

## SYLLABUS منهاج المادة التعليمية

### Specialized foreign language

**Domain:** Economics, management and financial sciences (D06)

**Field :** Commercial sciences

**Specialization:** Marketing (M1)

**Semester :** 01

**University year :** 2024-2025

### Presentation of the learning subject

**Title:** Specialized foreign language

**Learning unit:** horizontal

**Number of credits:** 01

**Coefficient:** 01

**Weekly hourly volume:** 1h30

**Course (number of hours per week):** /

**Directed work (number of hours per week):** 1h30

**Practical work (number of hours per week):** /

### Responsible of the learning subject

**First name, last name:** Meriem Gouri, lecturer - B-

**Email:** meriem.gouri@univ-annaba.dz @gmail.com

**Phone number :** 07 74 99 29 01

**Lesson time and location:** Sunday (online) at 5:30 p.m to 7:00 p.m

## Description of the learning subject

### Prerequisites:

Students must have successfully completed the lessons of S1, S2, S3, S4, S5 and S6. 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.

### Objectives:

#### General objective

The student will be able to use their language skills (Speaking, Reading, Listening, and Writing), to communicate effectively and efficiently facing professional situations.

#### Specific objectives:

Student will be able to **define** the most important concepts in Marketing.

He will be able to **differentiate** between the terms relating to the topics.

He will be able to **apply** its language skills in different learning and real Marketing situations.

## Content learning subject

The first chapter: Writing emails using formal and informal styles

The second chapter: Ethical issues in Digital marketing

The third chapter: Impact of digital media on the marketing mix

The fourth chapter: How to plan an engaging website

The fifth chapter: Campaign creation

### Evaluation method

Nature of evaluation	Score	The evaluation percentage
Exam	00	00%
Personal works	08	40%
Groupe works	02	10%
Online Presence	08	40%
Physical Presence	02	10%
<b>Total</b>	<b>20</b>	<b>100%</b>

### References

#### Essential references

Title	Author	Publishing house/year
English for Business Communication	Simon Sweeney	Cambridge University Press, Second Edition /2019

#### Support references

Title	Author	Publishing house/year
English for Business: Speaking	J. Schofield and A. Osborn	Harper Collins Publishers./2011
English for Business Studies: A Course for Business Studies and Economic Studies	Ian Mackenzie	Cambridge University Press, 3rd Edition/2010
Professional English Company to Company: A Task-based Approach to business emails, letters, and faxes	A. Littlejohn	Cambridge University Press, 4th Edition/2008

## Planning

Week	Lesson content
Week 01	-Writing emails using formal and informal styles -Email etiquette
Week 02	Practice
Week 03	-Ethical issues in Digital marketing -Lesson -Ethical issues in Digital marketing- Practice
Week 04	-Digital media principles and impact on marketing mix- Lesson - Examples
Week 05	-Practice
Week 06	-How to plan an engaging website -How to conceptualize an engaging websites
Week 07	-On/Off-page optimization -Group work to present in class
Week 08	-Introduction to SEM -Site targeting
Week 09	-Campaign creation -Group work in class
Week 10	<b>Submit evaluation marks to the students</b>

أستاذة (ة) الأعمال الموجهة :

GOURI MERIEM قوري مريم

