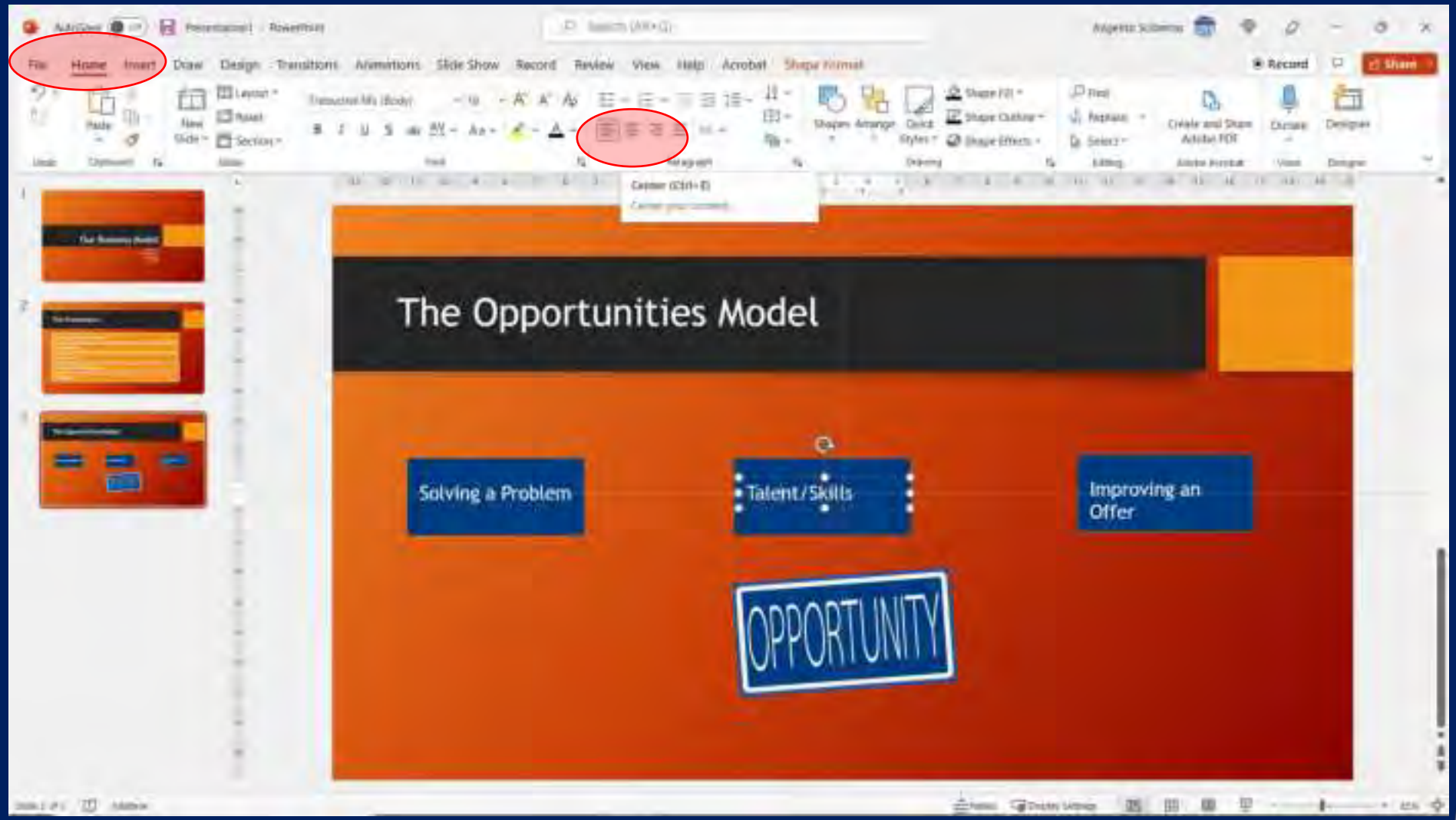

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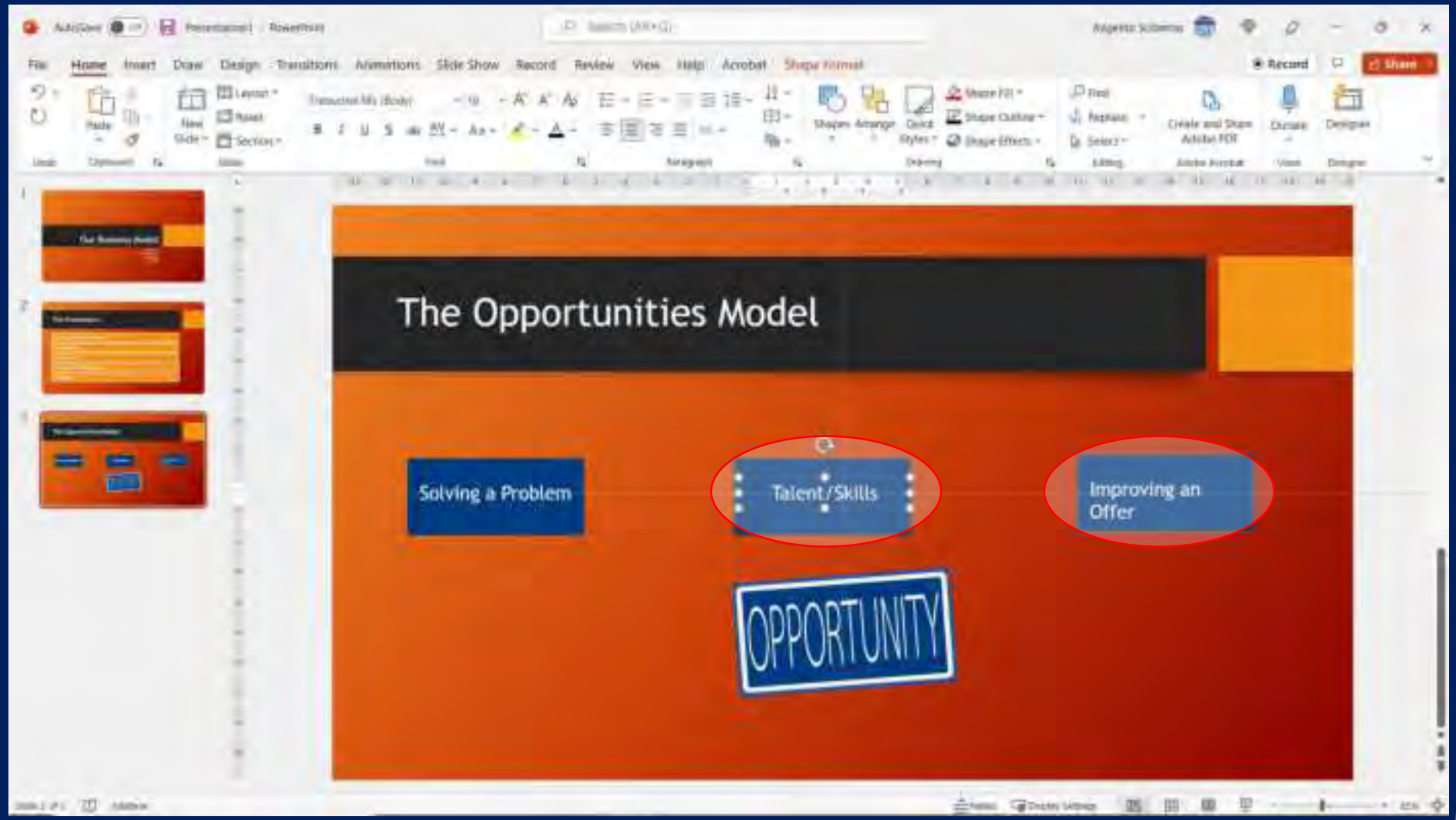

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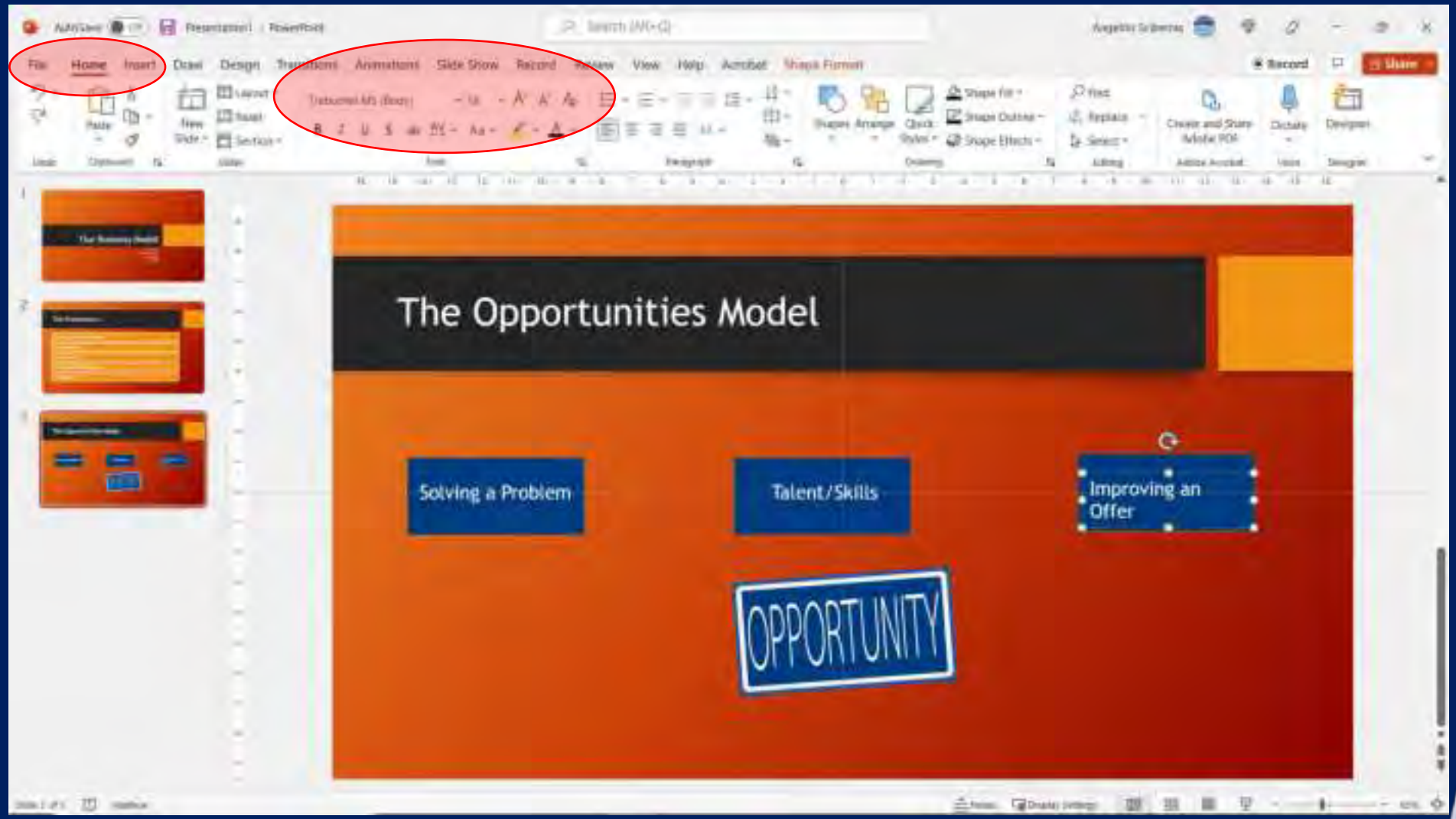

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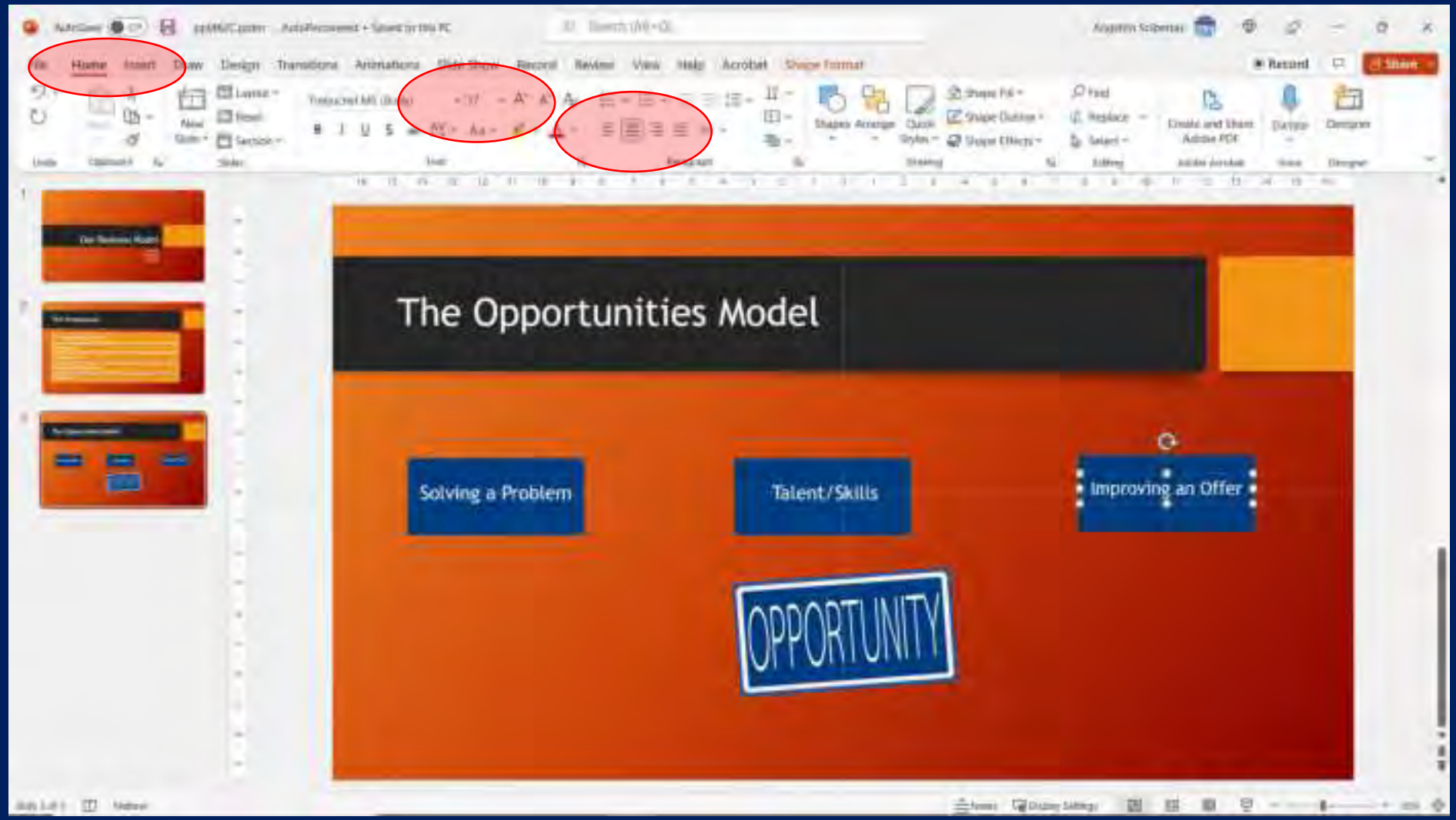

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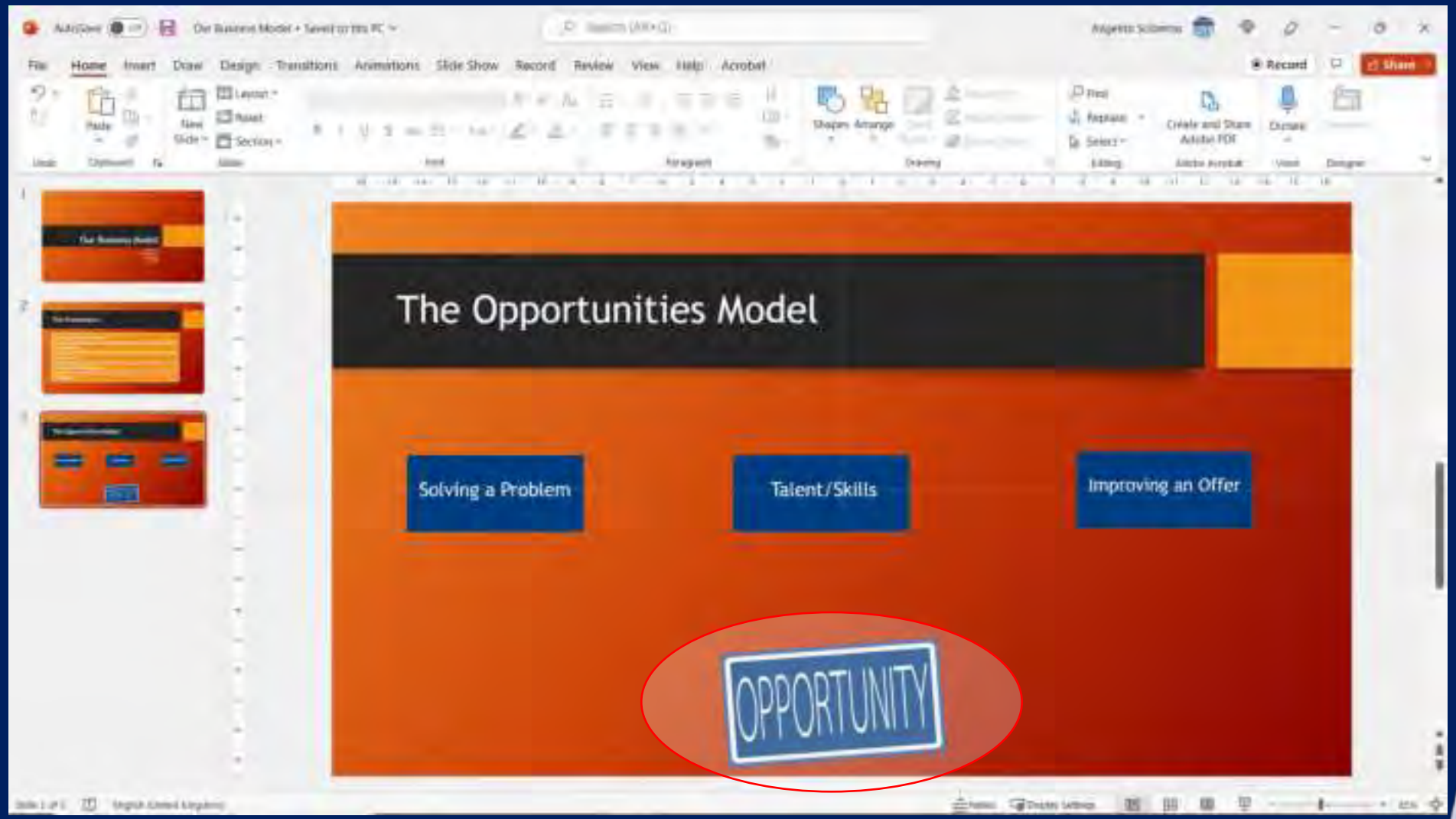

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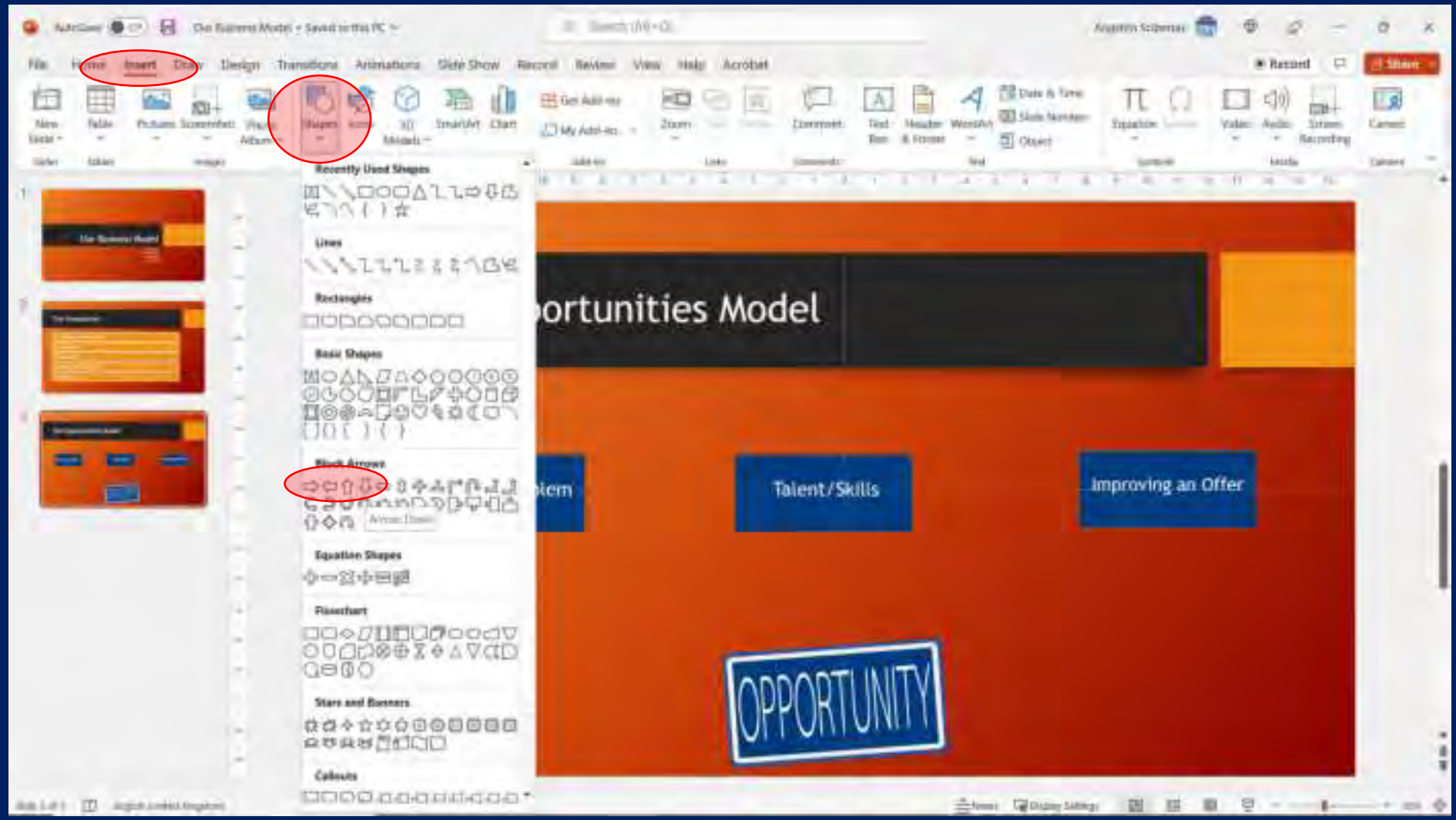

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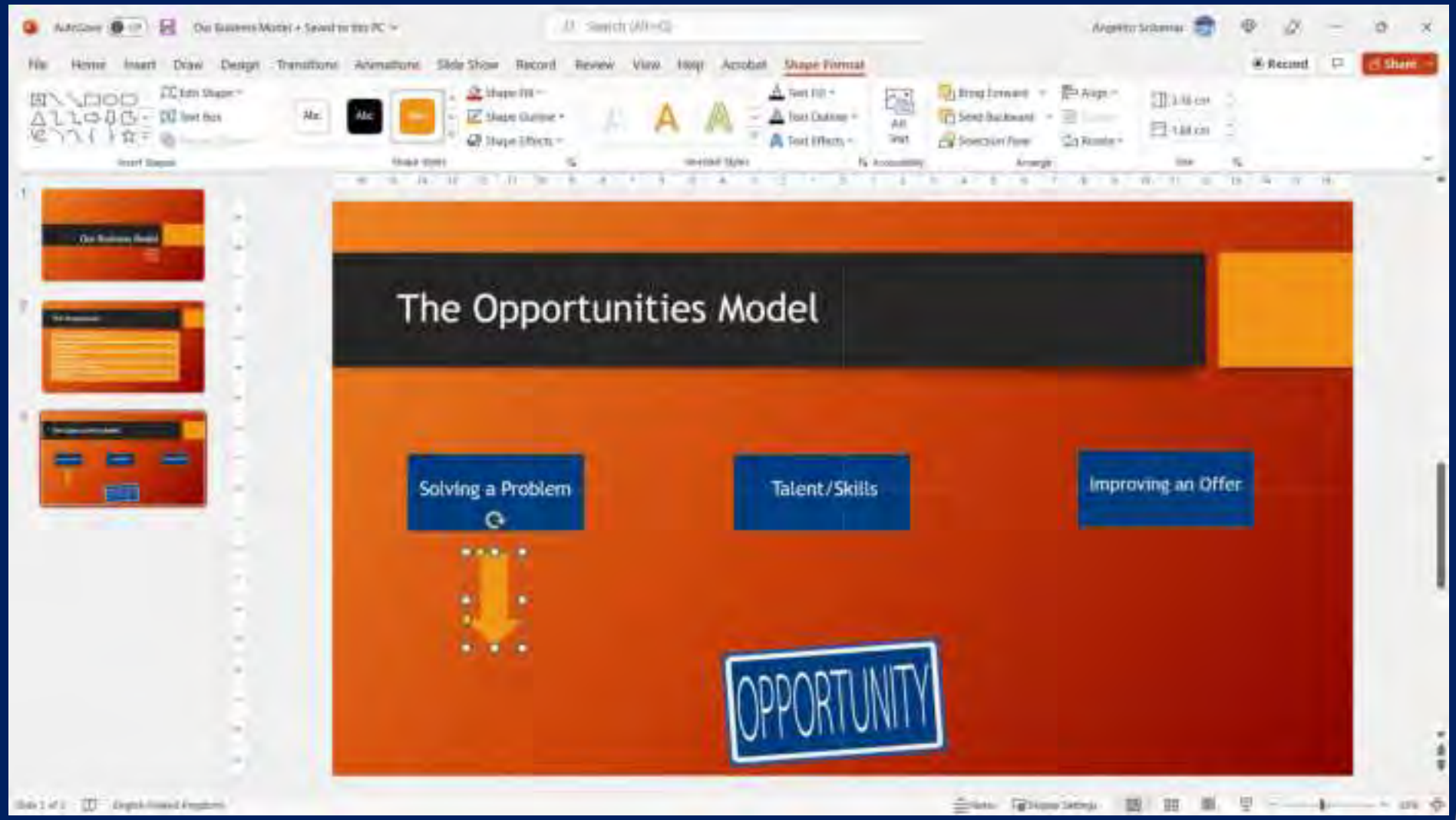

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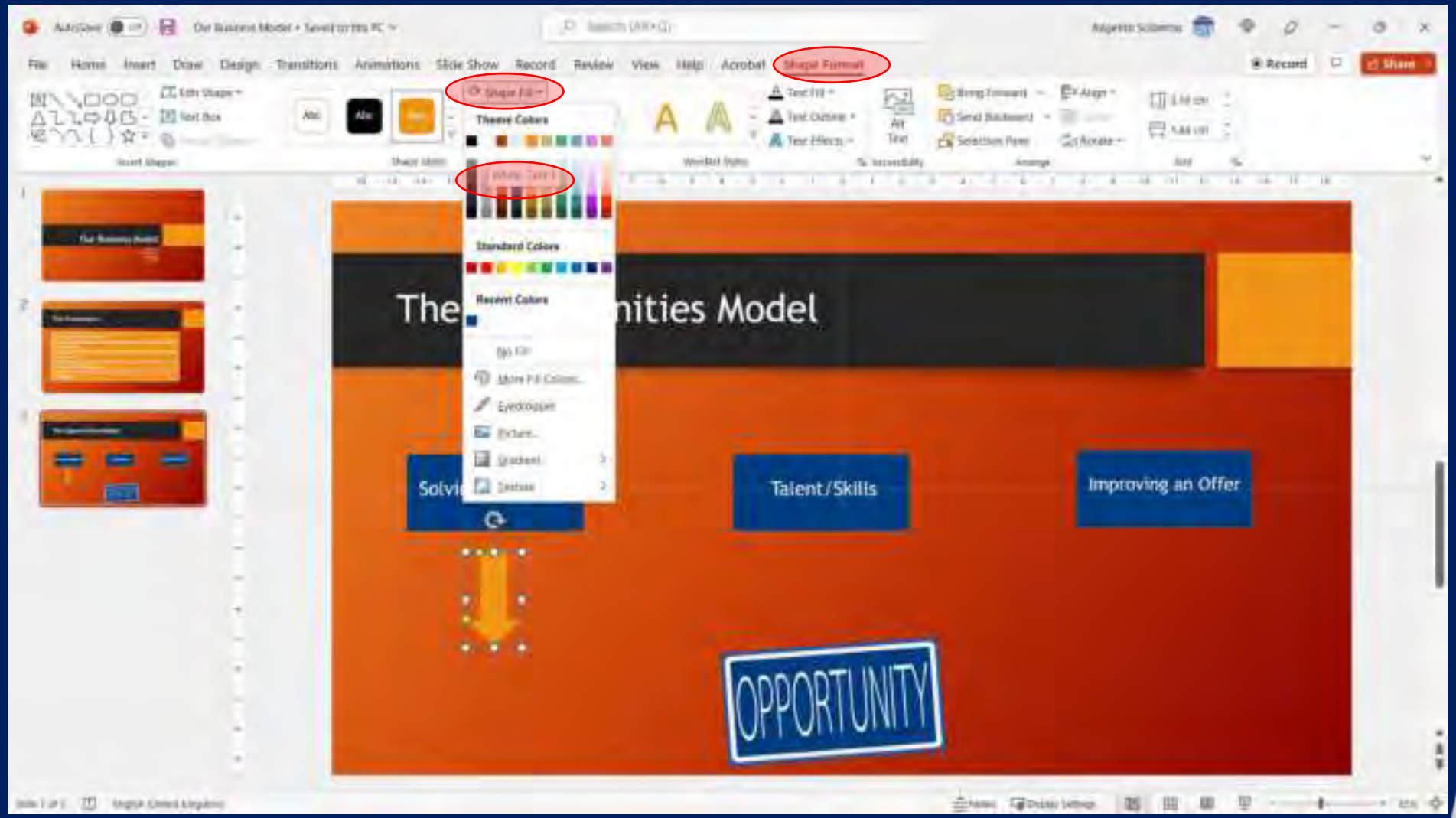

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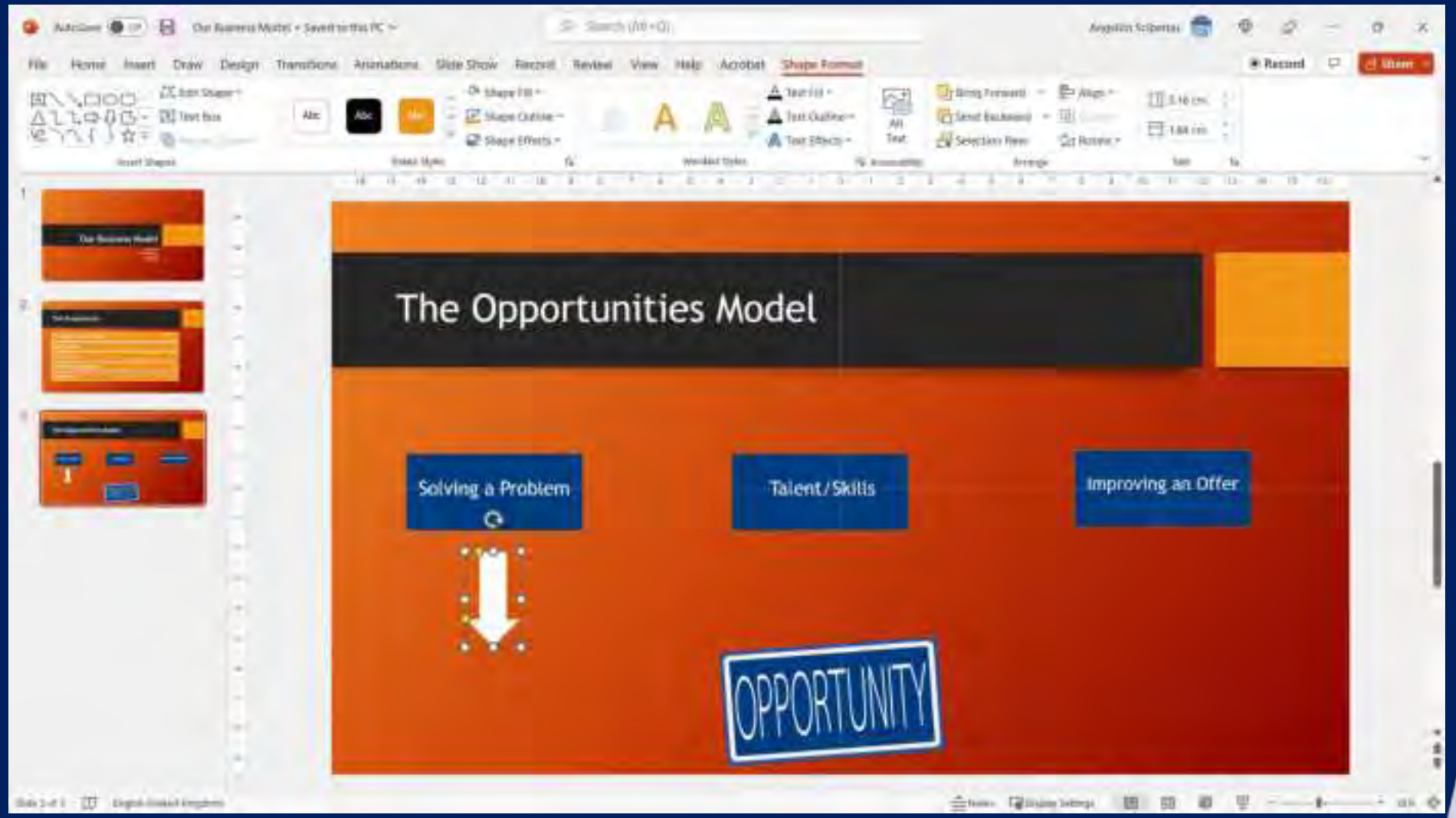

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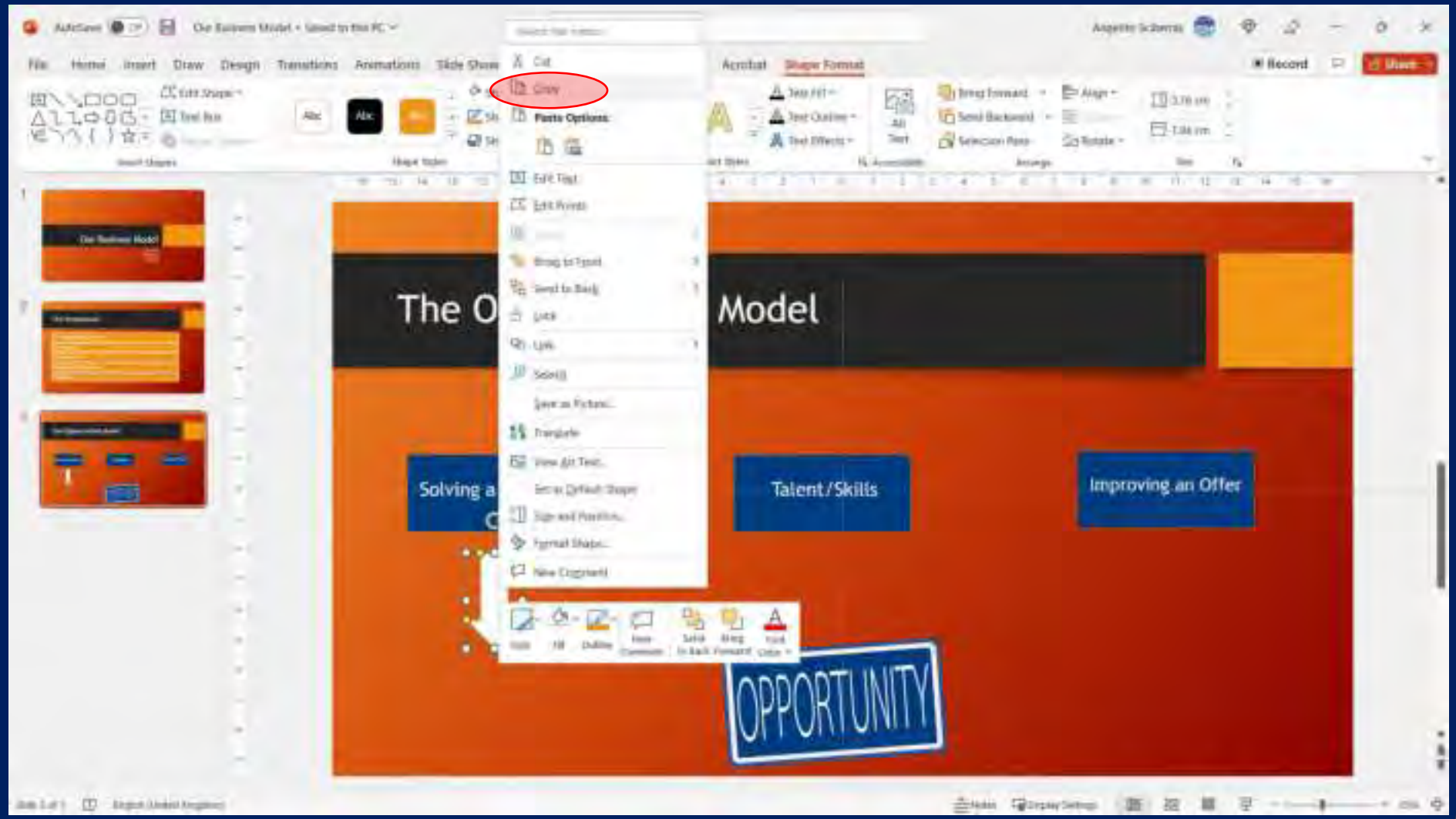

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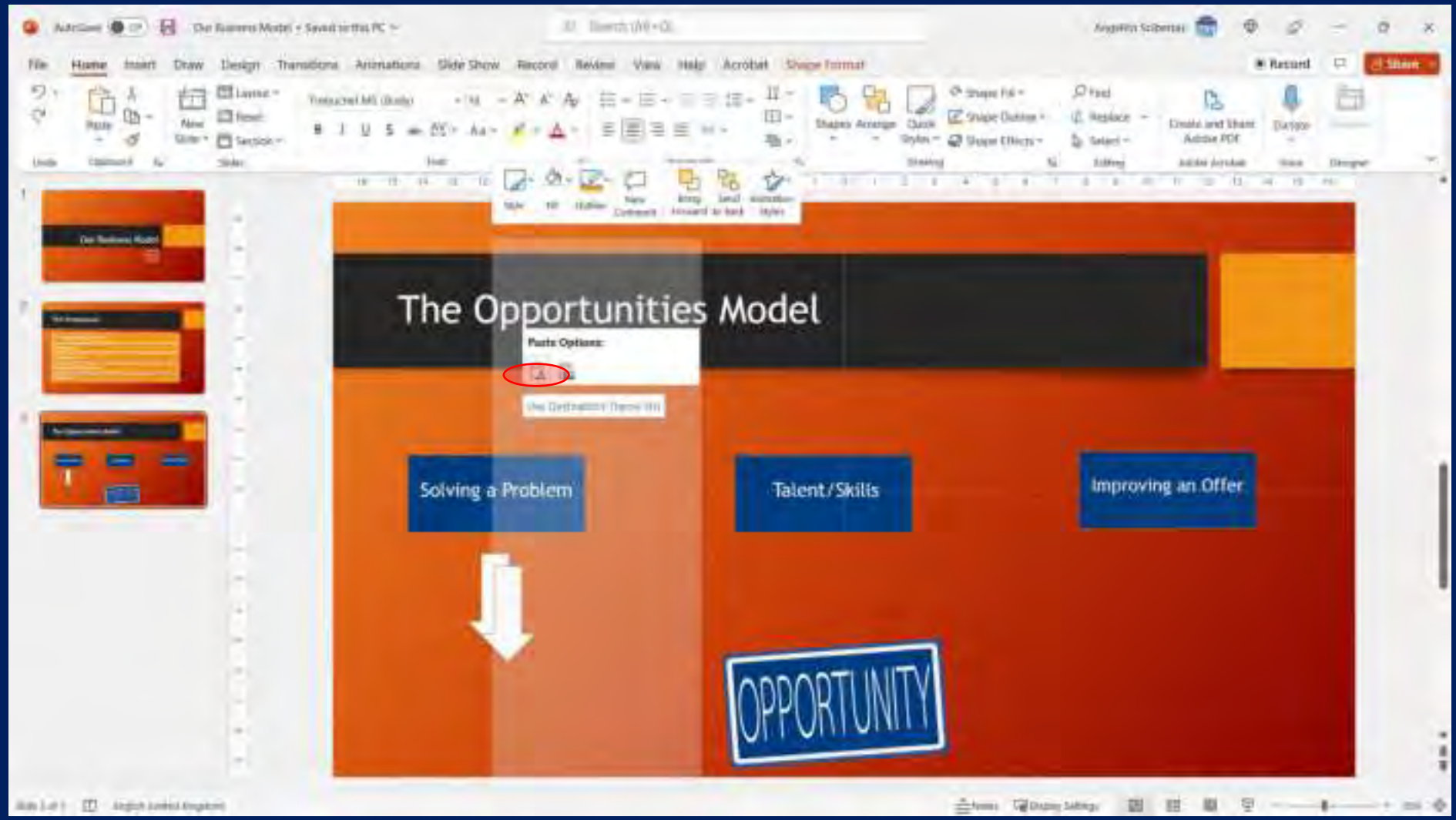

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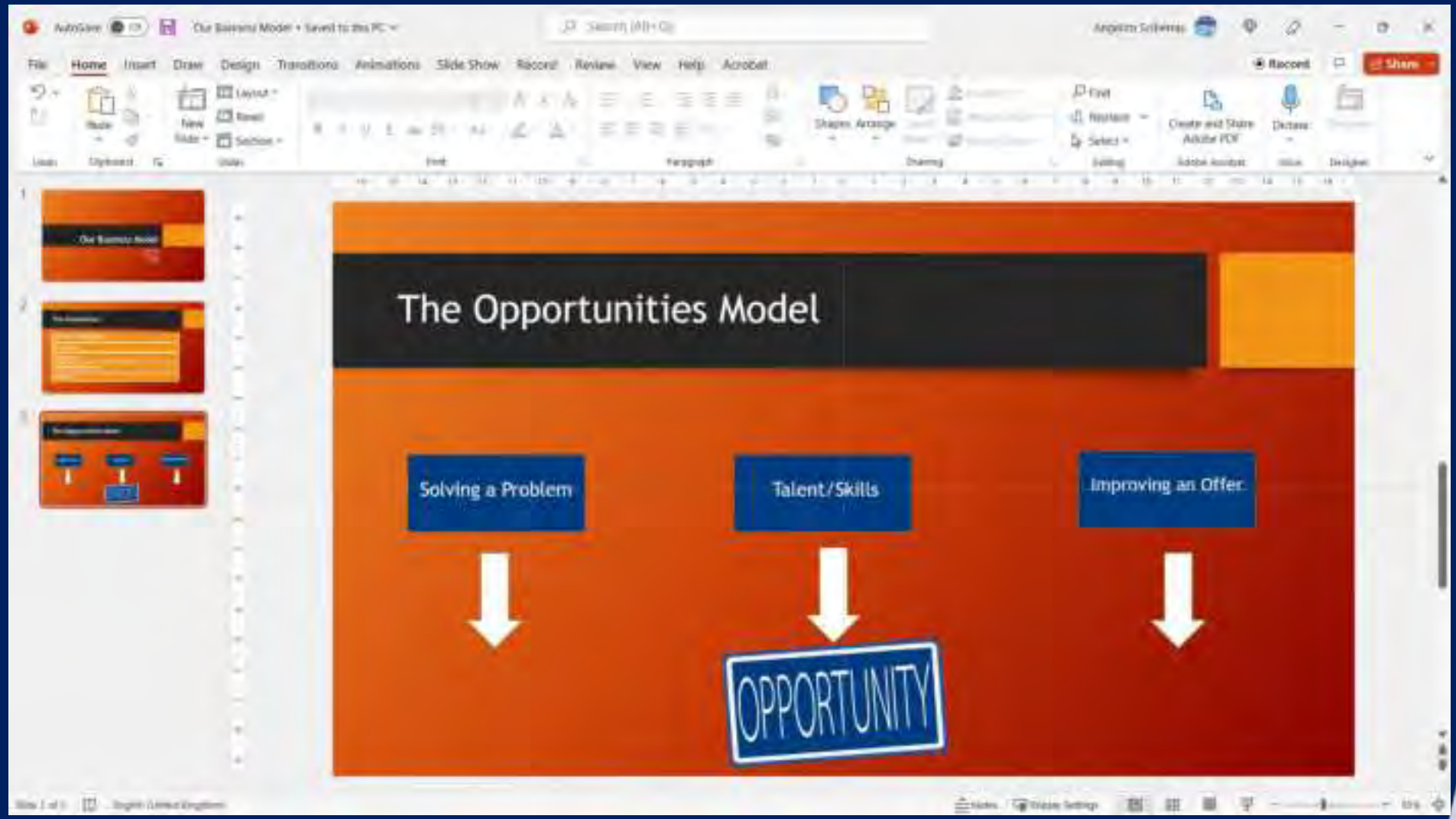

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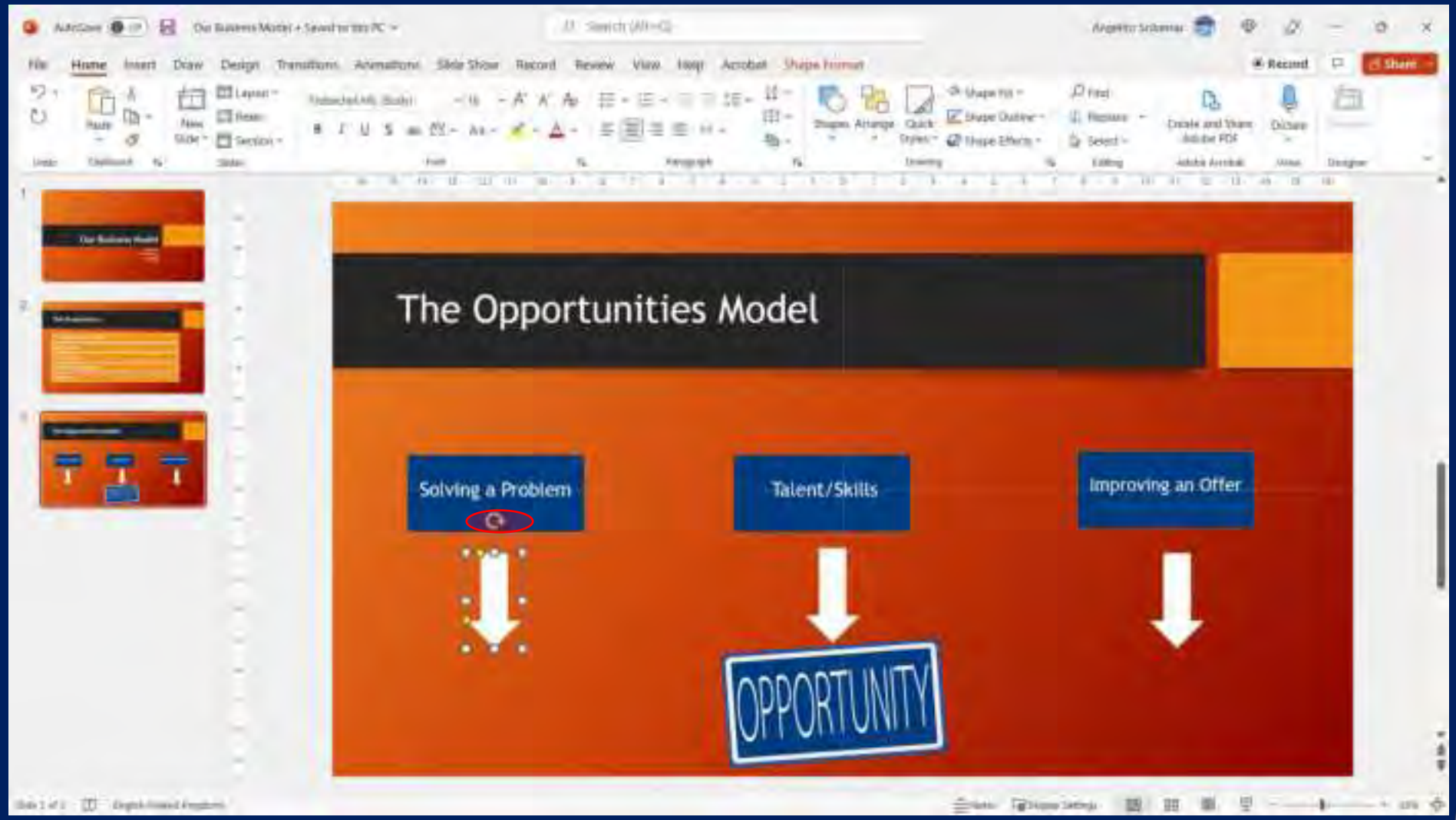

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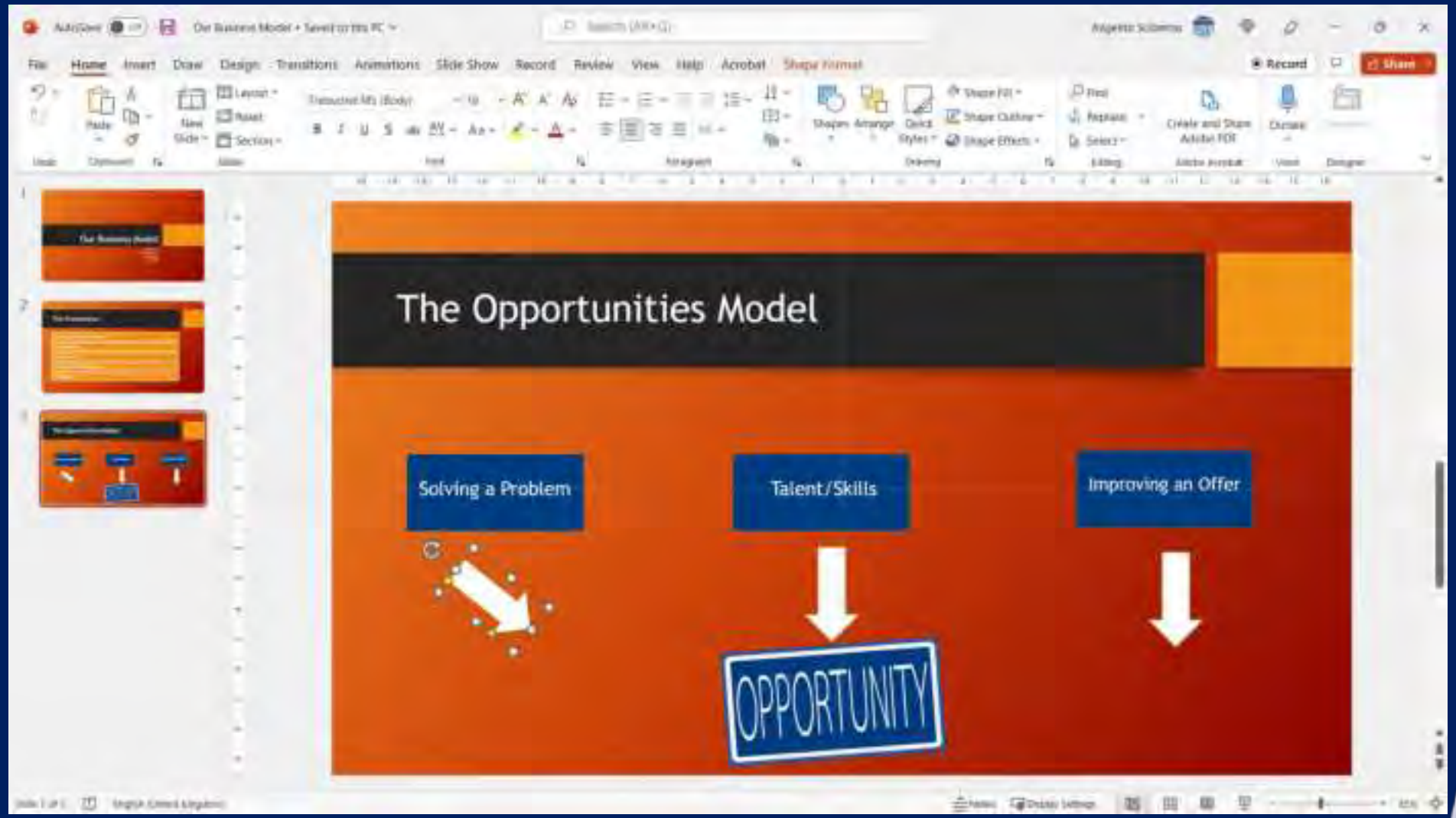

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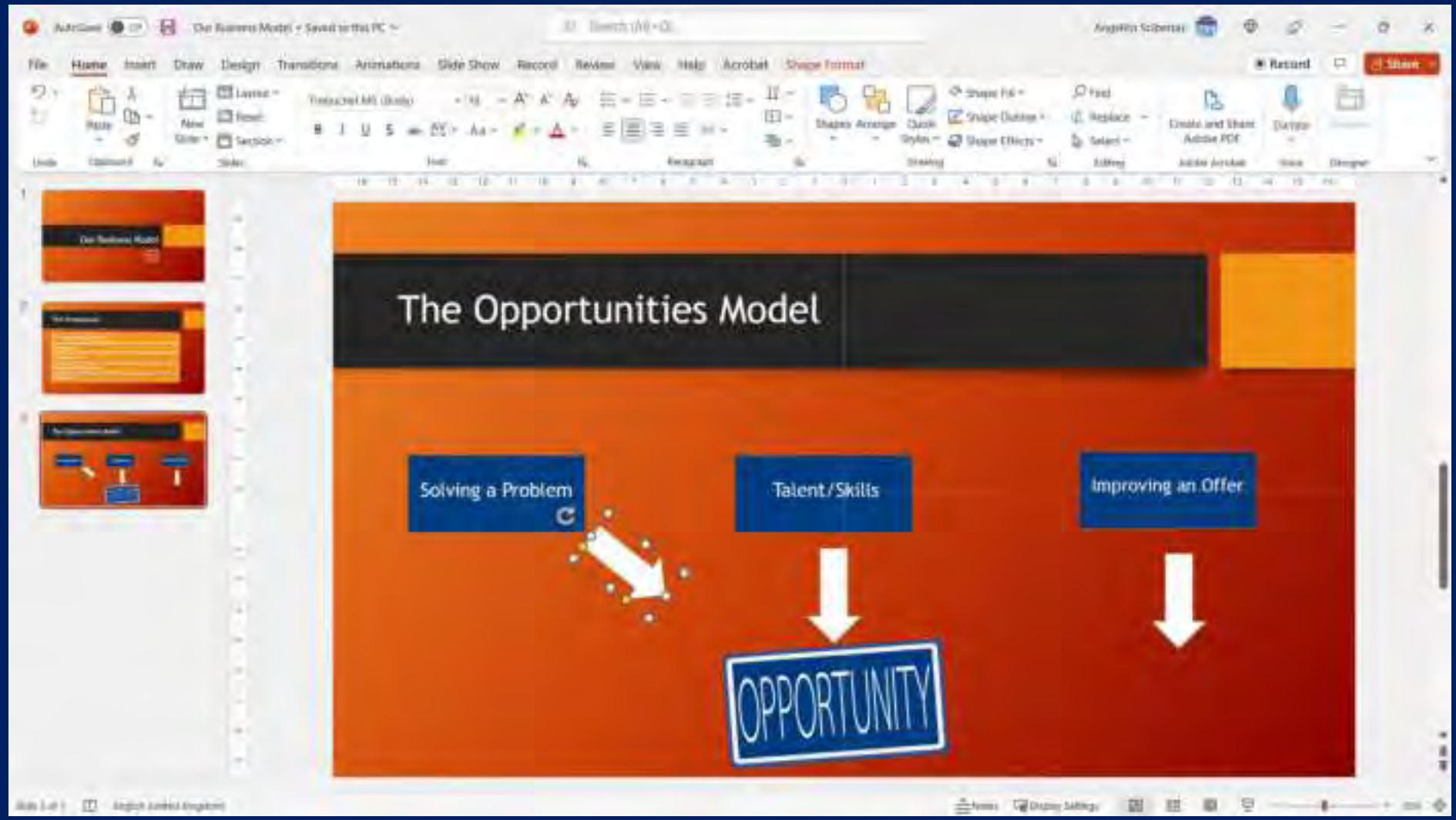

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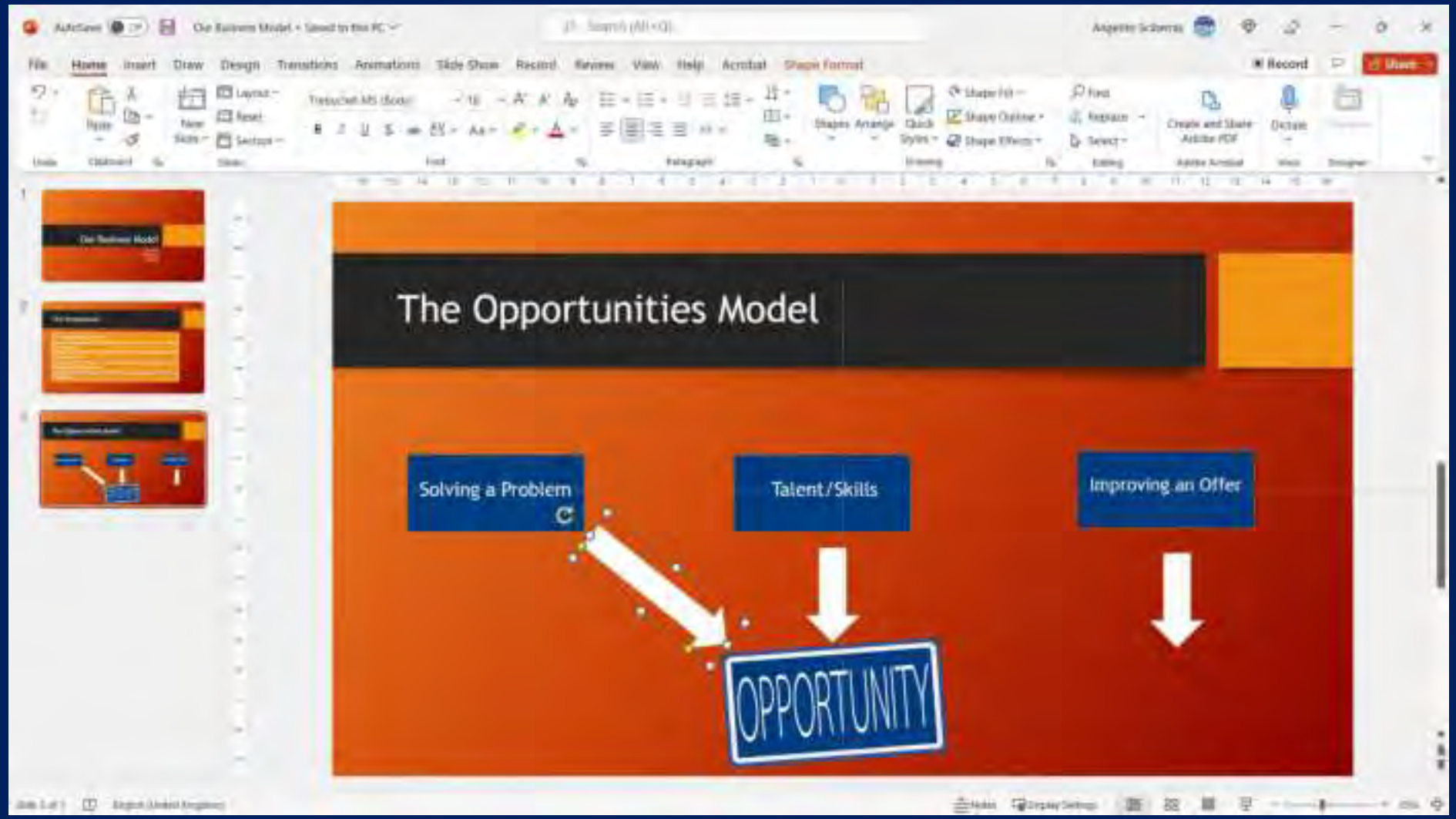

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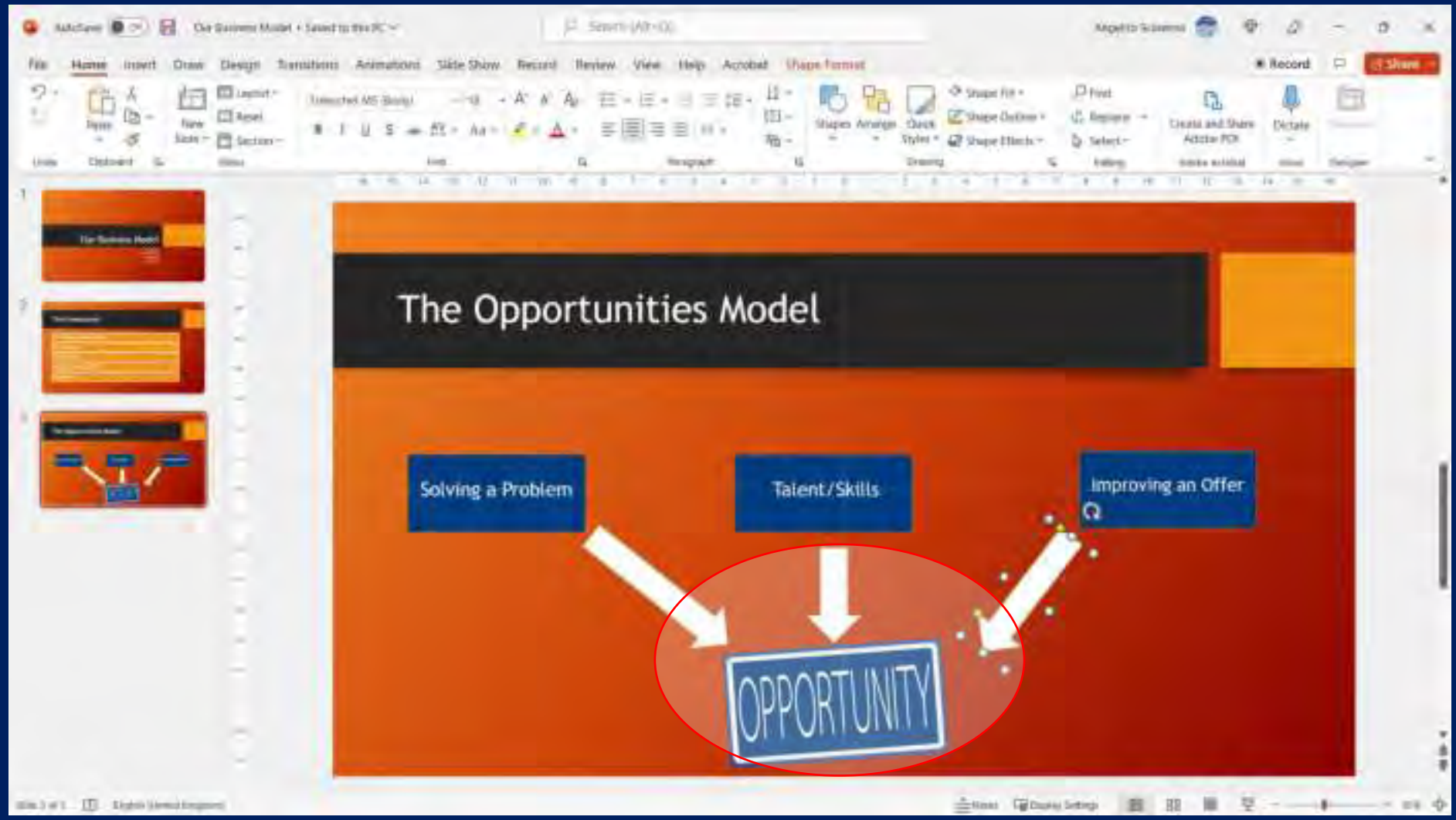

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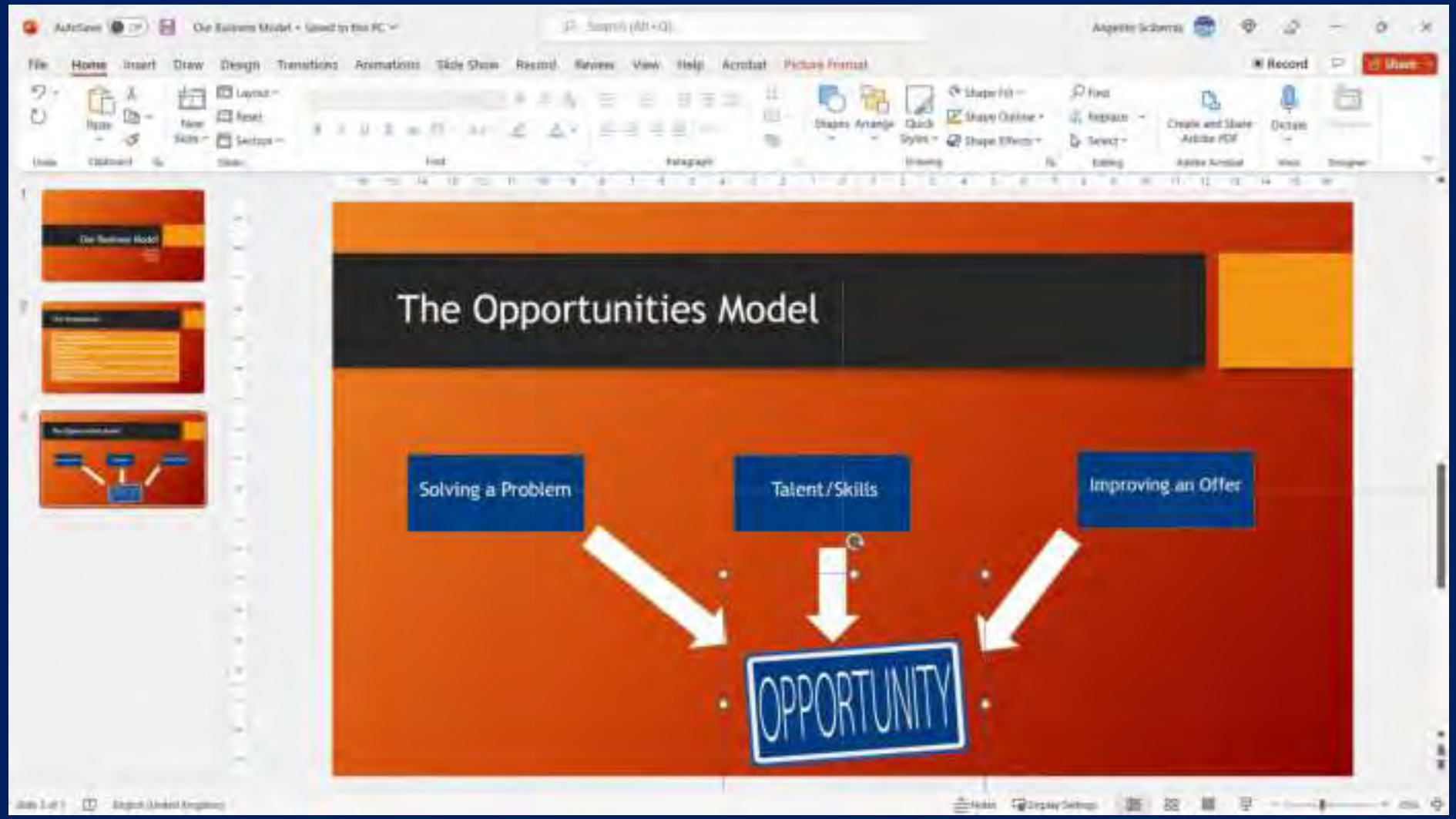

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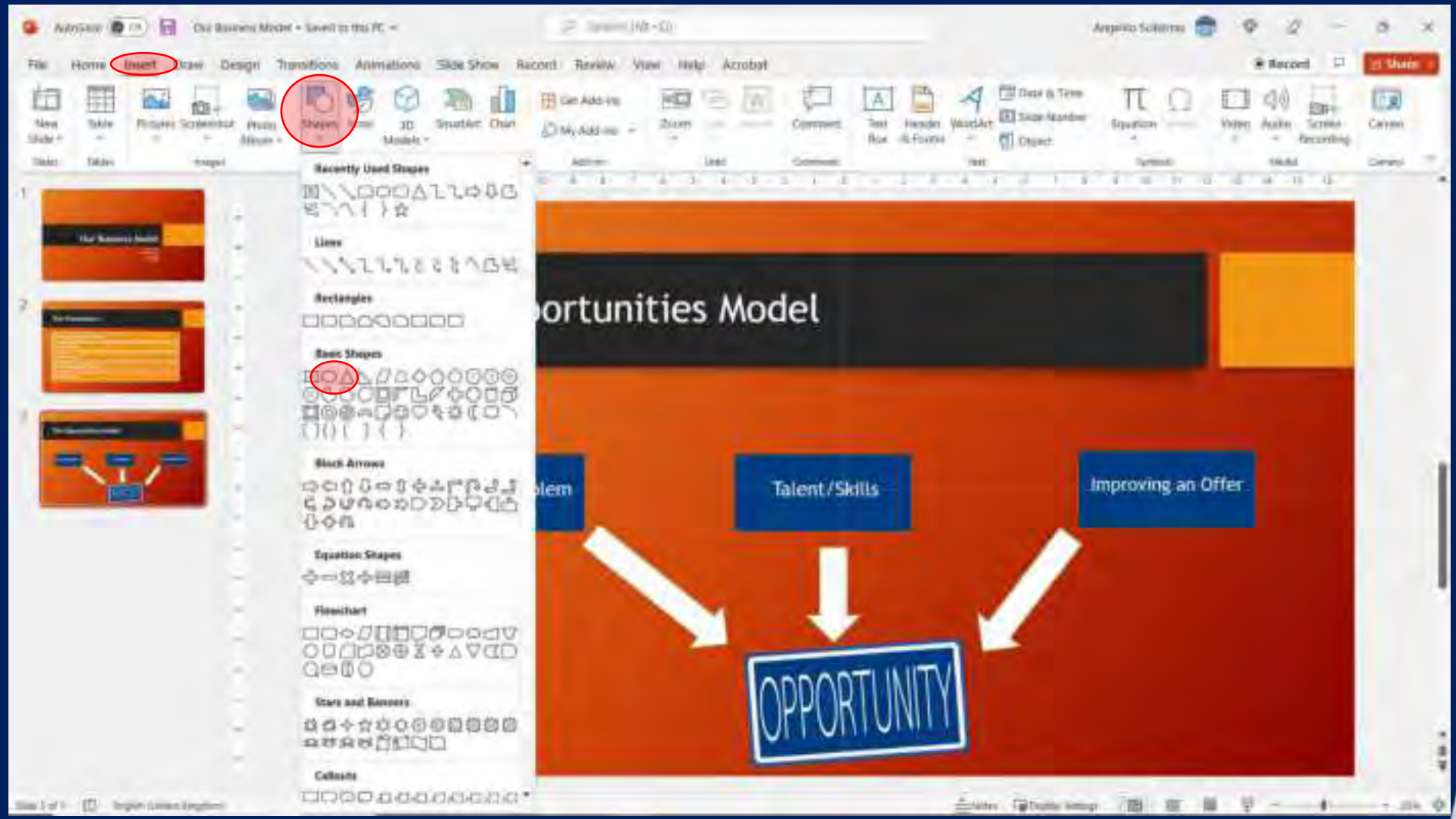

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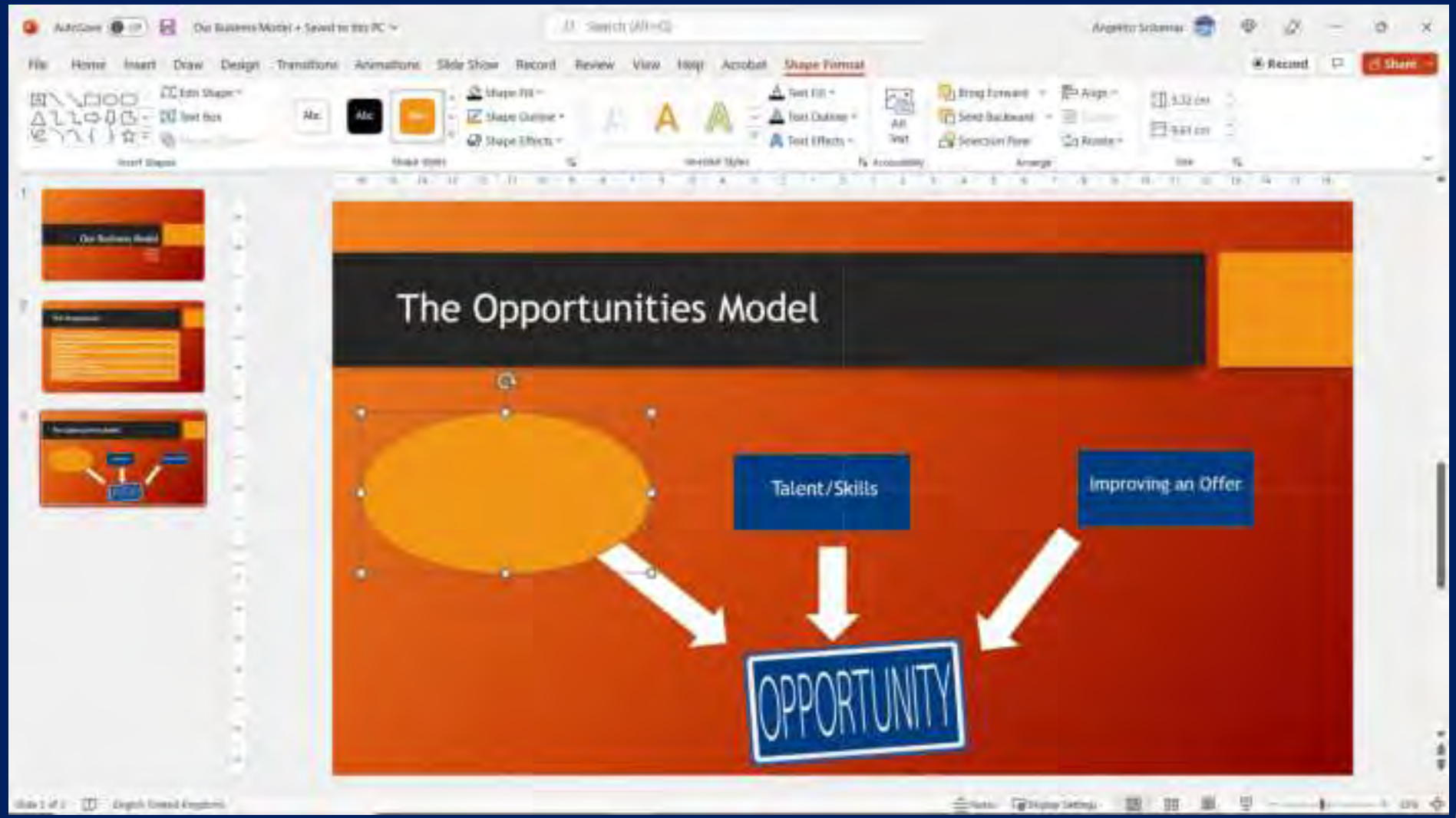

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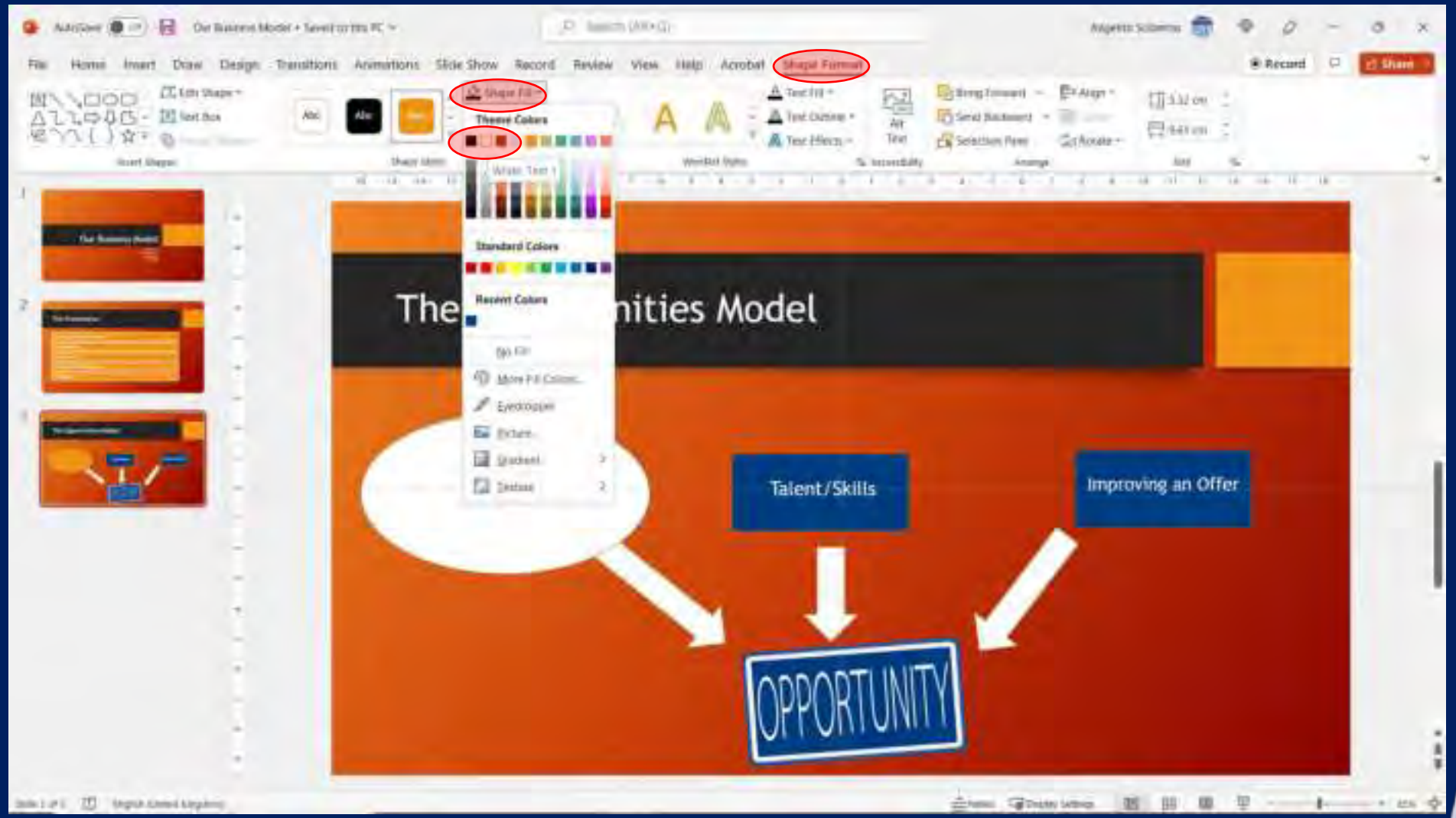

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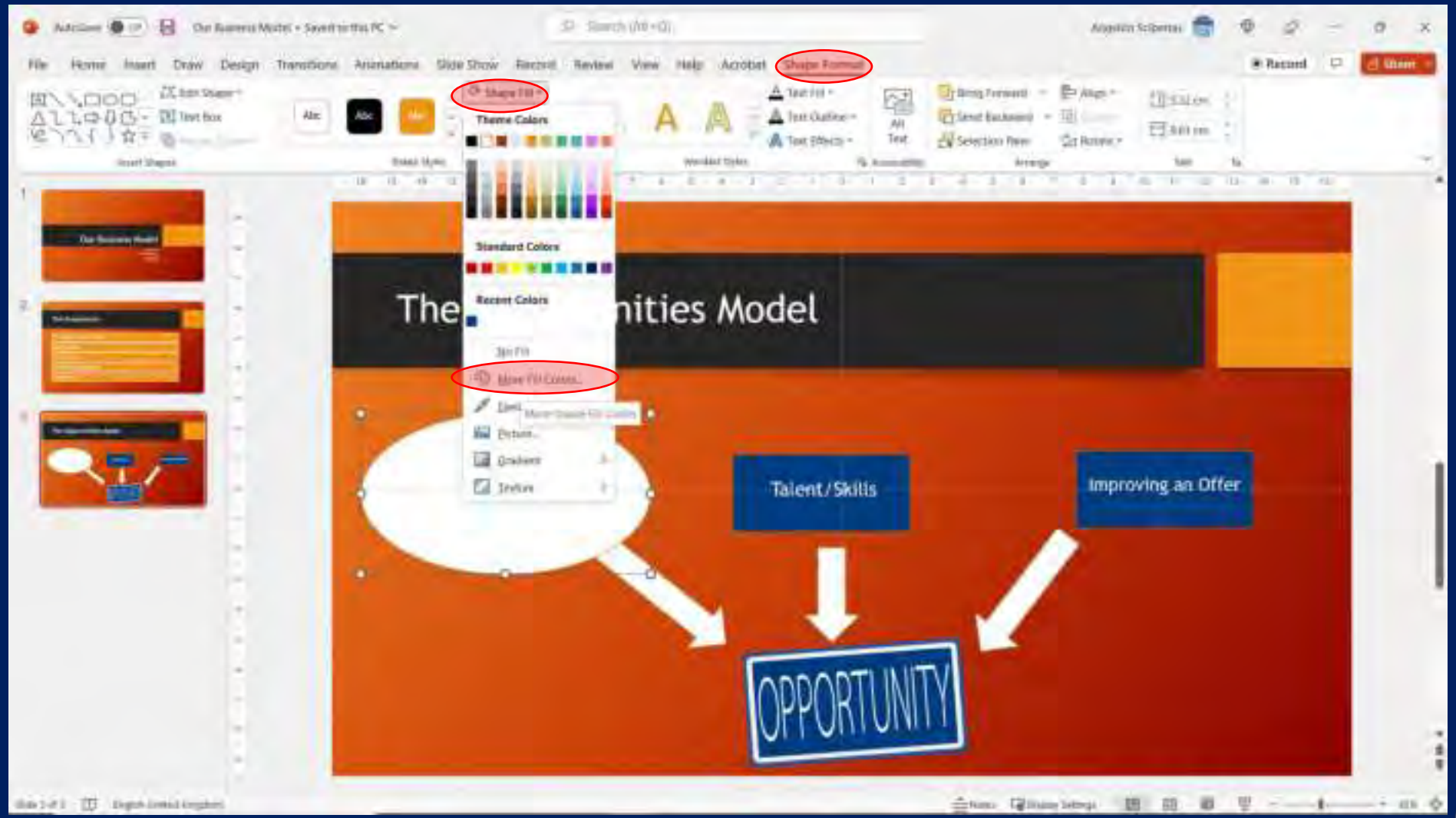

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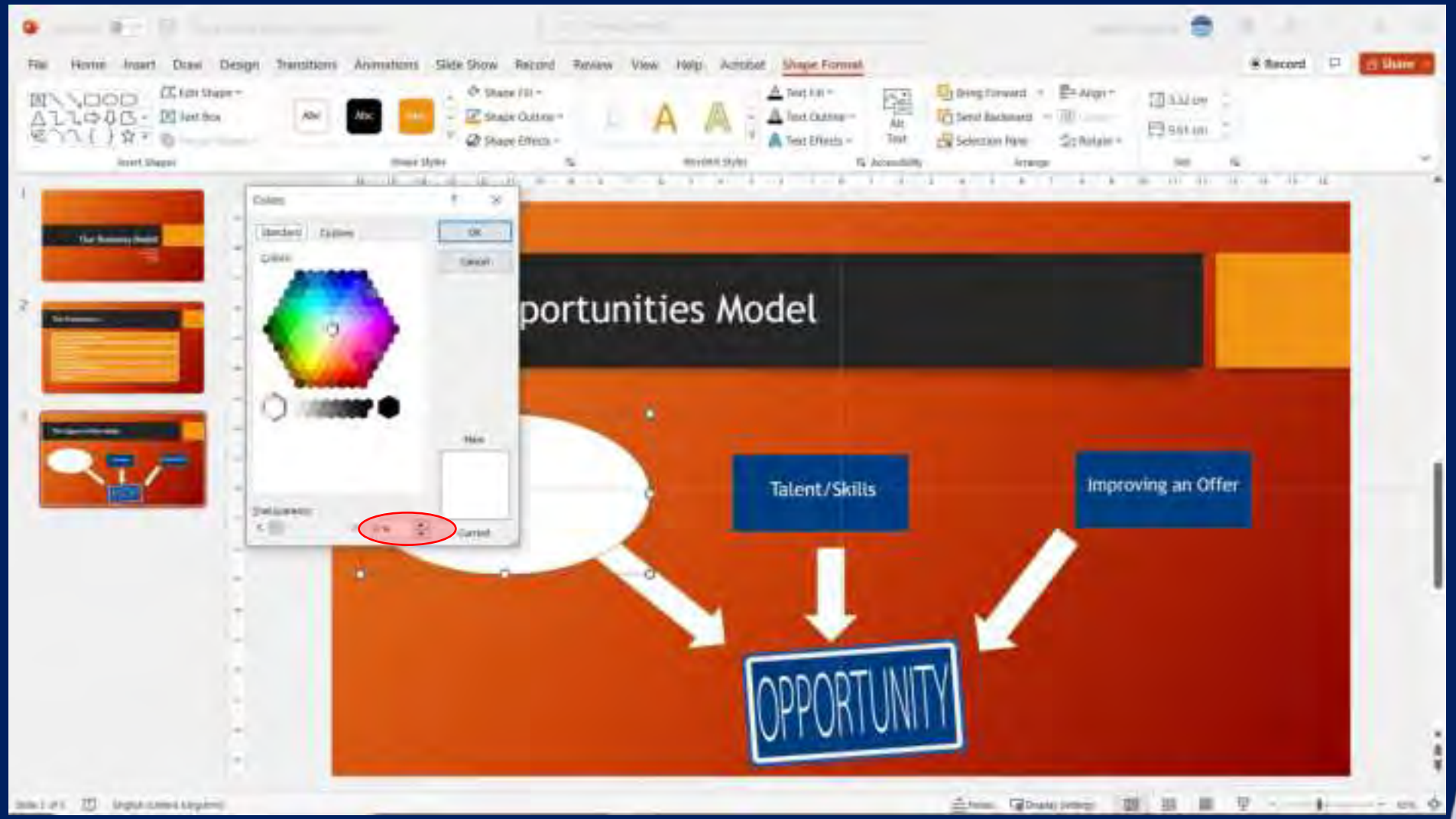

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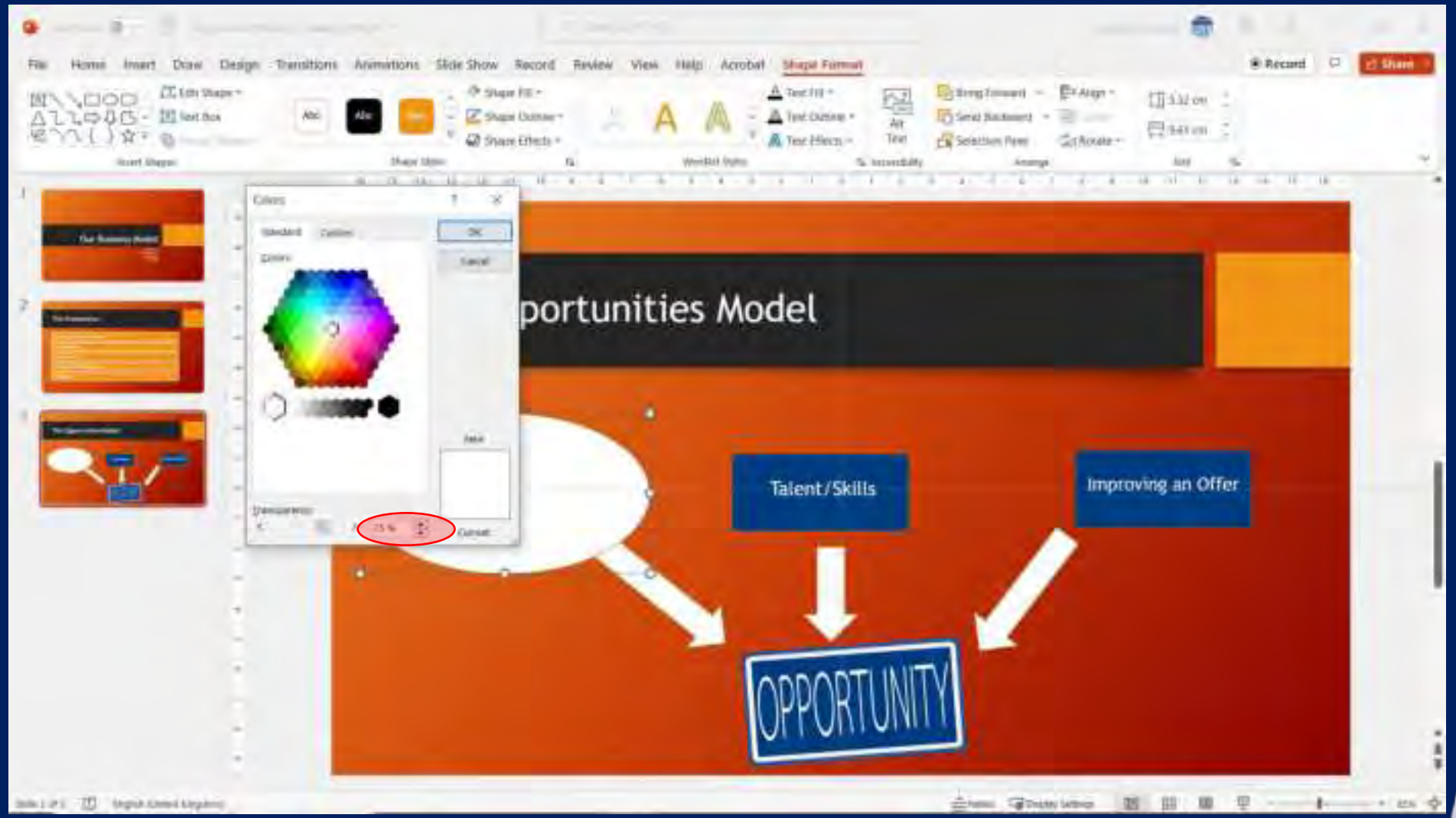

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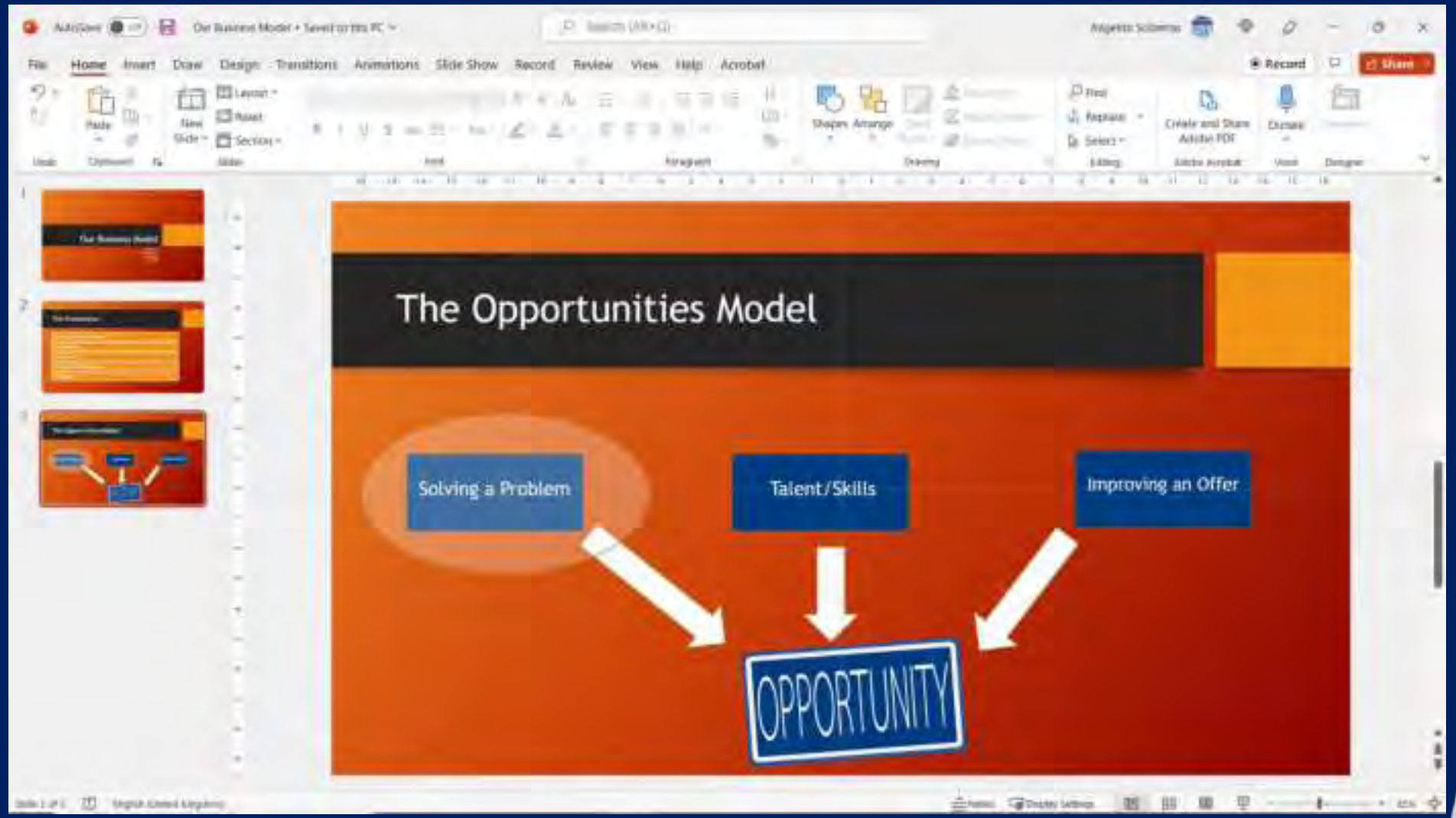

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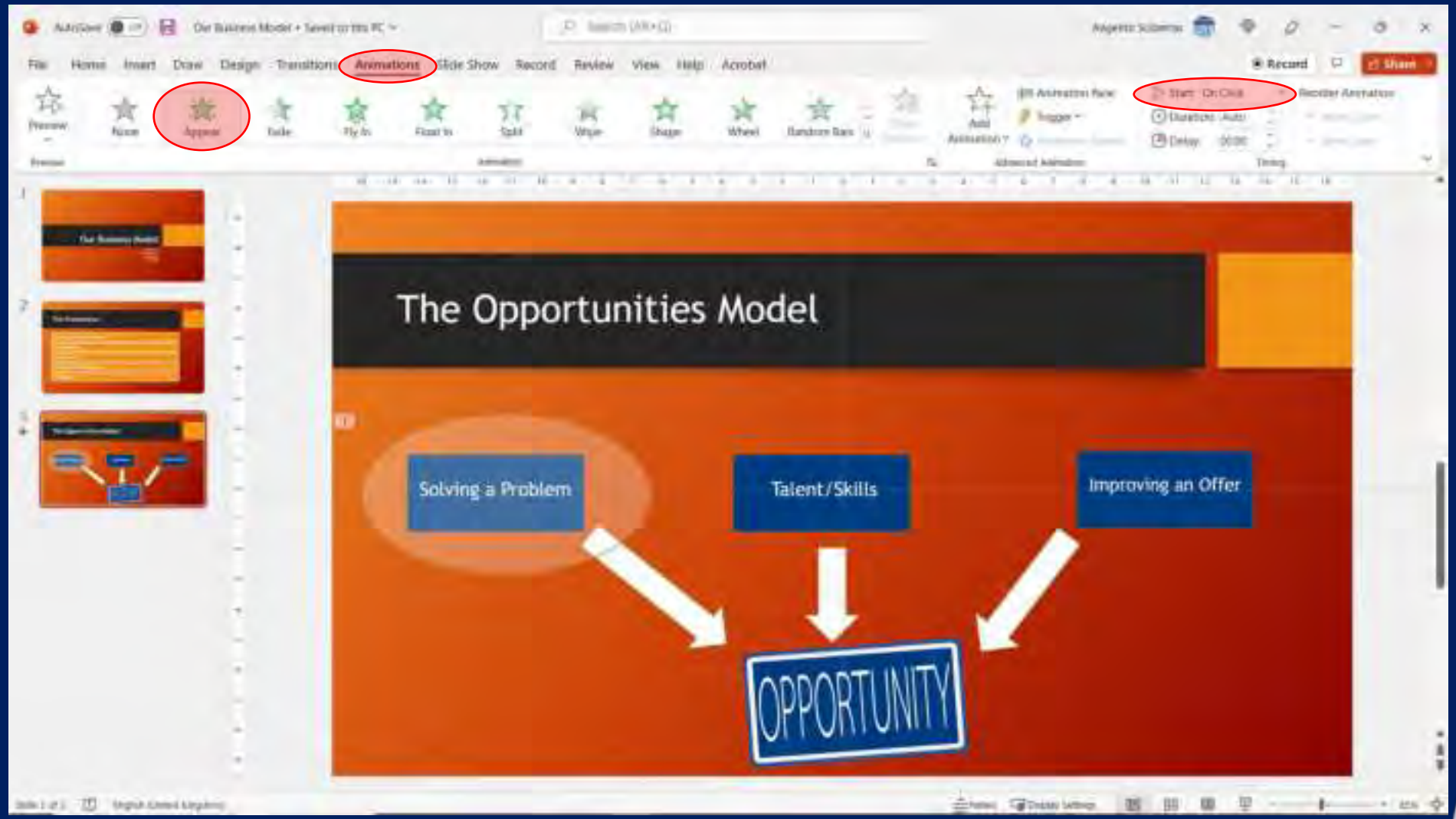

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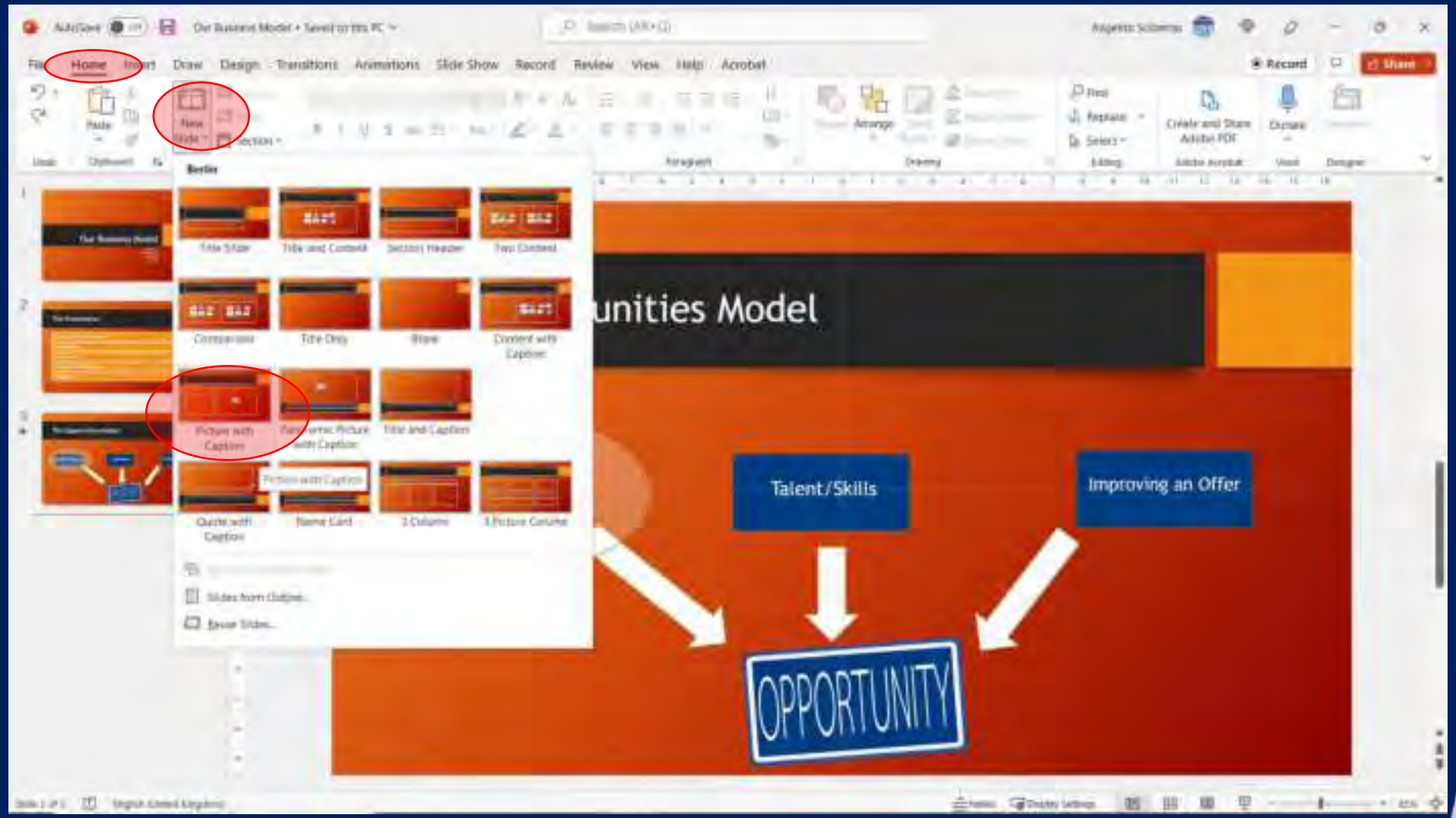

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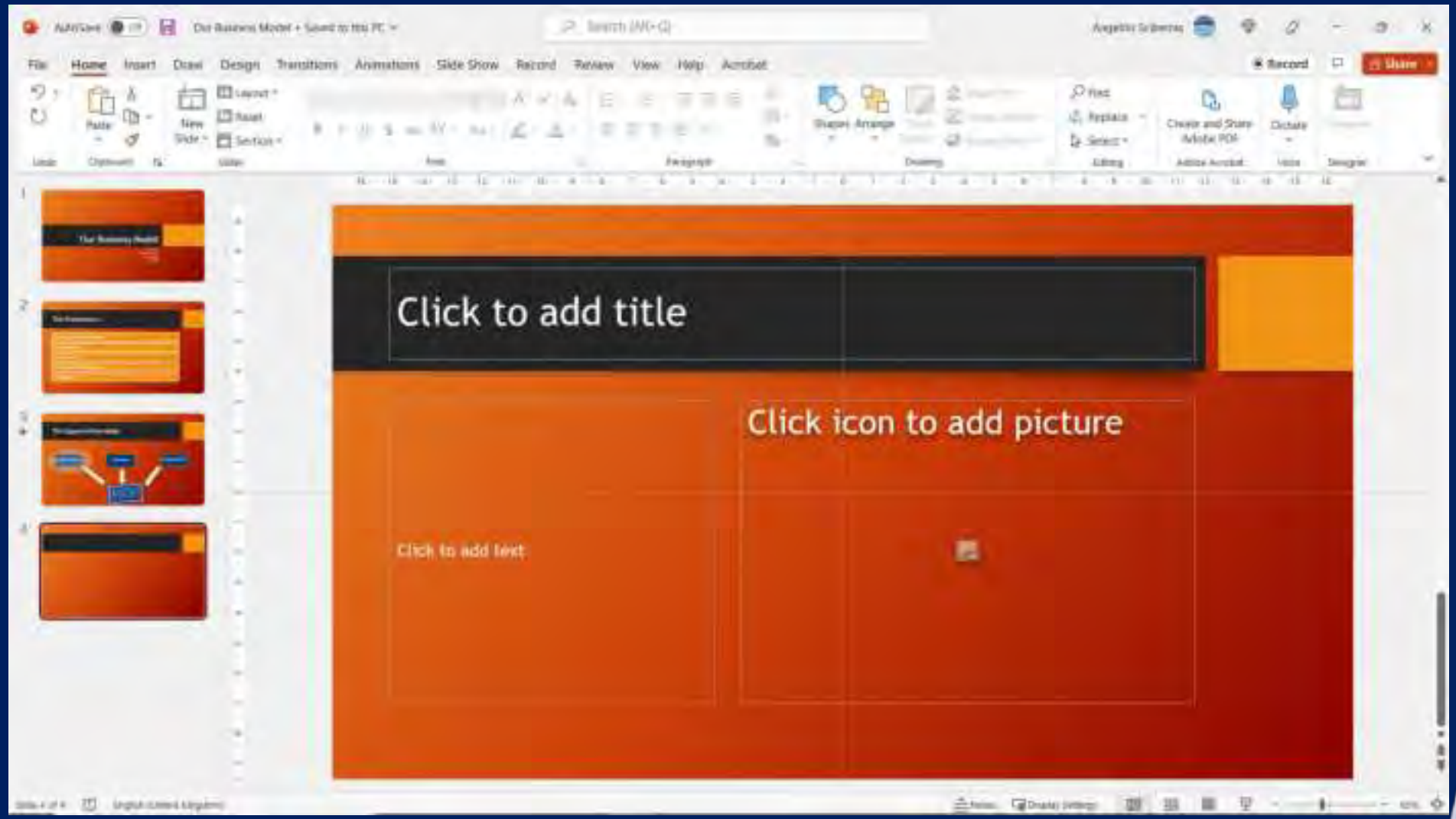

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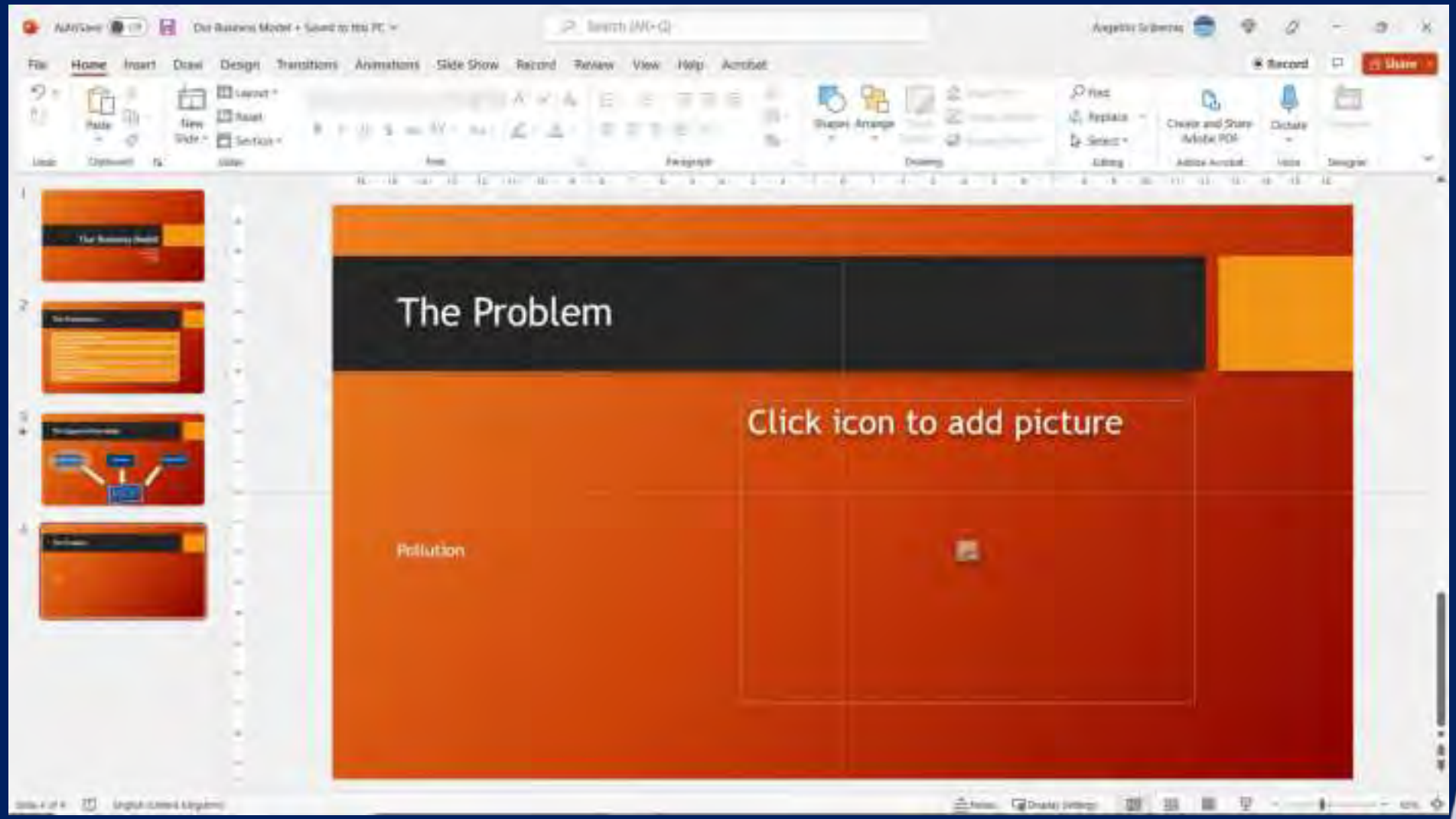

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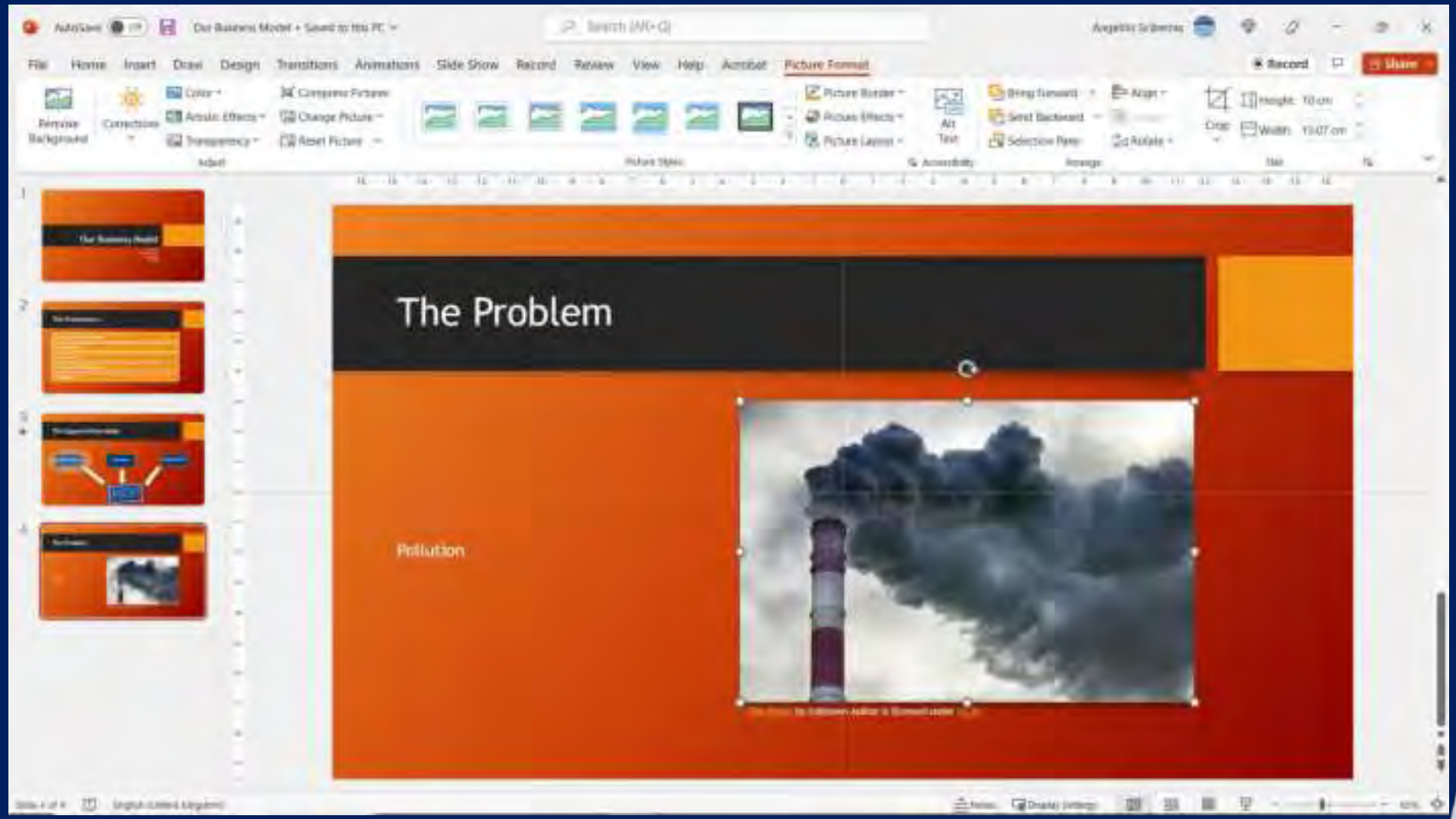

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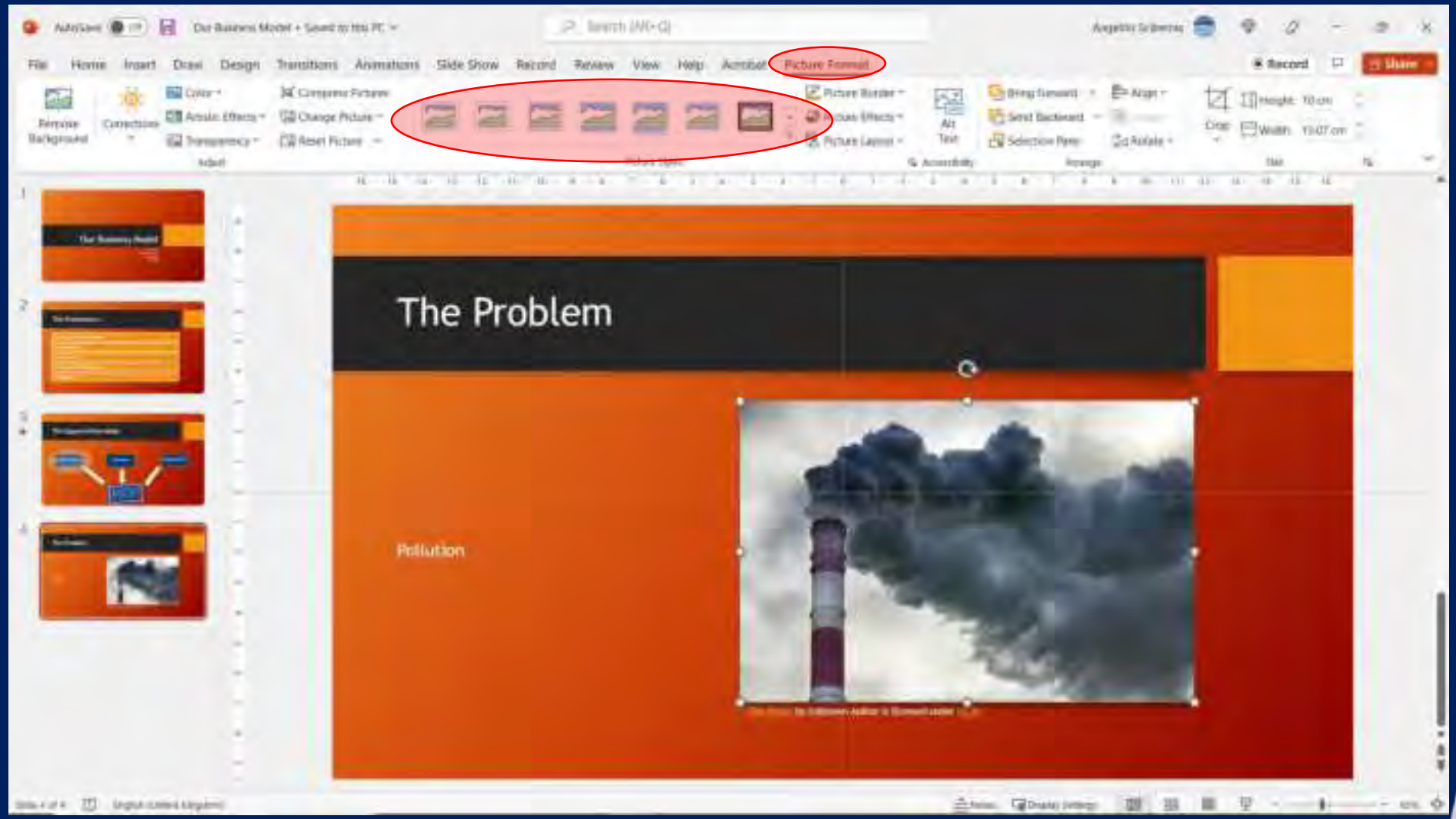

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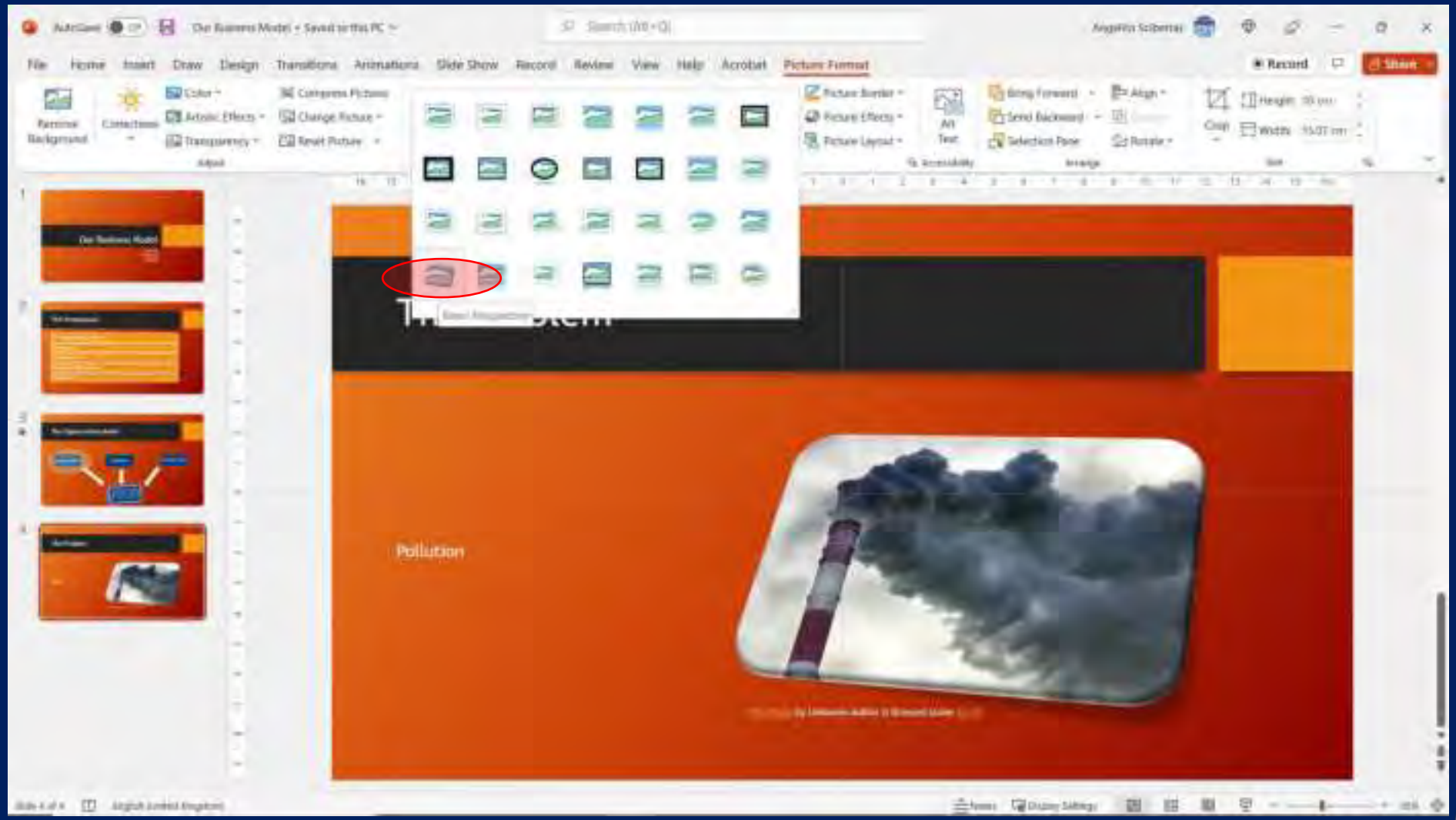

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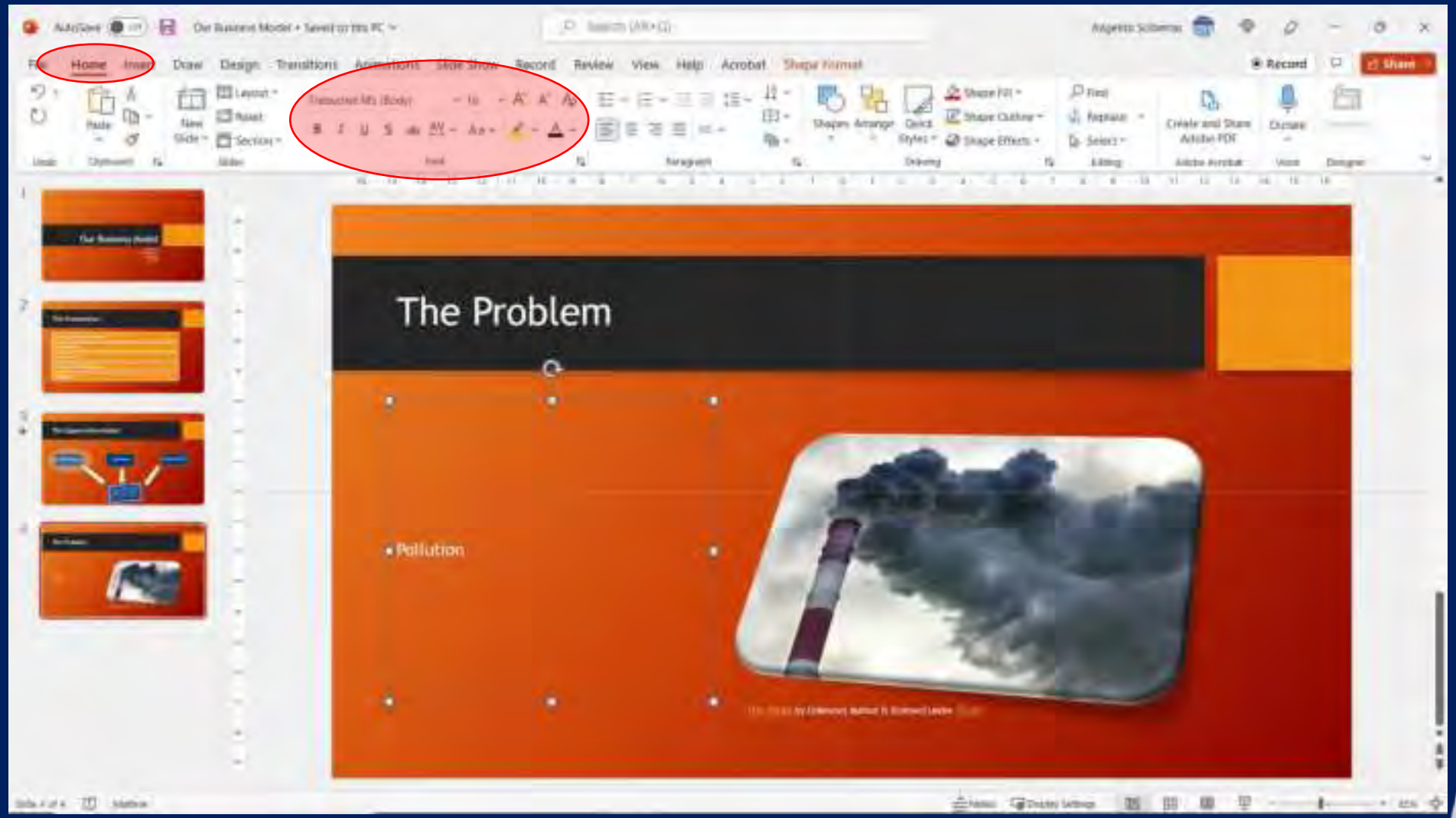

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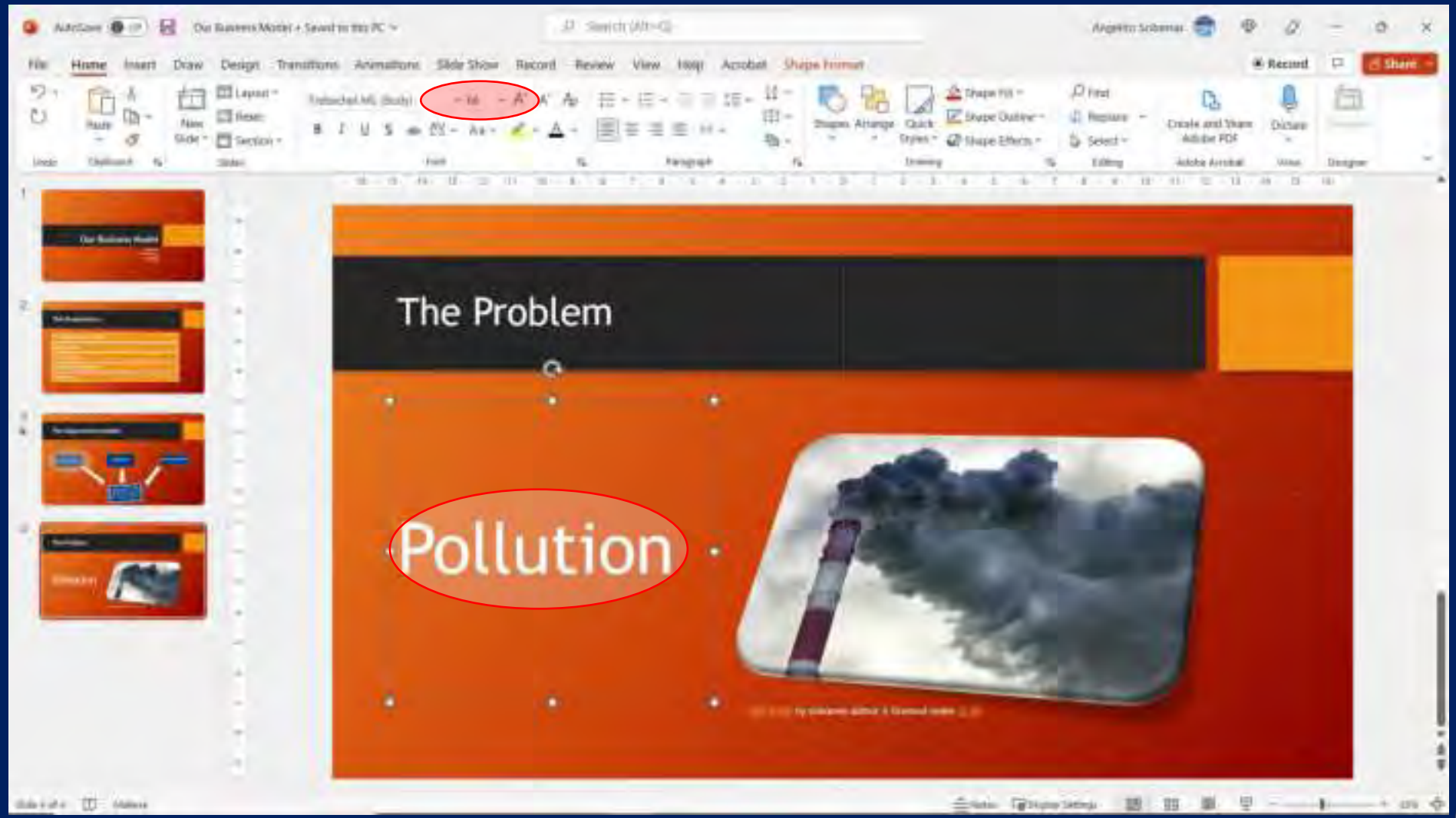

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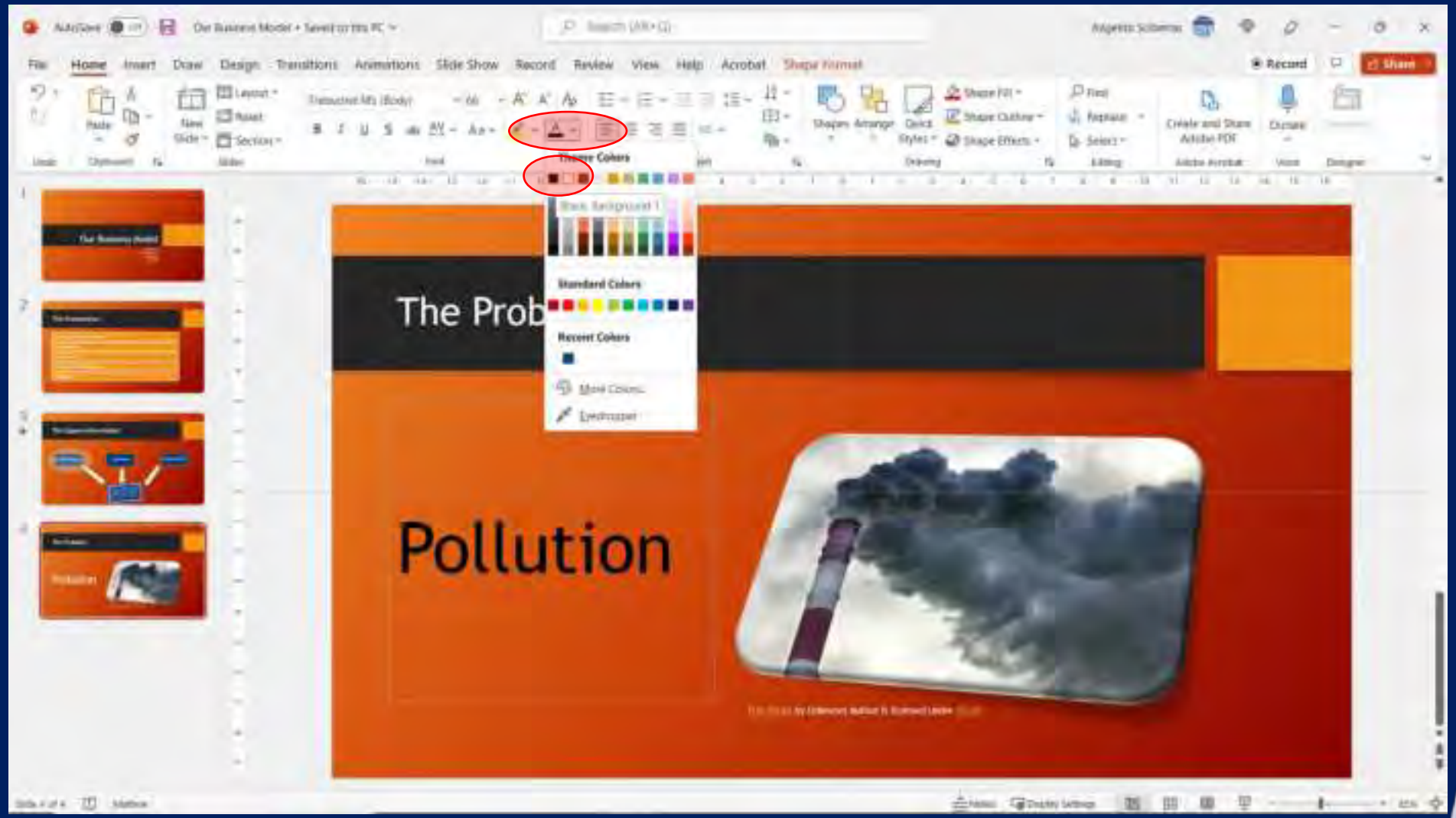

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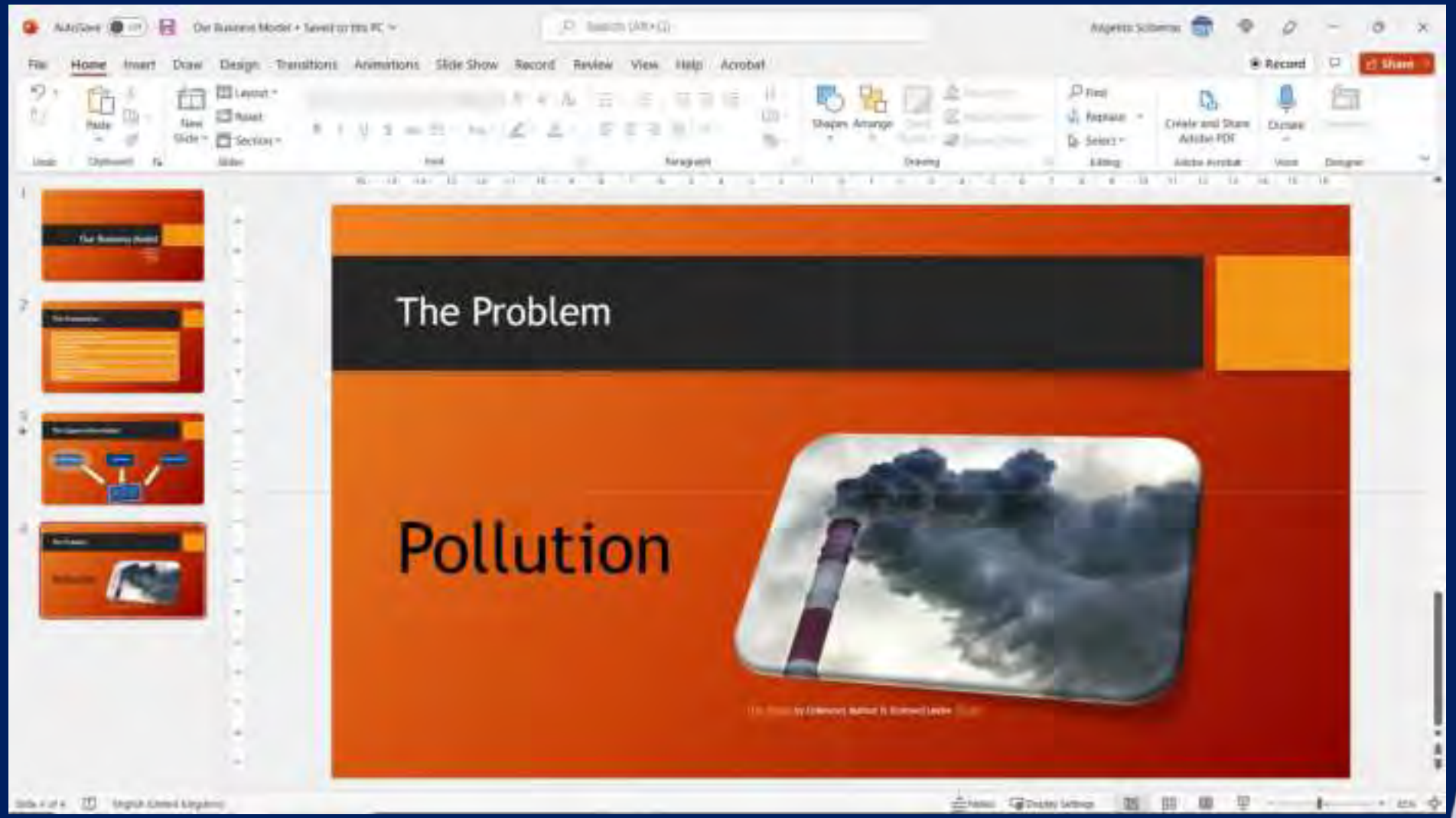

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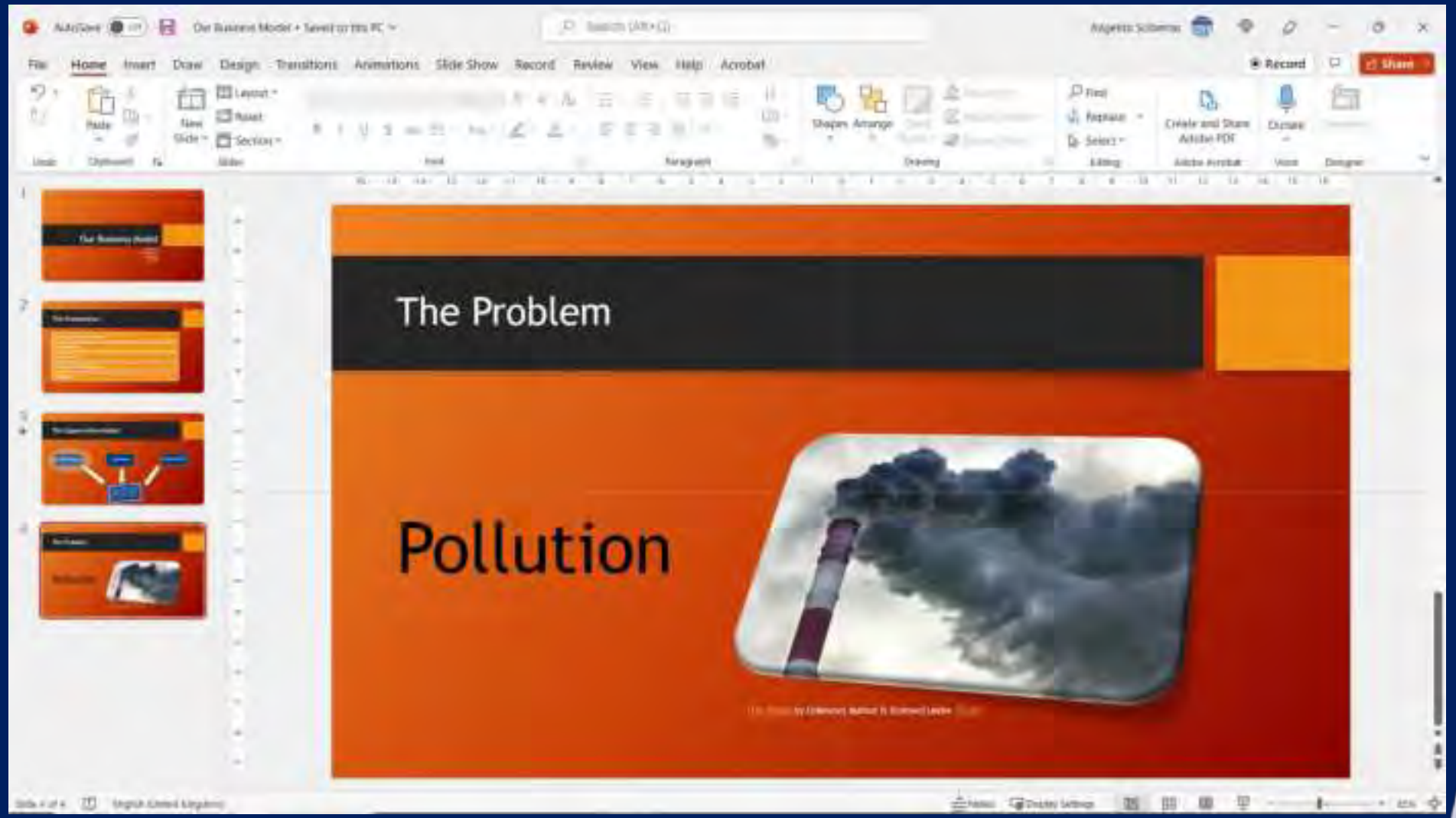

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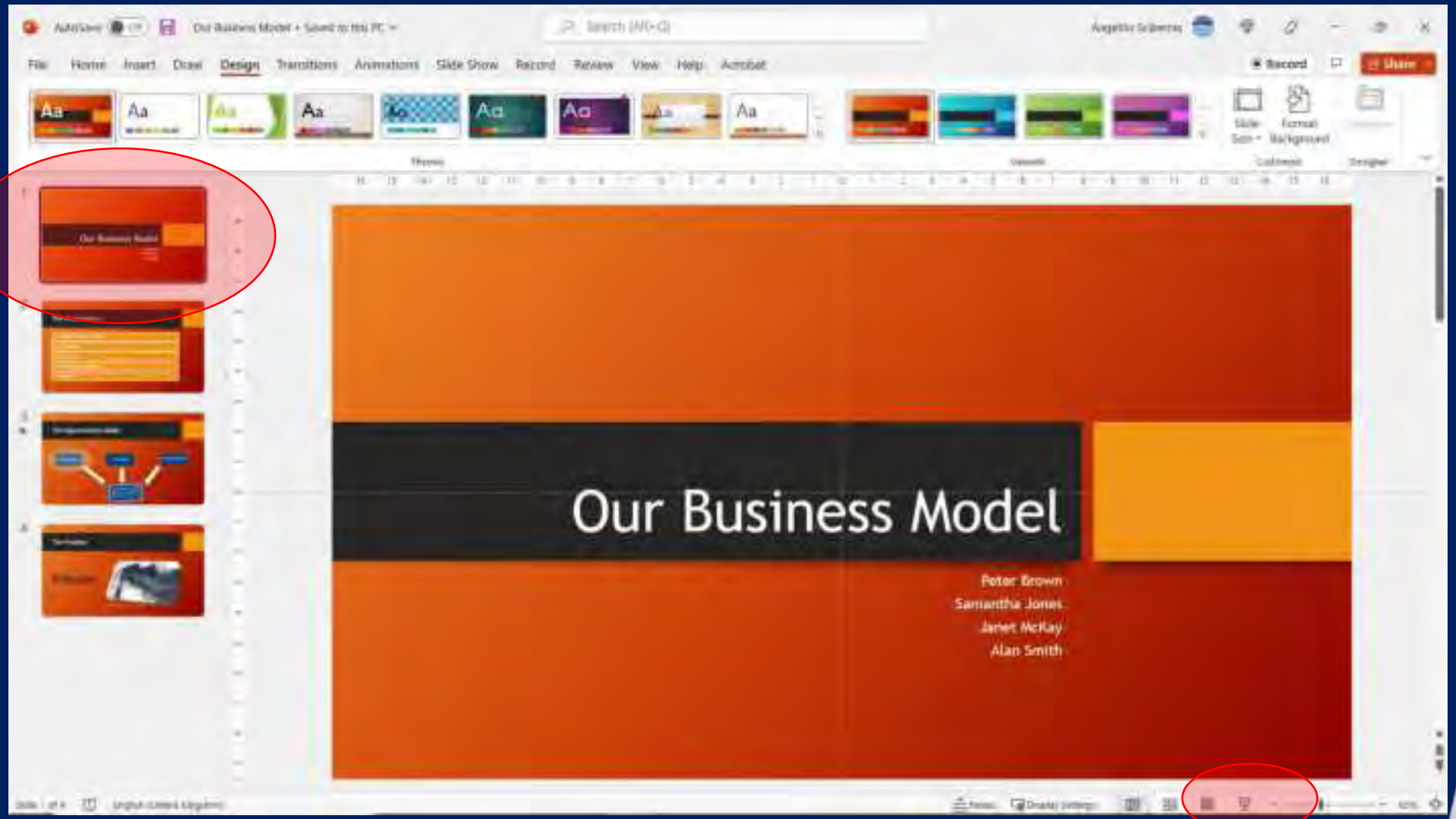

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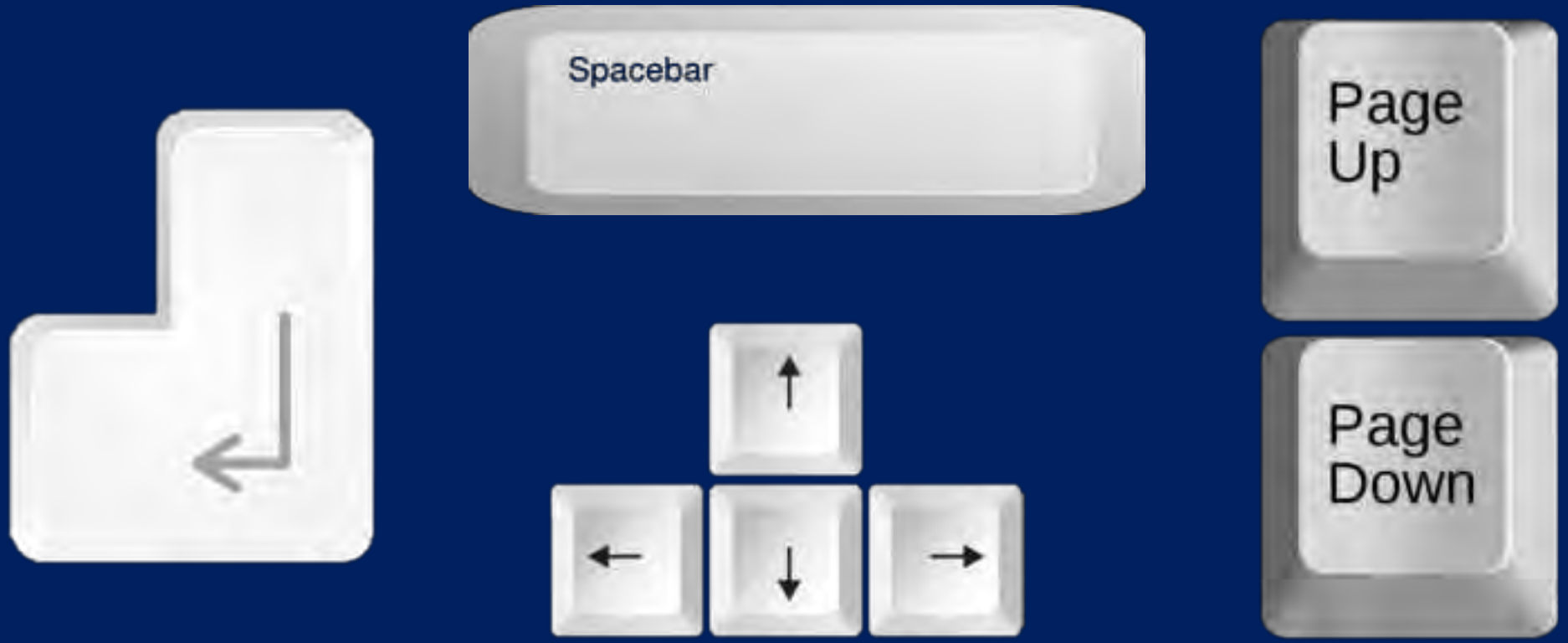

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In-Class Group Presentation

- 20 minute presentation
  - using power point
  - built together (mostly during supervised sessions)
  - delivered during last session
  - by all group members
  - questions asked by colleagues and tutor

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In-Class Group Presentation

- Effective presentations
  - choosing the right font and font size.
  - understanding the importance of simplicity.
  - when to use transitions and animations.
  - how to use the colour wheel.
  - list and understand the different types of visual aids.

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In-Class Group Presentation

- Tips
  - Adding facts and figures to a presentation increases audience retention by 20%.
  - Presentations with visual aids are 43% more persuasive than the same presentations without visuals.
  - 91% of presenters feel more confident presenting with a well designed slide deck.

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In-Class Group Presentation

- Before Starting
  - Know your stuff
  - Know your audience
  - Write it out
  - Rehearse

In-Class Group Presentation

- Fonts
  - This is a Sans Serif font
  - This is a Serif font

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In-Class Group Presentation

- Fonts
  - This is a comic font
  - *This is script font*

Undergraduate Diploma in Business Administration

In-Class Group Presentation

- Keep Text to a Minimum
  - Powerpoint is there as your presentation aid **not the main source of information**.

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In-Class Group Presentation

- Keep Text to a Minimum
  - Powerpoint is there as your presentation aid **not the main source of information**.
  - If you really need to text heavy a slide, **gradually** reveal it when needed.

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In-Class Group Presentation

- Keep Text to a Minimum
  - Powerpoint is there as your presentation aid **not the main source of information**.
  - If you really need to text heavy a slide, **gradually** reveal it when needed.
  - Include **only the main speaking points** in the form of short concise bullets.

In-Class Group Presentation

- Keep Text to a Minimum
  - Powerpoint is there as your presentation aid **not the main source of information**.
  - If you really need to text heavy a slide, **gradually** reveal it when needed.
  - Include **only the main speaking points** in the form of short concise bullets.
  - Chunks of text will **tempt you to read** from the slides rather than communicate with audience.

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In-Class Group Presentation

- Keep Text to a Minimum
  - Powerpoint is there as your presentation aid **not the main source of information**.
  - If you really need to text heavy a slide, **gradually** reveal it when needed.
  - Include **only the main speaking points** in the form of short concise bullets.
  - Chunks of text will **tempt you to read** from the slides rather than communicate with audience.
  - Otherwise, the **audience may be reading** rather than listening to you.

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In-Class Group Presentation

- Keep it Simple
  - Do not fill up empty spaces with unnecessary elements.
  - This will NOT help audience in understanding what you are saying.
  - The less clutter in a slide, the more impact your visual message will have.
  - Design elements should be kept at minimum to prevent distraction, such as a simple background

In-Class Group Presentation

In-Class Group Presentation

- Limit Transition and Animations
  - Using lots of animations is **distracting and amateurish**.
  - It can also be **problematic and frustrating** to view presentation on different devices.
  - Use them only for a purpose, such as to reveal the stages of a process.
  - Use only subtle animations, such as **“Fade”, “Appear”** etc.
  - Do not use more than 3 different types of animations in one slide.

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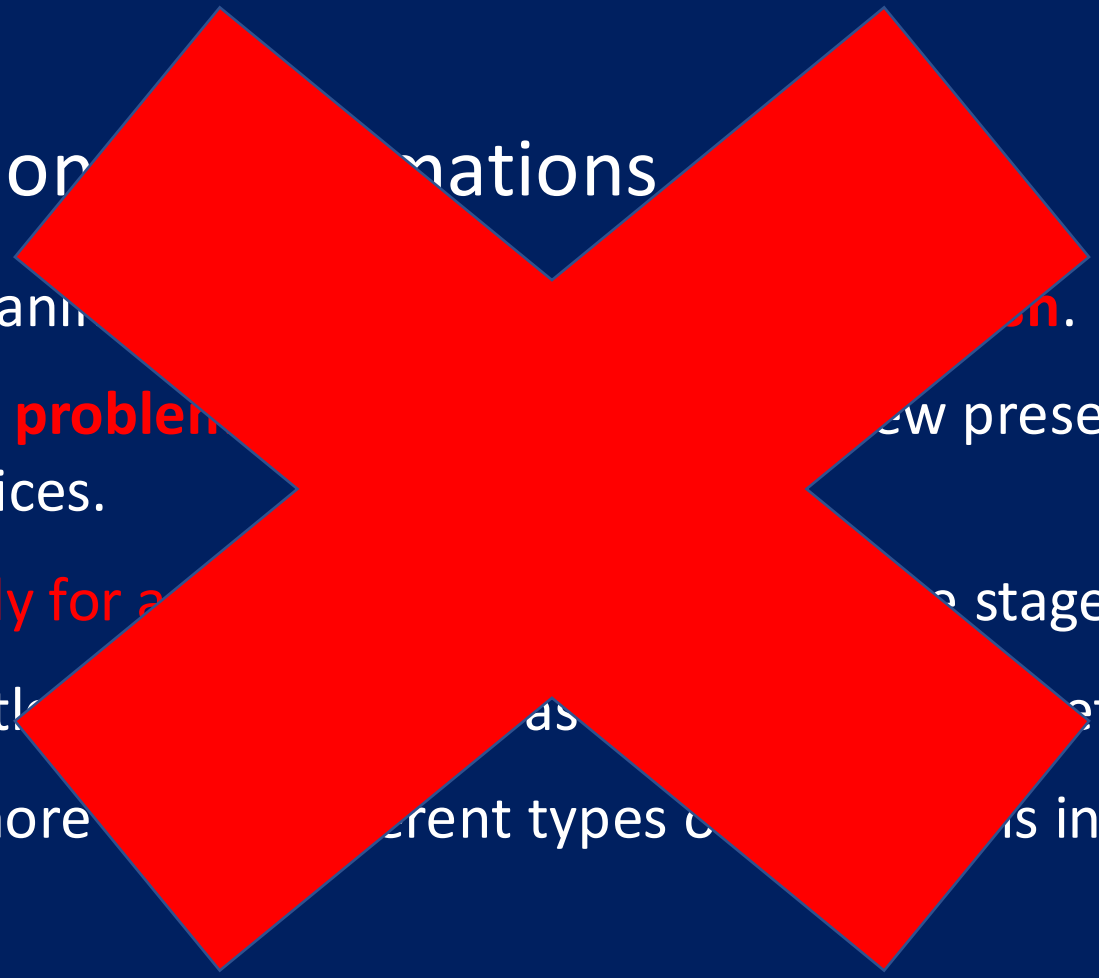
In-Class Group Presentation

- Limit Transition[illegible]nations
  - Using lots of ani[illegible]on.
  - It can also be **problen**[illegible]ew presentation on different devices.
  - Use them only for a[illegible]e stages of a process.
  - Use only subtl[illegible]as[illegible]etc.
  - Do not use more [illegible]erent types o[illegible]s in one slide.



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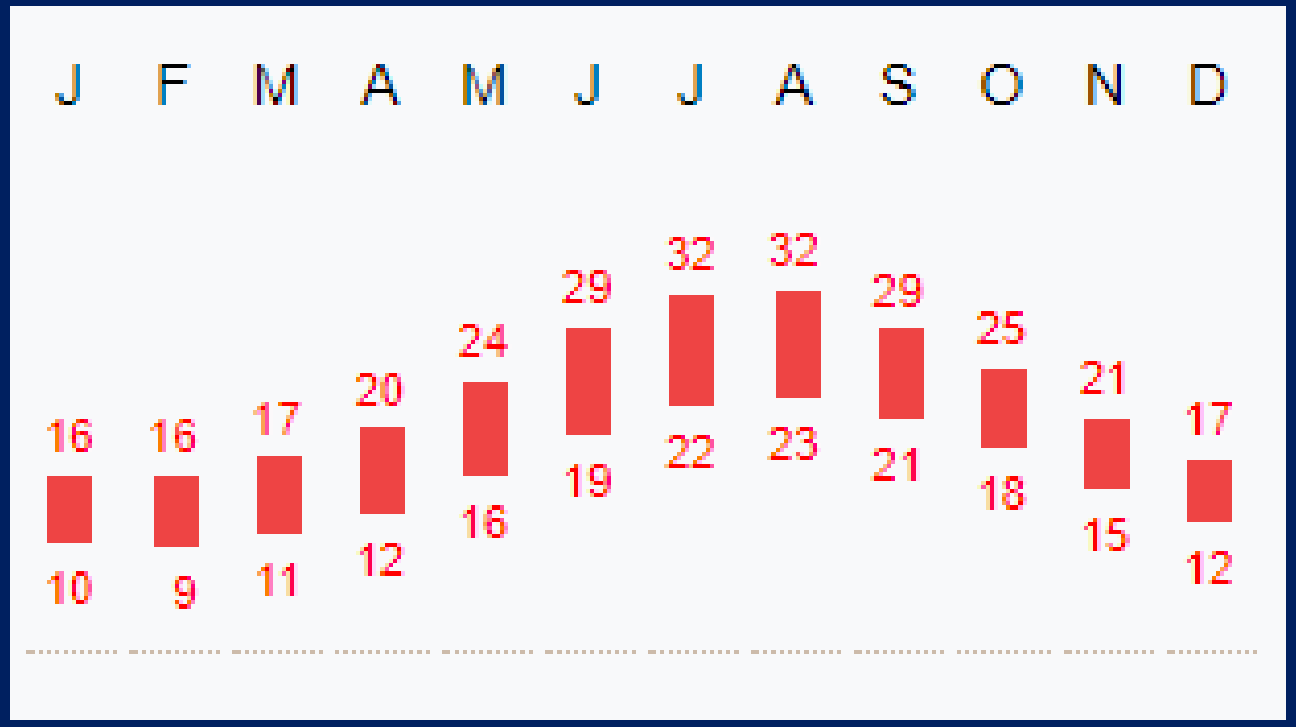
In-Class Group Presentation

- Visual Aids
  - Pictures
  - Graphs
  - Object
  - Map
  - Video Clip

In-Class Group Presentation

- Visual Aids



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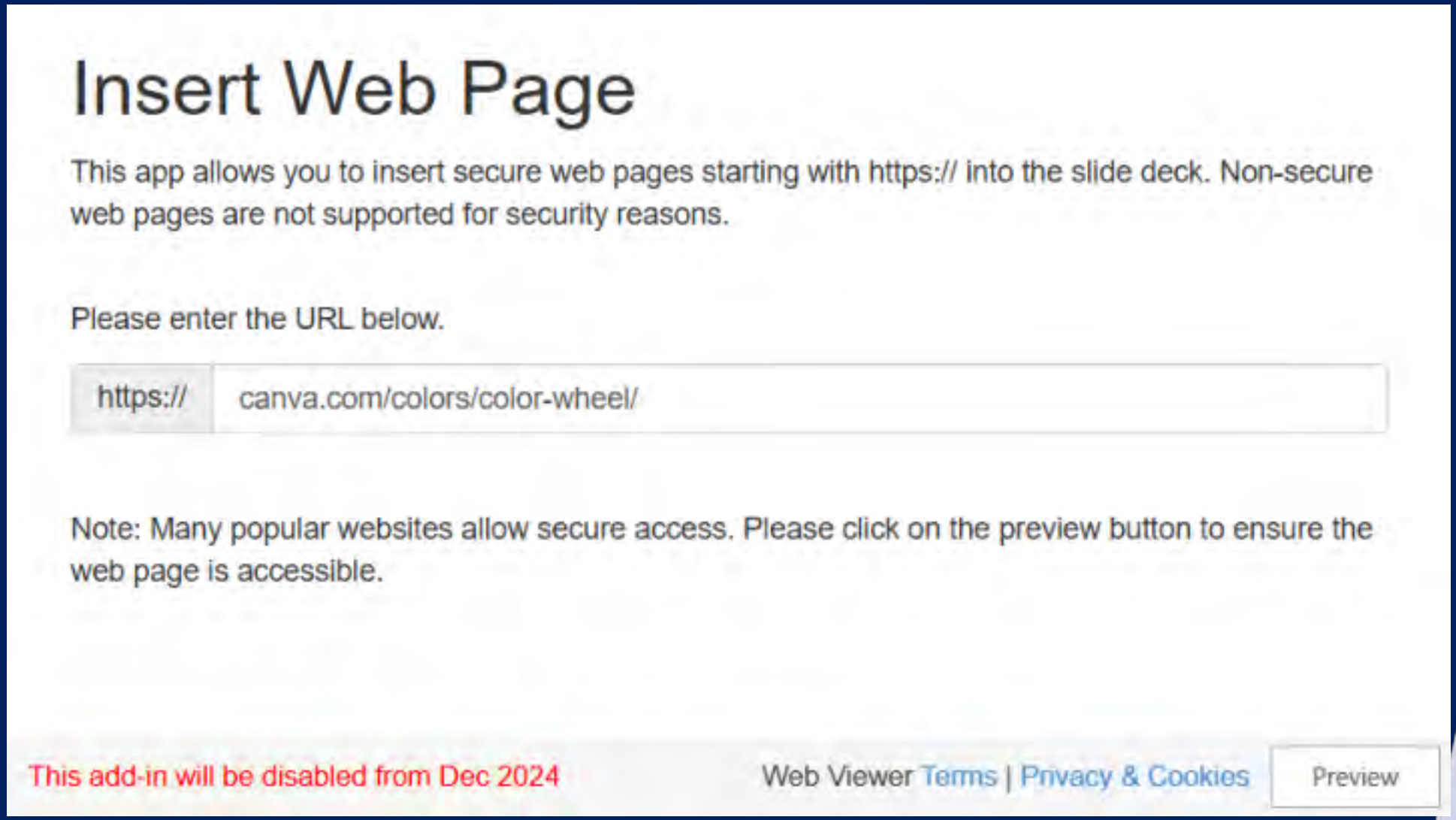
In-Class Group Presentation

- Colours
  - Use colours it **increases people's motivation to read**.
  - Colours can also evoke emotions and can **improve understanding** eg : highlighting certain
  - Use the **colour wheel** to help you: https://www.canva.com/colors/color wheel
  - Colour opposite each other are complimentary and create contrast.
  - Using complimentary colours **makes your text more readable**.
  - Avoid using too many colours in your presentation.

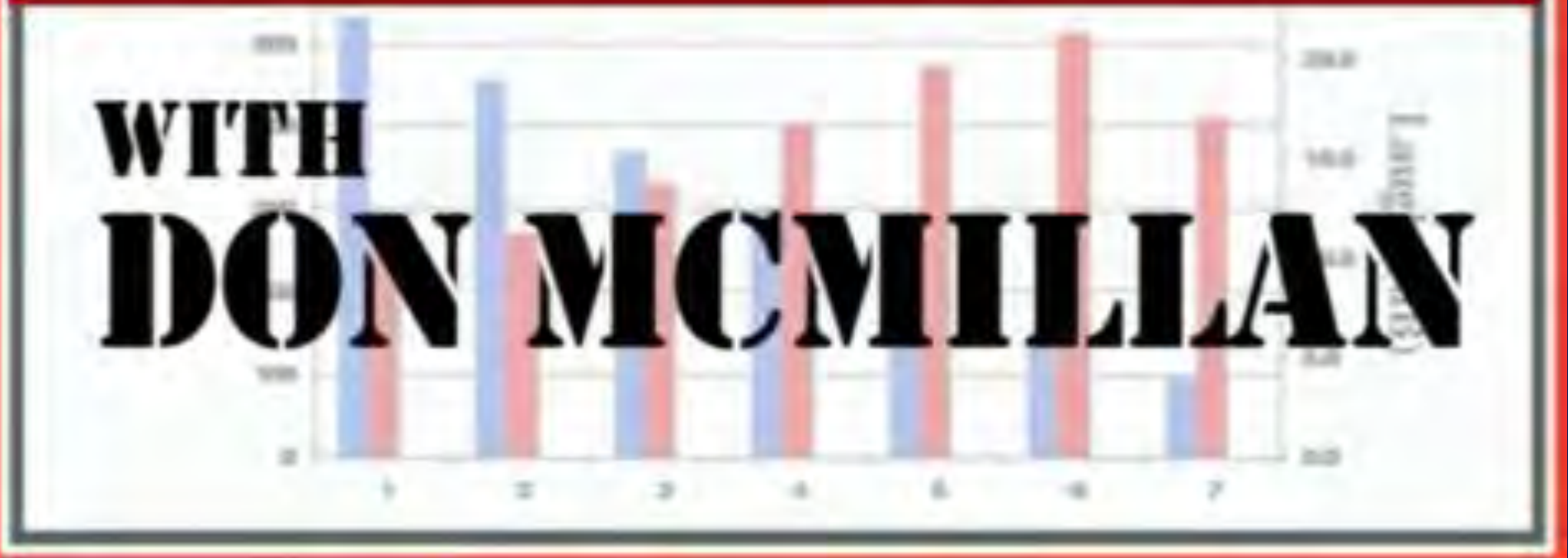
In-Class Group Presentation

- Colours
  - When using the **wrong colour the text may become** illegible
  - When using the **right colour you create contrast**
  - https://www.canva.com/colors/color-wheel

In-Class Group Presentation



LIFE AFTER DEATH BY POWERPOINT 2012



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In-Class Group Presentation

- Use the spell checker but do not rely on it ONLY
  - Spelling mistakes show that you are not giving attention to detail
  - Be careful of Malapropisms

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In-Class Group Presentation

- Malapropisms
  - “Texas has a lot of **electrical** votes” - George Bush 1989
  - “I might just fade into **Bolivian**.” - Mike Tyson 2002
  - “I’m not going for the **Sixteenth** Chapel look.” - Justin Bieber 2012

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In-Class Group Presentation

- Grammatical mistakes
  - While in the woods I came across a **bare**.
  - I needed some **piece** of mind
  - Joe is a little shorter **then** Anna

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The Rubric

	5 marks	4 marks	3 marks	2 marks	0 marks
Presentation Etiquette	Student presented the material in a professional manner.	Student presented the material in a mostly professional manner.	Student presented the material in a somewhat professional manner.	Not Applicable	Student did not take presentation seriously.
Citations	All sources (information and graphics) are accurately documented in the desired format.	All sources (information and graphics) are accurately documented, but one is not in the desired format.	All sources (information and graphics) are accurately documented, but two or more are not in the desired format.	Some sources are not accurately documented	No citations
Appearance	Presentation shows considerable originality and inventiveness. The content and ideas are presented in a unique and interesting way.	Presentation shows some originality and inventiveness. The content and ideas are presented in an interesting way.	Presentation shows an attempt at originality and inventiveness on most of the slides.	Presentation shows an attempt at originality and inventiveness in only a few of the slides.	Presentation is a rehash of other people's ideas and/or graphics and shows very little attempt at original thought.
Sequencing of Inform	Information is organized in a clear, logical way. It is easy to anticipate the type of material that might be on the next slide.	Most information is organized in a clear, logical way. One slide or item of information seems out of place.	Some information is logically sequenced. An occasional slide or item of information seems out of place.	There is a haphazard plan for the organization of information.	No plan for the organization of information.
Use of Graphics	All graphics are attractive (size and colours) and support the theme/content of the presentation.	A few graphics are not attractive but all support the theme/content of the presentation.	All graphics are attractive but a few do not seem to support the theme/content of the presentation.	Several graphics are unattractive AND detract from the content of the presentation.	Student did not use any graphics at all.
Timing	The presentation was delivered within the time given.	Presentation was over or under the time given to deliver the whole presentation	The presentation was over 5 minutes longer or shorter than the allocated time.	The presentation was far too long	The presentation was far too short
Preparedness	Student was very well prepared and had obviously rehearsed	Student seemed very prepared but might have needed to rehearse some more.	Student was prepared but lacked rehearsing.	Student was not very prepared and lacked rehearsing.	Student was not prepared at all.
Questions	Student answered all questions made by the other students and tutor in a confident and correct way.	Student answered most of the questions made by the other students and tutor in a way that shows good understanding of the subject.	Student answered only some of the questions made by the other students and tutor in a way that shows lack of a good grasp of the subject.	Student failed to answer most of the questions made by the other students and tutor.	Student failed to answer any of the questions made by the other students and tutor.
	46 - 60 marks	**31 - 45 marks**	**16 - 30 marks**	**01 - 15 marks**	**0 marks**
Content	Presentation includes all material needed to gain a comfortable understanding of the topic	Presentation includes most material needed to gain a comfortable understanding of the material but is lacking one or two key elements.	Presentation is missing more than two key elements.	Presentation is lacking several key elements and has inaccuracies.	Presentation does not address the assignment question.

Presentation

- *Maximum score* *100*
- *Weighted* *20*

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Next Session

Starts at 09:00 a.m. Sharp - Tomorrow

Business Administration on Saturday in Naxxar – Rooms 1 & 2

Starts at 09:00 a.m. Sharp - Thursday

Digital Marketing Wednesday in Naxxar – Rooms 1 and 2

Starts at 9:00 a.m. Sharp – Monday 23 February

Masters in Human Resources Management in Naxxar – Rooms 1 & 2

Introduction Session 04

Lecture Title: PowerPoint

Lecturer: Mr Angelito Sciberras

Date: 9 January 2026