

Educational material guide			
Module Name: English For Specific Purposes			
The Field	Economics, management, and commercial sciences	branch	Commercial sciences
specialty	Marketing	level	Master 1
Semester	The Second	University year	2024/2025
Knowing the educational material			
Name of module	English for specific purposes	Education unit	horizontal
credit	1	coefficient	1
Weekly volume	14-16 weeks	tutorial (number of hours per week)	1H30
tutorial/number of hours per week	1H 30
Responsible of educational material : Manel Hani			
Name, family name	Manel hani	Rank	Conference lecturer A
Office number	///	E- mail	Manel.hani@univ-biskra.dz
Phone number	///	Time / place of lecture	Thursday 13 :10-14 :40
Description of Educational Material			
Previous gains		<ul style="list-style-type: none"> The student must have some grammar rules of the foreign language 	
The overall objective of the educational material		<ul style="list-style-type: none"> Develop learning skills In English. 	
Educational aims		<ul style="list-style-type: none"> aims to enable the student to know the terminology within the framework of his specialization in foreign languages 	
The content			
First section	Introduction to ESP		
Second section	Introduction to marketing vocabulary		

Third section	Digital marketing management
fourth section	Use of different social media platforms
Fifth section	Marketing email
Sixth section	E. commerce management strategies
Seventh section	Professional presentation
Eighth section	Analyzing marketing case studies
Ninth section	Negotiation and persuasion in marketing
Tenth section	Marketing reports
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Timetable of module syllabus

week	Content of lecture	date
1	- evaluating session	
2	- Introduction to ESP	
3	- Digital marketing management	
4	- Introduction to marketing vocabulary	
5	- Use of different social media platforms	
6	- Marketing email	
7	- E. commerce management strategies	
8	- Professional presentation	
9	- - Analyzing marketing case studies	
10	- Negotiation and persuasion in marketing	
11	- Marketing reports1	
12	- Marketing reports 2	
13	- Global revision	
14	/	
15	/	
Determined by administration	⊙ second-semester exam	
Determined by administration	⊙ Make-up exam	