

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