السداسي: الخامس

وحدة التعليم: الأفقية

المادة: انجليزية 5

الرصيد: 01

المعامل: 01

نمط التعليم: حضوري

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 vocabulray 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:

- Main marketing concepts (1) (Product concept, production concept, selling concepts)
- Main marketing concepts (2) marketing concept and societal marketing concept.
- Definition of Digital marketing
- Types of digital marketing
- Differences between marketing and market orientation
- The different marketing orientations
- The four P's (1) (product and price)

- The four P's (2)(place and promotion)
- The four Cs (Clarity, Credibility, Consistency, Competitiveness)
- The four As and Os
- SWOT Analysis
- SWOT and Marketing Strategy
- Maslow's Hierarchy of needs
- Consumer Life Cycle

طريقة التقييم: تقييم مستمر

المراجع:

- C. Farrall and M. Lindsley, Professional English in Use: Marketing, Cambridge University Press, 2008.

.1 Simon Sweeney (2019). English for Business Communication. Cambridge University Press, Second Edition.

.2 D. Chaffey and F. Ellis-Chadwick (2016). Digital Marketing. Pearson Education, Sixth Edition.

.3 Rob Stokes (2013). eMarketing: The Essential guide to Marketing in a digital world. Quirck Education Edition, Fifth Edition.

.4 Ian Mackenzie (2010). English for Business Studies: A Course for Business Studies and Economic Studies. Cambridge University Press, 3rd Edition.

.5 Unknown (2005). Intelligent Business Course book: Intermediate Business English. Pearson Longman.

.6 Ian Mackenzie (2008). English for the Financial Sector. Cambridge University Press.

.7 Business English pods

.8 J. Schofied 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.