

27655 - Foreign Language for Marketing (French)

Syllabus Information

Academic year: 2024/25

Subject: 27655 - Foreign Language for Marketing (French)

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 5.0

Year: 4

Semester: First semester

Subject type: Optional

Module:

1. General information

The main goal of this subject, taught in French, is for students to improve their oral communication skills and written in this language in order to be able to function in their profession or in the French-speaking professional environment. Starting from level A2 of the MECRL, the subject will be approached from the point of view of specific approaches and objectives, reinforcing the practice of the language in its five skills, situations and professional conventions.

Its approaches and goals are aligned with the Sustainable Development Goals of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>), so that the acquisition of the learning results of the subject provides training and competence to contribute to some extent to the achievement of targets 4.7 of Goal 4 and of target 11.4 of Goal 11.

2. Learning results

- Solve communicative situations, simulations and practical cases in French that involve the understanding of the fundamental concepts and their correct application.
- Shows fluency, correctness and confidence in oral expression in French.
- Master the specific vocabulary of the French language, with special attention to the formal register of the language and to the conventions used in the business.
- Read, understand and handle different types of texts in French, including ICT and audiovisual media, valuing them as sources of information necessary for the professional activity.
- Express him/herself in writing with coherent discourse and clear language on topics related to the future profession.
- Identifies socio-cultural aspects and differences of international interlocutors in the professional business environment.

3. Syllabus

UNIT 1. Prendre contact: Greetings, intercultural usages. The telephone. Messages. L'interrogation. Temps verbaux.

Personal pronouns. The names, the alphabet.

UNIT 2. Administration: Fonctions, organization. La lettre administrative. Demonstratives and possessives. Relatifs. Pays et nationalités. Prépositions. The négation.

UNIT 3. Employment and working conditions: Job offers and demands. CV, application letter and cover letter. Imparfait and passé composé. Participants. Subjonctif.

UNIT 4. Où et quand: Situation in space. Orientations and directions. The place of work. Internal communications.

L'expression du temps. Pronoms complément.

UNIT 5. Voyages internationaux: Réservations. Confirmations and cancellations. Invitations. Agenda, rendez-vous. Transformation nominale. Expression of cause and consequence. Concordance des temps.

4. Academic activities

Explanation of concepts, presentation and exemplification of tasks.

Performance of individual / group tasks.

Participation in simulation activities.

Search for materials and resources.

Preparation of evaluable tests.

Student presentations.

This subject is linked to the one taught in the Bachelor's Degree in Business Administration and Management (ADE), so you should consult their schedules and place of delivery.

5. Assessment system

GLOBAL evaluation TEST of theoretical-practical character, face-to-face and individual, for all the calls of the subject . It will consist of the following activities:

- Written activities: (5 points)

Of communicative situations, grammar and vocabulary (2 points).

Written expression and interaction (2 points).

Reading comprehension (1 point).

- Oral activities: (5 points)

Oral expression and interaction (3 points).

Listening comprehension (2 points).

The final exam will be considered passed when at least half of the points assigned to the written and oral activities are obtained (a minimum of 2.5 out of 10 points in the written and oral tests). If not achieved, the final grade cannot be higher than 4 out of 10.

Oral (50%) and written (50%) competencies will be evaluated according to these criteria:

- The level of preparation of the tasks.

- The use of vocabulary and register relevant to the communication situation.

- Comprehension of different types of written documents and oral situations.

- Syntactic and morphological correctness.

- Fluency, correctness and pronunciation.

The detection of plagiarism or copying in an activity will result in a grade of 0 points for that activity.

6. Sustainable Development Goals

4 - Quality Education

11 - Sustainable Cities and Communities