Tips for Your PowerPoint Deck

• RESEARCH RESEARCH RESEARCH
• Number slides to reflect questions
  • i.e., "1a" on slide 3
• Answer the question in the title of the slide
  • (Do not restate the question)
• Concise bullet points
Mechanics of Your PowerPoint Deck

• Graphs and charts tell a story, not just state data
  • Any graphs, charts, tables, etc. must have proper titles, and X and Y-axes of graphs labeled, and cited
  • Charts and graphs should be explained
• APA in-text citations and references
• Stylistic elements emphasize key points (color pattern, icons)
• Styles (fonts, colors, etc.) are consistent throughout each assignment
Deck vs. Presentation

• Deck: an "essay" on slides
  • Full paragraphs

• Presentation: a guide for the audience
  • Concise bullets

This is a **DECK**! Do not leave important information out!
Potential Outline

• Title Slide
• Executive Summary
• 1 slide per question (or more if needed)
• References
Expectations Explained: D,E, A

• Logical reasoning and sufficient elaboration.
• Well-supported defense and assumptions
• Explaining and supporting WHY your answers make sense as a whole.
• Inconsistencies, flawed reasoning, and unsupported conclusions cannot earn above 70% of the points for any of the queries.
Part 1 Question Overview

- Product
- Industry
- Product Categories
- Procter & Gamble
- Strategic Planning

- Be sure to **answer all sub-questions** within the assignment prompt under each numbered question (I.e. for section 3 have a-e answered in your deck)
What does “status” of the product mean?
- Maturity in product lifecycle, Market share/BCG

What does “status” of the industry mean?
- Industry growth, competitive landscape

What is an example of a trend?
- Gen Z is more health-focused than previous generations, so healthier food options are gaining market share (organic, plant-based, etc.)
Visit the Frank Center!

Tippie.uiowa.edu/bizcomm

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