

Academic Year/course: 2022/23

## 27654 - Foreign Language for Marketing (English)

### Syllabus Information

**Academic Year:** 2022/23

**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

### 1.1. Aims of the course

The general aim of this English for Marketing course is to enable students to communicate at a reasonable level of accuracy in the present international business environment. More specifically, students should develop their proficiency in listening, reading, speaking and writing texts related to business topics and practice, including knowledge of how the language is used, how it works and how to analyse it and the contexts in which it is spoken.

### 1.2. Context and importance of this course in the degree

This is an optional module of 5 ECTS included in the 2<sup>nd</sup> semester of the 4th year programme of the degree course, provided and by the Department of English and German Philology. The course seeks to provide practical learning resources focusing on a range of documents and texts (written and oral) related to the students' future professional careers and, thus, enhance their employability in the international business world.

This course should also help students to understand, analyse and produce academic texts related to other subjects in their degree course. At the end of the course, students should reach a higher level of English.

These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the 2030 agenda (<https://www.un.org/sustainabledevelopment/en/>), contributing, to some extent, to their achievement. Whenever possible, tasks used in the module will deal with the said objectives, particularly objectives 1, 2, 4, 5, 7, 8, 10, 12, 13, 16, 17

### 1.3. Recommendations to take this course

To be successful, the student is recommended to start with at least the level of general English (written and oral) acquired in Bachillerato (A-levels), and which is equivalent to B1 of the Common European Framework. The programme is fully taught in English and communication in the classroom takes place only in this language too. The student is also advised to work on it steadily, which implies attending lessons and practice sessions on a regular basis.

In this link the B1-B2 level descriptors are summarized:  
(<https://rm.coe.int/CoERMPublicCommonSearchServices/DisplayDCTMContent?documentId=090000168>)

## 2. Learning goals

## 2.1. Competences

### Specific competences:

- Be able to describe in English the buyer's decision-making process and analyse the influence of various factors that affect the consumer's buying behaviour.
- Analyse and assess marketing strategies for business internationalisation.

### Transversal competences:

- Be able to deliver an oral presentation of ideas, products or reports in English.
- Write professional reports and projects in English.
- Be able to communicate in oral and written English in a professional context.
- Show a respectful attitude for non-discrimination values and principles.
- Be cooperative with team work.

The skills acquired through the English for Marketing course are key for students of Marketing and Market Research. Nowadays, they are crucial to access knowledge and enhance their employability within the growing international business practice, where a proficient command of English is specially required.

## 2.2. Learning goals

The student, in order to pass the course, will have to show his/her competence in the following skills:

1. Communicate fluently and clearly at an intermediate-advanced level of English (oral and written) and in areas related to their professional practice.
2. Understand and make critical comments on the English texts in the area of marketing and advertising.
3. Present and interpret data relating to field of marketing using the specific language strategies and techniques (oral and written) for this type of discourse in English.
4. Use the corresponding language strategies for organising and summarising information in oral and written texts.
5. Have reasonable command of a range of vocabulary on familiar and some business specialised topics in the area of marketing to be able to communicate effectively with other professionals in English.

Given that students are recommended to start with at least a B1 level of general English (written and oral) (Common European Framework), at the end of the course, students should reach a higher level of English.

## 2.3. Importance of learning goals

The skills acquired through the English for Marketing course are key for students of Marketing and Market Research. Nowadays, they are crucial to access knowledge and enhance their employability within the growing international business practice, where a proficient command of English is specially required.

## 3. Assessment (1st and 2nd call)

### 3.1. Assessment tasks (description of tasks, marking system and assessment criteria)

A global final exam that will assess their oral and written specific English language skills (speaking, listening, reading and writing). This exam will be based on the contents and practical activities of the course and will seek to allow the students to prove their communicative, written and oral competence in the English language used in the realm of the economy.

The exam will consist of:

- **Speaking skills:** Delivery of an oral presentation in groups of three or four students followed by questions. Students will be able to choose the date to deliver the presentation from these two options: either on the dates proposed by the teacher during the last week of the semester, or on the official exam dates set by the Faculty (see calendar of exams on the Faculty website). Students will choose one of these two dates by writing down their names in the corresponding time-slot in a schedule sheet which will be available in Moodle. They will have to choose the date in due time, at least two weeks in advance.

- **Listening, reading and writing skills:** Listening and reading comprehension, vocabulary and grammar test, and writing of texts that will include the use of the specific vocabulary and register of the English language in the context of economics and the economy

The official hours and dates of the final exams can be found on the web page of the faculty.

### **Crterios de valoración**

Accuracy in the use of the English language and appropriateness of style (formal register and specific vocabulary); coherent organization of the information adjusting to the respective discourse structure of the different genres; understanding of the main information -as well as in detail- in oral and written texts; correct pronunciation and intonation.

The oral language skills assessment (presentation and listening) will represent 50% of the final mark. The written language skills assessment (reading comprehension, test and written text production) will represent the other 50% of the total mark.

To pass the course it is necessary to pass both parts separately (oral and written) with a minimum of 50% in each part (5 points out of 10). Only one part may be compensated with another, if one of them obtains a rating of 4.5 points out of 10.

It will be verified that the vocabulary, language and grammatical and syntactic structures used by the student do not show significant level discrepancies between his/her oral and written exams and between their corresponding activities.

Participation in class, as well as carrying out the assignments recommended by the teachers, will be aspects to be considered when adjusting the final mark or granting an honors grade.

### **Resit**

The resit exam will take place on the official date which corresponds to the exams of the second call. Same assessment tasks and criteria explained above apply for the resit.

The final assessment will be prepared to be carried out as face-to-face examination, but if health circumstances do not allow it, they will be carried out by doing it entirely online or in a blended way. In the case of online exams, it is important to highlight that, the student may be recorded, and he or she can exercise his or her rights by the procedure indicated in.

[https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia\\_reducida.pdf](https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf)

The necessary software will be used to check the possibility of plagiarism. The detection of plagiarism or copying in an activity will imply that the activity or exam will be marked 0/10.

## **4. Methodology, learning tasks, syllabus and resources**

### **4.1. Methodological overview**

The methodology followed in this course is oriented towards the achievement of the learning objectives. Although part of any class session is likely to involve direct teaching, the emphasis is on student participation in English and the students will be expected to take part actively in discussion and in tasks such as small group and pair work, role play and oral presentations. These activities will include:

- Written and oral communication activities.
- Analysis of professional texts in the area of finance and accounting.
- Oral presentation of projects.
- Problem-solving activities based on professional case studies.

The student will also be expected to spend time studying outside the class using extra facilities and materials to help them develop their expertise as independent language learners.

The teacher will recommend the use of bibliography and printed learning materials at the beginning of the module. To help students to develop an autonomous learning programme, extra supporting

materials to consolidate English grammar and pronunciation as well as extra practice materials will be provided in the e-learning platform <https://moodle2.unizar.es/>.

## 4.2. Learning tasks

The programme offered to the students to help them achieve the learning results includes the following activities:

- 1: Lectures: with the main objective of conveying the fundamental concepts of the module, so that goals set by the teacher are achieved. The lecture is expected to be participatory and to encourage debate and clarify issues and questions based on the learning materials. (20h)
- 2: Practice sessions: individual and group tasks on business related discussions, team work and group interaction, preparation and presentation of companies, projects or ideas, simulation of professional situations in the area of marketing and advertising. (30h)
3. Self-study, assignments, exam preparation and assessment activities (75h)

Learning tasks will be prepared to be carried out as face-to-face activities, but if health circumstances do not allow it, they will be carried out by doing it entirely online or in a blended way.

## 4.3. Syllabus

### TOPIC 1: INTRODUCTION TO MARKETING: YOUR PROFESSIONAL AND CORPORATE IDENTITY

Introduction to a career in marketing: "marketing yourself"

- ? Corporate identity: logos, branding and company profile

### TOPIC 2: THE PROCESS OF MARKETING: MARKET RESEARCH

- ? The process of marketing
- ? Finding potential customers
- ? Presenting the results of the market research: describing graphs and charts

### TOPIC 3: MARKETING STRATEGIES

- ? Introduction to the marketing plan
- ? The international marketing mix
- ? The four Ps: product, Price, Placement and Promotion
- ? Contacting other companies and customers

### TOPIC 4: ADVERTISING

- ? Advertising and Publicity
- ? Advertising channels
- ? The AIDA model
- ? Advertising and ethics

### TOPIC 5: SOCIALISING AND PRESENTING YOUR PUBLIC FACE

- ? Methods to promote your company: websites, sponsorship, press releases, trade fairs.
- ? Socializing in trade fairs.

## 4.4. Course planning and calendar

The planning and timetable of the lectures and practical classes, as well as activities and key dates will be announced at the beginning of the academic year and during the semester at due time. The timetable and the delivery of the tasks and projects will be communicated via the e-learning platform Moodle.

Note that it is the responsibility of students to ensure that they have read and understood this document and all the information about the course, and have checked the classes timetable and exam dates in advance, so as to be able to plan their work schedule. If you are in any doubt, talk to

the teacher in good time.

The official hours and dates of the final exams can be found on the web page of the faculty.

#### **4.5. Bibliography and recommended resources**

Please visit the University Library's database.