

Course Unit	Commercial and Technical English		Field of study	Foreign Languages	
Bachelor in	Marketing		School	School of Public Management, Communication and Tourism	
Academic Year	2022/2023	Year of study	1	Level	1-1
Type	Semestral	Semester	1	ECTS credits	6.0
Code	9205-714-1103-00-22				
Workload (hours)	162	Contact hours	T	-	TP
			60	PL	-
			TC	-	S
			E	-	OT
			O	-	

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) Maria de Lurdes da Silva M Neves

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. Cotton, D., Falvey, D. & Kent, S. (2011). Market Leader Upper intermediate (3rd ed.). Pearson.
2. Mann, M. & Taylore-Knowles, S. (2006). Destination B2- Grammar & Vocabulary. Macmillan.
3. Mascull, B. (2002). Business Vocabulary in Use. Cambridge University Press.
4. O'Driscoll, N. (2010). Business English Marketing. Person.

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. Continuous Assessment - (Regular, Student Worker) (Final)
 - Intermediate Written Test - 30% (Test with grammar and vocabulary, listening and reading)
 - Final Written Exam - 50% (Test with writing, listening, speaking, reading and English in Use (grammar and vocabulary).)

Assessment methods

- Presentations - 20% (Oral presentation of an individual project)
- 2. Alternative 2 -Final Exam and Incoming Students - (Regular, Student Worker) (Supplementary, Special)
 - Final Written Exam - 100% (Exam with writing (15%), grammar, vocabulary and reading (60%), listening (10%), speaking (15%).)

Language of instruction

English

Electronic validation

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07-10-2022	09-10-2022	12-10-2022	13-10-2022