English Specialty Language (Bachelor Year 3 / Spring)

Bachelor in Applied Foreign Languages (English) / Faculty of Liberal Arts

Introduction

This course serves as an introduction to the fundamental concepts and principles of marketing, providing them with a foundational understanding of marketing concepts and vocabulary. The course emphasizes real-world applications and practical scenarios to engage students in the dynamic field of marketing. Through this exploration, students will acquire essential skills and terminology relevant to the business environment and develop a foundational understanding of key marketing strategies and tactics employed by businesses globally, contributing to their overall academic and professional development.

Objectives

Upon completion of the course, students will be able to:
1. Grasp fundamental marketing concepts and apply them in diverse contexts.
2. Acquire a specialized vocabulary for effective communication within the business environment.
3. Analyze consumer behavior and market trends.
4. Explore introductory digital marketing tools and techniques.

Admission

Prerequisite

Prerequisites training

There are no specific prerequisites for this course. However, a basic understanding of business concepts and a curiosity about consumer behavior will enhance the learning experience.

Program

Methods of Instruction

1. Lectures: covering key concepts, learning about the specific vocabulary
2. Case Studies: Analysis of real-world marketing scenarios to reinforce theoretical knowledge.

Duration

1 semester

Teaching languages

- English

Conditions of submission

If you need more information about this course, kindly send an email to: incomingdri@icp.fr

3. Group Discussions: Collaborative exploration of marketing challenges and solutions applicable to diverse fields of study.

Assessment and Final Grade

Group Projects (40%): Application of marketing strategies in real-world scenarios.
Class Participation (10%): Engagement in group discussions and activities.
Final Exam (50%): Comprehensive evaluation of course knowledge.

Course Requirements

Thomson, J. (2017). The big picture: vocabulaire de l'actualité en anglais. France: Ellipses.
Harrap's Vocabulaire anglais business. (2016). (n.p.): Hachette Book Group.
Dann, S. J., Dann, S. (2003). Introduction to Marketing. Australia: Wiley