

Semester : Six**Unit : Horizontal****Course : Specialized English 2-English for Marketing****Credit : 1****Coefficient:1****Teaching Method: Hybrid (Online and Physical)**

السادسي: السادس

وحدة التعليم : الأفقية

المادة : لغة أجنبية متخصصة 2

الرصيد: 1

المعامل: 1

نمط التعليم : عن بعد + حضوري

Learning Objectives**مهداف التعليم**

- Understand and analyse any document dealing with the fields of study.
- Develop critical thinking skills related to analysis and decision making.
- Develop written skills in business contexts.
- Acquire a high level of knowledge of business concepts by using correct vocabulary and phrases for their specific tasks.
- Develop greater verbal fluency for face-to-face business situations.

Previous Knowledge / Requirements**المعارف المسبقة المطلوبة**

Students must have successfully completed the lessons of S1, S2, S4 and S5. They should have developed a strong understanding of the basic concepts related to their fields of expertise, namely, Economics, Trade, Accounting, Management, and Finance as well as improved their verbal communication skills.

محتوى المادة:

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|-----------|-------------------------------------|---------------|
| Chapter 1 | STP Marketing | المحور الاول |
| Chapter 2 | Brands, Products and packaging | المحور الثاني |
| Chapter 3 | International Marketing | المحور الثالث |
| Chapter 4 | Pricing Strategies and Distribution | المحور الرابع |
| Chapter 5 | Advertising | المحور الخامس |

Evaluation Method: continuous**طريقة التقييم: التقييم المستمر**

References:

المراجع:

- .1 Simon Sweeney (2019). English for Business Communication. Cambridge University Press, Second Edition.
- .2 Ian Mackenzie (2010). English for Business Studies: A Course for Business Studies and Economic Studies. Cambridge University Press, 3rd Edition.
- .3 Unknown (2005). Intelligent Business Course book: Intermediate Business English. Pearson Longman.
- .4 Ian Mackenzie (2008). English for the Financial Sector. Cambridge University Press.
- .5 Business English pods
- .6 J. Schofield and A. Osborn (2011). Collins English for Business: Speaking. Harper Collins Publishers.
- .7 A. Littlejohn (2008). Professional English Company to Company: A Task-based Approach to business emails, letters, and faxes. Cambridge University Press, 4th Edition.
- .8 Bill Mascull (2010). Business Vocabulary in Use: Advanced. Cambridge University Press, 2nd Edition.
- .9 Nina O'Driscoll. Market Leader: Marketing. Pearson Longman.
- .10 Martin Hobbs and Julia Starr Keddle (2002). Oxford English for Careers- Commerce. Pearson Education Limited. Second Edition, 2002.
- .11 Ian Mackenzie (2002). Financial English. Christopher Wenger publishing.
Handouts with texts and exercises to do.