

**Master Studies: Economics S8 - English Course-**

**Marketing -Professor: Nabila Elyazale-**

Course Overview:

The English course for the Marketing economy affiliation involves Business English Teaching related particularly to the marketing concept. The course duration ranges between ten to twelve hours total; broken up into two hours per week.

Course Description :

The course involves five units tackling various topics related to marketing. The topic units are: 1) brands Vs products 2) company strategy 3) advertising, 4) market types, and 5) types of competition. The units’ content focus on the technical vocabulary aspect, and skills of speaking, reading, listening and simple writing. As a course requirement, students are to perform oral presentations about general themes of interest and concern to enhance their speaking skills: discussion, opinion expression, agreement, disagreement, adding new information/ comment, etc.

Learning Outcomes :

The learning process aims at providing the students with the main concepts of marketing in the English language, in terms of content and skills. There is also the aim of enhancing the communicative aspect of General English of students. By the end of the course, the students will specifically be able to:

*1. differentiate between brands and products and learn different strategies they can use to keep a brand strong in the market*

*2.understand the concept of company strategy and learn different techniques to create a company strategy such as the brainstorming technique*

*3.recognize the different marketing strategies that exist and how to select the best one/ones that would serve their businesses in the future.*

*4.understand the types of markets that exist for a good product market launch*

*5.undersand the types of competition that exist in the markets and how to face them*

*6. be able to present an idea (s) in English in public, be it general or specific to the marketing concept.*

Course Materials :

The course material comprises authentic English content units: conversations, audio and video content analysis. The activity exercises involve vocabulary based on gap filling or matching. There are also skill-related tasks like the creation of a company strategy or the company’s mission statement on the basis of existing information.

Pedagogy:

The pedagogies used to teach vary according to the classroom atmosphere, the students’ degree of motivation and involvement in the target activities. By and large, the pedagogies implemented in the classroom include focusing on different language skills in one session in order to avoid students’ boredom and ascertain the utmost class interaction. There is also pair and group work ways of handling the different required tasks. There is also the brainstorming activity which usually enhances students’ motivation and involvement by triggering class discussions based on the existing schemata of prior knowledge and experience. And finally there is the recycling activity of the technical lexicon for a better assimilation of the course content.