


Module (Course Syllabus) Catalogue 2022-2023

College/ Institute	Technical College of Management	
Department	International Marketing and languages	
Module Name	English for marketing	
Module Code	ENM404	
Degree	Technical Diploma <input type="checkbox"/>	Bachelor <input checked="" type="checkbox"/> High Diploma
	Master <input type="checkbox"/> hD	<input type="checkbox"/>
Semester	4	
Qualification	Master	
Scientific Title	Assist Lecturer	
ECTS (Credits)	6	
Module type	Prerequisite <input type="checkbox"/> Core <input checked="" type="checkbox"/>	Assist. <input type="checkbox"/>
Weekly hours		
Weekly hours (Theory)	(2)hr Class	(150)Total hrs Workload
Weekly hours (Practical)	(2)hr Class	(150)Total hrs Workload

Number of Weeks	4
Lecturer (Theory)	
E-Mail & Mobile NO.	07507893996
Lecturer (Practical)	
E-Mail & Mobile NO.	Korazon.abdullah@epu.edu.iq
Websites	https://academicstaff.epu.edu.iq/barewabar/profile/671/edit

Course Book

Course Description	The aim of this course is to improve non-native English language speaker students. it belongs to study English in a specific purpose, which is business (in a marketing area). Therefore, it has a plan to apply English language according to marketing vocabularies in use, communication and critical thinking. Moreover, this course is a guider for students to make the link between English for marketing and marketing principles. It should enhance their academic studies and career predictions for the future, and their personal development.
Course objectives	<p>1-The objective in this course is to produce some marketers who can communicate by specific language which is marketing verbal.</p> <p>2-Also, it will encourage students for starting their business through explain most of the essential principles of marketing, of course by international English marketing language.</p> <p>3-develop the students' ability in four English language skills (speaking, reading, listening, and writing) according to English marketing area.</p> <p>4-progress student individuality and team working skills which will help them for time management.</p>
Student's obligation	1- Respect teacher, friend and class environment.

	<ol style="list-style-type: none"> 2- Student must be aware about time management. Which include arranging time for class attendance and do all duty either at home or in class. 3- They should participate in the class, having new idea according to our topic, and never be shy to ask any academic question. 																																																																																																									
Required Learning Materials	<ol style="list-style-type: none"> 1- Student book, (professional English in use marketing- Cambridge) 2- Certain lesson activity, (team group) 3- Authentic materials. 																																																																																																									
Evaluation	 <table border="1"> <thead> <tr> <th>Workload</th> <th>Time Factor</th> <th>No</th> <th>Activity Type</th> <th>Description</th> <th>Activity</th> <th>S</th> </tr> </thead> <tbody> <tr> <td>24</td> <td>2</td> <td>12</td> <td>Face to face activity hours</td> <td>Theory in Class</td> <td>Course</td> <td>1</td> </tr> <tr> <td>36</td> <td>3</td> <td>12</td> <td>Household activity hours</td> <td>Preparation Theory</td> <td>Course</td> <td>2</td> </tr> <tr> <td>12</td> <td>1</td> <td>12</td> <td>Face to face activity hours</td> <td>Tutorial</td> <td>Course</td> <td>3</td> </tr> <tr> <td>12</td> <td>1</td> <td>12</td> <td>Household activity hours</td> <td>Tutorial preparation</td> <td>Course</td> <td>4</td> </tr> <tr> <td>24</td> <td>6</td> <td>4</td> <td>Household activity hours</td> <td>Homework</td> <td>Assignment</td> <td>5</td> </tr> <tr> <td>10</td> <td>10</td> <td>1</td> <td>Household activity hours</td> <td>Report</td> <td>Assignment</td> <td>6</td> </tr> <tr> <td>10</td> <td>10</td> <td>1</td> <td>Household activity hours</td> <td>Seminar</td> <td>Assignment</td> <td>7</td> </tr> <tr> <td>10</td> <td>10</td> <td>1</td> <td>Household activity hours</td> <td>Essay</td> <td>Assignment</td> <td>8</td> </tr> <tr style="background-color: #f4a460;"> <td colspan="3">It's only to set degree</td> <td>Face to face activity hours</td> <td>Class Activity</td> <td>Assignment</td> <td>9</td> </tr> <tr> <td>16</td> <td>4</td> <td>4</td> <td>Household activity hours</td> <td>Quiz</td> <td>Assessment</td> <td>10</td> </tr> <tr> <td>1</td> <td>1</td> <td>1</td> <td>Face to face activity hours</td> <td>Mid Term Thory</td> <td>Assessment</td> <td>11</td> </tr> <tr> <td>3</td> <td>3</td> <td>1</td> <td>Household activity hours</td> <td>Mid Term Theory Preparation</td> <td>Assessment</td> <td>12</td> </tr> <tr> <td>2</td> <td>2</td> <td>1</td> <td>Face to face activity hours</td> <td>Final Theory</td> <td>Assessment</td> <td>13</td> </tr> <tr> <td>10</td> <td>10</td> <td>1</td> <td>Household activity hours</td> <td>Final Theory Preparation</td> <td>Assessment</td> <td>14</td> </tr> </tbody> </table>	Workload	Time Factor	No	Activity Type	Description	Activity	S	24	2	12	Face to face activity hours	Theory in Class	Course	1	36	3	12	Household activity hours	Preparation Theory	Course	2	12	1	12	Face to face activity hours	Tutorial	Course	3	12	1	12	Household activity hours	Tutorial preparation	Course	4	24	6	4	Household activity hours	Homework	Assignment	5	10	10	1	Household activity hours	Report	Assignment	6	10	10	1	Household activity hours	Seminar	Assignment	7	10	10	1	Household activity hours	Essay	Assignment	8	It's only to set degree			Face to face activity hours	Class Activity	Assignment	9	16	4	4	Household activity hours	Quiz	Assessment	10	1	1	1	Face to face activity hours	Mid Term Thory	Assessment	11	3	3	1	Household activity hours	Mid Term Theory Preparation	Assessment	12	2	2	1	Face to face activity hours	Final Theory	Assessment	13	10	10	1	Household activity hours	Final Theory Preparation	Assessment	14
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Specific learning outcome:	<p>At the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 1- Understanding of the correct usage in English language for marketing purpose according to four English language skills. (listing, speaking, reading and writing). And contrast them with general English language. 2- memorize English marketing vocabularies, also, developing in terms of fluency and comprehensibility. 3- Taking apart of oral presentation, writing business report and criticize on their performance (feedback). 																																																																																																									
Course References:	<p>https://www.open.edu/openlearn/languages/english-language/business-english-making-decisions/content-section-1.1.1</p>																																																																																																									

<https://www.youtube.com/watch?v=a27-S1UMdY0>

Course topics (Theory)	Week	Learning Outcome
Careers	1+2	Explain career plan and developing their interested for job.
Companies	2+3	Describing the basic department and essential principles of the company.
Selling	3+4	Negotiating the successful marketing.
Great idea	4+5	Discuss what makes a great idea.
Stress	5+6	Participating in the discussion.
Entertaining	6+7	Organizing and socializing greeting and small talk.
Practical Topics	Week	Learning Outcome
Seminar as team group	1+2	To respect the different ideas and the take turn communication.
Set up the title	3+4	To developing their thinking how to find out new idea and write about it.
Talk about specific topic during class	4+5	listing and answering in the limited time. It useful for their Time management.
Midterm exam	6	To evaluate the previous classes and take degree over them.
Writing about your favorite hobby.	7+8	It helps for express themselves freely and

		developing the writing skills.
Final exam	9	To evaluate the lectures and take final result.

Questions Example Design

Q1- find out the correct answer for each one:

1. Investigating and testing belongs to (finance, management, research and development)
2. When you have a chance to start or you can improve your career, so it means you do (career plan, career path, career opportunities)
3. The verb WORK can go with (commission, flextime, progress)
4. Can I help you? Is asking about (making a request, describing ability, making an offer)
5. Career plan means (a period of time away from your job, ideas for your future, the direction for your work)

Q2- Complete the sentence below with the correct choice:

(career ladder, which, earn, make, could, production)

1. One way toa career move is to join a small but rapidly growing company.
2. I 400 \$ from central bank.
3. We have many company in Howler, they can be manufacturing things.
4. She read before she was three.
5. Is a series of levels.

Q3- tick for right sentence and for wrong one:

1. The responsibility of human recourse (HR) are managing the company such as doing a training course and talking with the people as employees.
2. Participating in the whole meetings is a way for progression.
3. With the noun phrase (a career Break) the more suitable verb is (Make).
4. We can use (get) as a verb with noun (a mistake).FX: I get a mistake.
5. Customer service belongs to clients.

Q4- try to make questions by rearranging the words:

1. Start\ you\ when \ can
2. You\ how\ are\ ambitious
3. Have\ you\ a career plan\ do
4. Is\ why\ she\ sad
5. Are\ the\ business\ what

Extra notes:

I will ask my students to feel free for any new idea which belongs to teaching process. I support any modern and easier method that academically.

External Evaluator