

Semester : Six

السادسي: السادس

Unit : Horizontal

وحدة التعليم : الأفقية

Course : Specialized English 2-English for Marketing

المادة: لغة أجنبية متخصصة 2

Credit : 1

الرصيد: 1

Coefficient:1

المعامل: 1

Teaching Method: Hybrid (Online and Physical)

نط التعليم : عن بعد + حضوري

Learning Objectives**مادف 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:

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 Keddie (2002). Oxford English for Careers- Commerce. Pearson Education Limited. Second Edition, 2002.
- .11 Ian Mackenzie (2002). Financial English. Christopher Wener publishing.
Handouts with texts and exercises to do.