

27654 - Foreign Language for Marketing (English)

Syllabus Information

Academic year: 2023/24

Subject: 27654 - Foreign Language for Marketing (English)

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 5.0

Year: 4

Semester: Second semester

Subject type: Optional

Module:

1. General information

The main goal of this subject is that the student learns to communicate in English in an appropriate way in written and oral form adapting to the audience and the purpose of the discourse in different professional contexts in the field of marketing at international level.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda of United Nations (<https://www.un.org/sustainabledevelopment/es/>), specifically, the activities planned in the subject will contribute to the achievement of goals 1, 2, 4, 5, 5, 7, 8, 8, 10, 10, 12, 13, 16, 17.

Students wishing to take this course must have a general knowledge of the English language (written and oral) equivalent or superior to B1 of the CEFR. Classes will be taught in English and students must be able to take notes and communicate in English in the classroom. It is recommended to work on the subject on a continuous basis, which also implies attending classes regularly.

2. Learning results

The student, passing this subject, achieves the following results:

- Communicate in English in an appropriate way at an intermediate-advanced level, in oral and written form, adapting to the professional context of marketing, emphasizing on argumentation.
- Understand and critically interpret texts in English related to the marketing area.
- Interpret and present data related to the management of marketing-related activities, using specific oral and written communication strategies and techniques in English.
- Use the strategies of organization and synthesis of formal and professional discourse in oral and written English.
- To have acquired sufficient vocabulary specific to professional practice in the field of marketing to be able to communicate effectively and accurately.

Since this specific English subject starts from a level of B1, at the end of the course students will reach a level higher than this.

3. Syllabus

UNIT 1. A CAREER IN MARKETING

Introduction to marketing

Your professional identity: "market yourself"

Corporate identity: logos, branding and company profile

UNIT 2. MARKET RESEARCH

The process of marketing

Finding potential customers

Presenting the results of the market research: describing graphs and charts

UNIT 3. MARKETING STRATEGIES

Introduction to the marketing plan

The four Ps: product, Price, Placement and Promotion

Contacting other companies and customers

UNIT 4. ADVERTISING

Advertising and Publicity

Advertising channels

The AIDA model

Advertising and ethics

UNIT 5. SOCIALISING AND PRESENTING YOUR PUBLIC FACE

Company promotion: press releases.

Socialising in trade fairs

4. Academic activities

The subject is divided into the following activities:

Participative master classes: 20 hours.

Participative practical classes with written and oral group and individual work: 30 hours.

Personal study. 75 hours.

Assessment tests. 2h 30mins (outside class hours).

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

5. Assessment system

The subject will be evaluated in first and second summons by means of a global evaluation.

Global assessment:

A global test based on the contents and practical activities of the subject, consisting of:

- An oral presentation in groups of three or four students followed by questions.
- A listening comprehension test.
- A written comprehension test, grammar and vocabulary exercises.
- A test of written texts that will include the use of specific vocabulary and the use of the English language register in the field of marketing.

These tests will be held on the date set by the Faculty during the official examination period.

In the case of the oral presentation, students may choose to make it either in advance on dates proposed by the faculty of the subject at the end of the semester, or on the official dates of each call. You will be able to choose the date of the test at the document with dates and times available in Moodle with enough time in advance.

Assessment Criteria:

At both sessions, correctness in oral and written presentation, discourse organisation, correct use of specific vocabulary and generic conventions of the formal register of English in the field of marketing, as well as correctness in pronunciation, intonation, fluency and grammar, all within the intermediate level of English language proficiency required to take the course, will be assessed.

The oral proficiency assessment test (oral presentation and comprehension) will represent 50% of the final grade and the written proficiency assessment test (written comprehension and production) the other 50%. To pass the subject it is necessary to obtain, separately both parts (oral and written) a minimum of 50% in each part.