

عنوان الـليسانس: تسويق رقمي

السادسي: السادس

اسم الوحدة: وحدة التعليم الأفقية

الرمز: وت أف 2.3

اسم المادة: لغة أجنبية متخصصة 2

الرصيد: 01

المعامل: 01

نمط التعليم: حضوري وعن بعد

أهداف 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.

المعارف المسبقة المطلوبة :

Students must have successfully completed the lessons of S1, S2, and S3. 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.

L3 program consists of two semesters with 24 seminars, each seminar is 1h30 to prepare students for various professions in companies with a strong specialization in this field.

محتوى المادة:

- Segmentation
- Targeting and Positioning
- Case study (Students will present example on one of the strategies)
- Product development

- Logos
- Brands and branding
- Packaging
- Price and Pricing considerations
- Distribution process
- Structure and Style (Formal, semi-formal, informal)
- C.V. writing
- Ethics for C.V. writing
- Job Application letter
- Cover letter
- practice application letter

طريقة التقييم: تقييم مستمر

المراجع (كتب ومطبوعات، مواقع انترنت، إلخ)

1. C. Farrall and M. Lindsley, Professional English in Use: Marketing, Cambridge University Press, 2008.
2. Simon Sweeney (2019). English for Business Communication. Cambridge University Press, Second Edition.
3. D. Chaffey and F. Ellis-Chadwick (2016). Digital Marketing. Pearson Education, Sixth Edition.
4. Rob Stokes (2013). eMarketing: The Essential guide to Marketing in a digital world. Quirk Education Edition, Fifth Edition.
5. Ian Mackenzie (2010). English for Business Studies: A Course for Business Studies and Economic Studies. Cambridge University Press, 3rd Edition.
6. Unknown (2005). Intelligent Business Course book: Intermediate Business English. Pearson Longman.
7. Ian Mackenzie (2008). English for the Financial Sector. Cambridge University Press.

8. J. Schofield and A. Osborn (2011). Collins English for Business: Speaking. Harper Collins Publishers.
9. A. Littlejohn (2008). Professional English Company to Company: A Task-based Approach to business emails, letters, and faxes. Cambridge University Press, 4th Edition.
10. Bill Mascull (2010). Business Vocabulary in Use: Advanced. Cambridge University Press, 2nd Edition.
11. Handouts with texts and exercises to do.
12. Nina O'Driscoll. Market Leader: Marketing. Pearson Longman.
13. Martin Hobbs and Julia Starr Keddle (2002). Oxford English for Careers- Commerce. Pearson Education Limited. Second Edition, 2002.
14. Ian Mackenzie (2002). Financial English. Christopher Wenger publishing.