

SYLLABUS منهاج المادة التعليمية

Specialized foreign language

Domain: Economics, management and financial sciences (D06)

Field : Commercial sciences

Specialization: Marketing (M1)

Semester : 02

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 (Maître de conference)- B-

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Phone number : 06 74 99 29 01

Lesson time and location: Thursday (online) at 3:30 p.m online

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 objectif

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: Digital Marketing management

The second chapter: Social networking

The third chapter: E-commerce

The fourth chapter: Job interviews

Evaluation method

Nature of evaluation	Score	The evaluation percentage
Exam	00	00%
Personal works	08	40%
Groupe works	03	15%
Online Presence	04	20%
Online participation	04	20%
Physical Presence	01	05%
Total	20	100%

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	Date
Week 01	Presentation of the program and the evaluation method	13/02/2025
Week 02	Chapter 01: Digital marketing management -Definition -Skills of a digital marketing project manager	20/02/2025
Week 03	Practice	27/02/2025
Week 04	Chapter 02: Social networking -Use of different social media platforms -E-mail marketing	06/03/2025
Week 05	Practice	13/03/2025
Week 06	Chapter 03: E-commerce Definition Strategies	20/03/2025
Week 07	Practice	10/04/2025
Week 08	Chapter 4 : Job interviews -Types -Academic interviews -Dos and don'ts	17/04/2025
Week 09	- Practice (Role plays , physical presence)	24/04/2025
Week 10	Submit evaluation marks to the students	04/05//2024

أستاذة (ة) الأعمال الموجهة :

GOURI MERIEM قوري مريم

