


## Module (Course Syllabus) Catalogue 2023-2024

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

<b>Number of Weeks</b>	<b>4</b>
<b>Lecturer (Theory)</b>	
<b>E-Mail &amp; Mobile NO.</b>	<b>07507893996</b>
<b>Lecturer (Practical)</b>	
<b>E-Mail &amp; Mobile NO.</b>	<a href="mailto:Korazon.abdullah@epu.edu.iq">Korazon.abdullah@epu.edu.iq</a>
<b>Websites</b>	<a href="https://academicstaff.epu.edu.iq/barewabar/profile/671/edit">https://academicstaff.epu.edu.iq/barewabar/profile/671/edit</a>

## Course Book

<b>Course Description</b>	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.
<b>Course objectives</b>	<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>
<b>Student's obligation</b>	1- Respect teacher, friend and class environment.

	<ol style="list-style-type: none"> <li>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.</li> <li>3- They should participate in the class, having new idea according to our topic, and never be shy to ask any academic question.</li> </ol>																																																																																																									
<b>Required Learning Materials</b>	<ol style="list-style-type: none"> <li>1- Student book, (professional English in use marketing- Cambridge)</li> <li>2- Certain lesson activity, (team group)</li> <li>3- Authentic materials.</li> </ol>																																																																																																									
<b>Evaluation</b>	 <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> <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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<b>Specific learning outcome:</b>	<p>At the end of this course, students will be able to:</p> <ol style="list-style-type: none"> <li>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.</li> <li>2- memorize English marketing vocabularies, also, developing in terms of fluency and comprehensibility.</li> <li>3- Taking apart of oral presentation, writing business report and criticize on their performance (feedback).</li> </ol>																																																																																																									
<b>Course References:</b>	<p><a href="https://www.open.edu/openlearn/languages/english-language/business-english-making-decisions/content-section-1.1.1">https://www.open.edu/openlearn/languages/english-language/business-english-making-decisions/content-section-1.1.1</a></p>																																																																																																									

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

<b>Course topics (Theory)</b>	<b>Week</b>	<b>Learning Outcome</b>
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.
<b>Practical Topics</b>	<b>Week</b>	<b>Learning Outcome</b>
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 to .....a 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**