

1. Professor: Mr PETER RICHARDSON

2. Overview and objectives

The overall objective is to begin the development of a professional marketing discourse in English. Course documents and presentations impart an understanding of the fundamental concepts and activities of the marketing function from its objectives and methods to its place in the processes of the company. Through interactive question and answer sessions, the course seeks to couple this to an English language capability in terms of building up marketing vocabulary and being able to discuss and present marketing information and activities.

3. Targeted skills

Ability to operate in English in a marketing environment

4. Prerequisites

General prerequisites: knowledge of English

Specific prerequisites: intention to specialize in marketing

5. Level: Bachelor 3

6. Course description and lesson plan

The seminar is conducted in full session for the presentation and discussion of marketing concepts and techniques, accompanied by project work in small groups. It occupies five sessions/periods

7. Teaching methods

The seminar is initially presented as a number of question and answer sessions which enable students to develop an understanding of the different facets of marketing. In parallel and subsequently, the project work, conducted in small groups, enables the students to develop a particular marketing theme and present it in open session in order to pool and refine marketing knowledge and marketing language in English.

8. Examination and assessment

The seminar is evaluated on oral performance and written examination.

9. Bibliography

Course documents and websites