

Module (Course Syllabus) Catalogue

2023-2024

College/ Institute	Erbil Administration Technical College
Department	Department of International Marketing and Language
Module Name	English for Advertisement
Module Code	ENA504
Degree	Bachelor Degree
Semester	Fifth Semester
Qualification	PhD
Scientific Title	Lecturer
ECTS (Credits)	5
Module type	Request <input type="checkbox"/> Core <input type="checkbox"/> Assist. <input checked="" type="checkbox"/>
Weekly hours	3 Hours

Weekly hours (Theory)	1 hours	
Weekly hours (tutorial)	2 hours	
Number of Weeks	15	
Lecturer (Theory)	Dr. Dashne Azad Sedeeq	
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Lecturer (Practical)		
E-Mail & Mobile NO.		
Websites		

Course Book

Course Description	<p>This is a 15-week undergraduate course, over one semester. This course focuses on English for Advertising. The advertising communication process is complex, and its language can have a powerful influence on people and their behaviour.</p> <p>The curriculum gives the students a chance to combine in-demand marketing and language skills. Alongside, it focuses on the theoretical knowledge and understanding of linguistics. since it is vital to conveying specific messages intended to influence people.</p>
Course objectives	<p>The object of this course is: English language skills in terms of what the students need when they are studying English as a second or foreign language.</p> <p>This module offers listening practice to help the students understand familiar words and basic phrases when people speak slowly and clearly. Situations include meeting people, shopping and conversations at work.</p> <p>This model practice different activities are provided which help the students to practise their skills while they design ads and slogans. They can improve their language. they use in different situations and practising useful phrases.</p>

Student's obligation

Students have to fulfilled their fundamental role in both the class or electronic platforms, according to the university rules as:

Attendance: Students should make every effort to maintain good attendance in their classes or checking their platforms account.

Participation: Each student should participate in their classes (face to face class/ electronic one). Discussing relevant subjects at appropriate times can spark new conversations and produce valuable debates, also each student should contribute to the assignment. Students who are shy do not have to take a leadership role, but they can offer to take notes and add a few ideas.

Questions: Asking questions about unclear material is an important part of the classroom experience. It is not uncommon for students to have similar difficulties, so speaking up will help everyone understand the discussed information. As a teacher, I can also benefit from a student's questions. By finding out what subjects are hard to understand, based on that I can adjust my lectures to clear up confusing topics.

Respect: is another point that the students should into consideration. Students need to respect the ideas and opinions of their classmates in and outside of the classroom. They should not ridicule someone for having a different viewpoint, and they should be willing to listen to alternative perspectives.

Preparation: Students should present four presentations within this academic semester. In addition to, they have to do their weekly assignments before their attendance to the class.

Required Learning

The methods of teaching and learning used in this course are crucial to its success. A passive lecture-type method of teaching will not work here. The method has to be Task-based, with student activities and participation a frequent element throughout the course such as group work and discussion, presentations etc. Audio-visual learning tools are important here, as a central computer system, smartboard or projector with interactive

Materials	programs are all complementary to the learning process.				
Evaluation	Task	Weight (Marks)	Due Week	Relevant Learning Outcome	
	Paper Review				
	Assignments	Homework	10%	Almost weekly	The papers will be marked.
		Class Activity	2%	Through this activity, I want to give them a message how students feel responsibility in .	
		Seminar	16%		<p>The students will be able to</p> <ul style="list-style-type: none"> • practice the techniques of presentation • know their strengths and weaknesses in an academic speaking environment. • Giving feedbacks
Project	16% for the purpose of advertising their department, IML. And also the	The students are divided in two groups. Group A is responsible for design a brochure, for the purpose of advertising their department, IML. And also the students will make a motto and slogan for their	The outcome of this project the student will be able to practice what they have learned theoretically during their course.		

		students will make a motto and motto for their department. The second group is responsible for making a virtual advertisement	department. The second group is responsible to make a virtual advertisement.	
	Quiz	8%		To evaluate students weakness and strengths
	Midterm Exam	24 %		
	Final Exam	40%		
	Total	100%		
Specific learning outcome:	<p>By the end of the course the student will be able to:</p> <ul style="list-style-type: none"> - Develop techniques of language skills speaking and listening. - build their vocabulary and develop English communication skills. - Understand and be perceptive in an English Language speaking environment. - Be competent in basic grammatical skills, being able to form correct sentences and negate them, express different times and tenses, ask information questions, and be able to write passive sentences. 			
Course References:	<ul style="list-style-type: none"> - https://www.tandfonline.com/doi/abs/10.1080/08911762.2010.504523 - https://pdfs.semanticscholar.org/34ab/1f74e41c800014e4a4267ab9004bfa24d06c.pdf - https://hrcak.srce.hr/file/230327 			

Course topic		
Course topics (Theory)	Weeks	Learning Outcome
Introduction / course Syllabus	1	
Language and Advertisement <ul style="list-style-type: none"> - Language - Characteristics of Language - Advertisement - The main characteristics of advertising: - History of advertisements 	2	
<ul style="list-style-type: none"> - advantages and disadvantages: - ways to use the power of words. 	3	
<ul style="list-style-type: none"> - Persuasive Language in Advertisements: - What is a slogan - Steps to Write a Successful Tagline/slogan 	4	
External Guest/ about Ads in labour Market	5	
<ul style="list-style-type: none"> - What is a sociolinguistics? - How language reflects culture in advertising? 	6	
What is a phrase? <ul style="list-style-type: none"> - Verb phrase - Noun phrase 	7	
<ul style="list-style-type: none"> - Adjective phrase - Adverb phrase 	8	
Preposition phrase	9	

- Model verbs - Activity	10	
- Review and open discussion.	11	
Final exam	15	Final exam

Questions Example Design-

- **Fill in the blank**
- **Identify**
- **Matching**
- **True and false.**
- **Choose the correct answer.**

Extra notes:

External Evaluator