

Course Unit	Commercial and Technical English	Field of study	Foreign Languages
Bachelor in	Marketing	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	1
Type	Semestral	Semester	1
Workload (hours)	162	Contact hours	T - 60 TP - 60 PL - TC - S - E - OT - O -
Level	1-1	ECTS credits	6.0
Code	9205-714-1103-00-23		

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s) Jean Noel Fernand Mercereau

### Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand and analyse longer and more complex texts in his/her field of specialization;
2. Identify specific terminology and use it, according to his/her needs in professional context;
3. Produce legible and organised written texts of increasing extension and complexity in the scope of the specific area;
4. Understand and respond to listening texts at a more advanced level of language on general and specific subjects;
5. To be able to use grammatical structures of major relevance;
6. Communicate effectively for social, professional and academic purposes according to level B2 of CEFR.

### Prerequisites

Before the course unit the learner is expected to be able to:  
Have good knowledge of English based on his/her previous learning at secondary school.

### Course contents

Business. Marketing. Commercial Correspondence. Socializing.

### Course contents (extended version)

1. BUSINESS:
  - Introduction to business;
  - Starting a business;
  - Business organisation;
  - Company structure;
  - Global company/Multinationals;
2. MARKETING: Marketing concepts:
  - Brief history of marketing;
  - The Evolution of Marketing;
  - Marketing department;
  - Marketing mix;
  - Marketing strategy and marketing plan;
  - Commercial brand;
  - Publicity;
  - International marketing;
  - Franchising;
  - Marketing and society.
3. COMMERCIAL CORRESPONDENCE:
  - Curriculum Vitae;
  - Letter of application;
  - Asking for products/services details;
  - Giving information on products/services;
  - Letter of complaint;
  - Making a reservation;
  - Memorandum;
  - Formal Faxes and e-mails.
4. SOCIALIZING:
  - Meeting people; Greeting and responding to greetings;
  - Introducing people;
  - Giving personal details;
  - Welcoming visitors;
  - Entertaining a visitor;
  - Eating out;
  - Making telephone calls;
  - Making a business arrangement on the telephone.

### Recommended reading

1. Baines, Paul, Fill, Chris, Rosengren, Sara & Antonetti, Paolo (2019). Marketing. OUP.
2. Gore, Sylee (2008). English for Marketing and Advertising. OUP.
3. Hewings, Martin & Haynes, Simon (2015). Grammar and Vocabulary for Advanced Learners. C.U.P.
4. Mascull, Bill. (2017). Business Vocabulary in Use. C. U.P
5. Vince, Michael (2003). Intermediate Language Practice. Macmillan.

### Teaching and learning methods

Communicative methodology embraces all four language skills through speaking, reading, writing and listening. Classes include a wide range of interactive activities encouraging learners to use the language in an increasingly autonomous way, connected with exercises Cambridge B2.

### Assessment methods

1. Final assessment 1 - (Regular, Student Worker) (Final)
  - Intermediate Written Test - 20% (Test with grammar and vocabulary, listening and reading)

**Assessment methods**

- Final Written Exam - 50% (Test with writing, listening, speaking, reading and English in Use (grammar and vocabulary).)
- Presentations - 30% (Oral presentation of a group project)
- 2. Final assessment 2 and Incoming Students - (Regular, Student Worker) (Supplementary, Special)
  - Final Written Exam - 70% (Exam with writing, listening, speaking, reading and English in Use (grammar and vocabulary).)
  - Presentations - 30% (Presentation of an individual project)

**Language of instruction**

English

**Electronic validation**

Jean Noel Fernand Mercereau	Luisa Margarida Barata Lopes	Barbara Costa Vilas Boas Barroso	Sonia Paula da Silva Nogueira
14-11-2023	15-11-2023	16-11-2023	17-11-2023