



## IDENTIFYING DATA

### Language for international communication: English

Subject	Language for international communication: English			
Code	V06G270V01807			
Study programme	Grado en Comercio			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Optional	4th	2nd
Teaching language	English			
Department				
Coordinator	González Crespan, María Araceli			
Lecturers	González Crespan, María Araceli			
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Web	<a href="http://faitic.uvigo.es">http://faitic.uvigo.es</a>			
General description	(*)Carácter comunicativo (nivel avanzado) combinado con coñecementos propios da titulación de comercio. É un curso de inglés para fins específicos cos contidos da especialidade coma eixe conductor. Se afondará na interdisciplinaridade e nas metodoloxías de empresa (estudo de casos, DAFO ou PEST).			

## Skills

Code	
B4	CG4. To be able to communicate effectively, clearly, concisely and accurately both within the organization and with external agents in national and international contexts.
C7	CE7. To be familiar with the interrelation between strategic marketing and strategic management from the perspective of a market-oriented perspective, as well as the relationships between organizations and their milieus with the aim of designing, with the help of marketing concepts and tools, goals and strategies that will be deployed in a comprehensive marketing plan.
C8	CE8. To understand the psycho-sociological processes through which people learn, make decisions, communicate, manage their needs and relations, negotiate, buy, etc. with the aim of acquiring useful skills in the personal and professional areas.
C14	CE14. To understand and be able to analyze the socioeconomic role of entrepreneurs and professional managers, and to be able to draw up a business plan.
C18	CE18. To know and be able to use the chosen foreign language (English, French or German) orally and in writing, with the aim of using it for professional purposes, particularly for commercial activities.
C26	CE26. To be able to use the personal skills, attitudes and knowledge acquired in the academic context through simulation of real situations of professional practice and through contact with the business world by means of the experience acquired with internships.

## Learning outcomes

Expected results from this subject	Training and Learning Results
To be able to communicate effectively, clearly, concisely and accurately both within the organization and with external agents in national and international contexts	B4
To be familiar with the interrelation between strategic marketing and strategic management from the perspective of a market-oriented perspective, as well as the relationships between organizations and their milieus with the aim of designing, with the help of marketing concepts and tools, goals and strategies that will be deployed in a comprehensive marketing plan.	C7
To understand the psycho-sociological processes through which people learn, make decisions, communicate, manage their needs and relations, negotiate, buy, etc. with the aim of acquiring useful skills in the personal and professional areas.	C8
To understand and be able to analyze the socioeconomic role of entrepreneurs and professional managers, and to be able to draw up a business plan.	C14

To know and be able to use the chosen foreign language (English, French or German) orally and in writing, with the aim of using it for professional purposes, particularly for commercial activities.	C18
To be able to use the personal skills, attitudes and knowledge acquired in the academic context through simulation of real situations of professional practice and through contact with the business world by means of the experience acquired with internships.	C26

## Contents

Topic	
Basic Vocabulary for Marketing	1.1 Defining Marketing 1.2 Types of Marketing 1.3 Markets and Competitors
The role of marketing	2.1. Skills and qualifications: Job Interviews 2.2. Organisations 2.3. Role of marketing within an organisation 2.4. Identifying stakeholders
Marketing plan	3.1. Outlining a marketing plan 3.2 International customer communication (differences in cultural attitudes and behaviours; adapting messages for a new market. 3.3. Marketing audit and analysis (SWOT, PESTEL, FIVE FORCES) 3.4. Marketing Mix: the Ps, the Cs, As and Os. 3.5. Writing a strategy. 3.6 Presenting for Success.
Market research	4.1. Types of research. Research needs 4.2. Research methodology 4.3. Moderating a focus group 4.4. Writing survey questions. Understanding trends and changes and explaining survey data
Exhibitions and events	5.1. Booking a stand 5.2. Dealing with visitors 5.3. Networking at a social event 5.4. Writing a follow-up e-mail

## Planning

	Class hours	Hours outside the classroom	Total hours
Introductory activities	1	1	2
Lecturing	24	64	88
Laboratory practical	20	40	60

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

## Methodologies

	Description
Introductory activities	Introduction to the subject: objectives, contents, methodology, criteria for evaluation, system of work etc.
Lecturing	Discussion of contents, theoretical bases and instructions on assignments, exercises or projects.
Laboratory practical	Practice of communicative skills in small groups, through individual, pair or team activities.

## Personalized assistance

Methodologies	Description
Laboratory practical	In any teaching context (in-class, online or blended), student assistance may be done online (email, remote campus) by appointment. Any demand for such an assistance will be replied in a maximum period of three working days, whenever possible.

## Assessment

	Description	Qualification	Training and Learning Results
Lecturing	1. Individual written final test (Use of English 40%). 2. Written assignments (20%), e.g. a market research activity.	60	B4 C7 C8 C14 C18 C26

Laboratory practical	1. Oral tests (Speaking, 20%) either individual or team.	40	B4	C7
	2. Reading comprehension (Reading, 10%).			C8
	3. Aural comprehension (Listening, 10%).			C14
				C18
				C26

### Other comments on the Evaluation

The evaluation will be continuous. 80% attendance is required. Arriving late will be considered non-attendance. Any activities requested inside or outside the classroom, with or without previous notice, must be delivered on time to be evaluated. The students who fail in January/February may take an exam in July (results will be 100% of the grade).

Any student unable to meet the attendance requirement of 80% evaluation **must communicate it to the professor in the first two weeks of class**. These students may take an exam at the end of the period of classes whose result will add up to 100% of the qualification. In the event of failing the subject, they may retake an exam in July.

N.B.: In case of plagiarism, the student will fail.

### Sources of information

#### Basic Bibliography

#### Complementary Bibliography

- Jones-Macziola, Sarah and Greg White, **Further Ahead**, Cambridge University Press,
- Littlejohn, Andrew, **Company to Company**, Cambridge University Press, 2002
- Mascull, Bill, **Business Vocabulary in Use.**, Cambridge University Press, 2012
- Pilbeam, Adrian, **Market Leader. International Management**, Longman, 2000
- Robinson, Nick, **Cambridge English for Marketing**, Cambridge University Press, 2010
- Trappe, Tonya & Grahame, Tullis, **Intelligent Business (Intermediate)**, Pearson Education Limited, 2005
- Comfort, Jeremy, **Effective Socializing**, Oxford University Press, 2005
- Brieger, Nick & Simon Sweeney, **The Language of Business English. Grammar and Functions.**, Prentice Hall, 1994
- Brieger, Nick and Jeremy Comfort, **Language Reference for Business English**, Prentice Hall, 1992
- Adam, J.H., **Dictionary of Business English**, Longman, 1991
- Alcaraz, Enrique, Brian Hughes y Miguel Ángel Campos, **Diccionario de términos de marketing, publicidad y medios de comunicación: inglés-español**, Ariel, 1999
- Alcaraz, Enrique y Brian Hughes, **Diccionario de términos económicos, financieros y comerciales: inglés-español**, 6ª, Ariel, 2012
- Alcaraz, Enrique y José Castro Calvín, **Diccionario de comercio internacional: importación y exportación**, Ariel, 2007
- Diccionario Oxford Business Spanish-English**, Oxford University Press, 2002
- Lozano Irueste, José María, **Diccionario Bilingüe de Economía y Empresa**, Pirámide, 2001
- Parra, Eduardo, **Diccionario inglés de publicidad y marketing**, Gestión, 2000
- Silva Rojas, Terencia, María Jesús Barsanti, María José Corvo y Beatriz Figueroa, **Diccionario cuatrilingüe de marketing y publicidad: inglés, español, francés y alemán**, @bedecedario, 2009
- <http://www.acronymfinder.com/>, **Acronym Finder**,
- <http://www.foreignword.com/>, **The Language Site: <http://www.foreignword.com/> Harraps Marketing Dictionary: English-Spanish**, Chambers Harrap, 2004
- <http://www.wordreference.com/>, **WordReference.com Online Language Dictionarie**,
- <http://www.microsoft.com/smallbusiness/resources/marketing/advertising-branding/9-steps-to-making-tr>, **Nine steps to making trade shows pay off**,
- [http://eventplanning.about.com/od/eventplanningbasics/tp/trade\\_show\\_etiquette.htm1](http://eventplanning.about.com/od/eventplanningbasics/tp/trade_show_etiquette.htm1), **Trade show booth etiquette can attract or repel attendees**,
- [http://www.marketresearchworld.net/index.php?Itemid=38&id=14&option=com\\_content&task=vie](http://www.marketresearchworld.net/index.php?Itemid=38&id=14&option=com_content&task=vie), **Definition of market research**,

### Recommendations

#### Subjects that it is recommended to have taken before

Language for intercultural negotiation: English/V06G270V01505

#### Other comments

A complete bibliography as well as the necessary material for the course, will be uploaded in the e-teaching platform Moovi.

NB: In order to foster the participation in complementary activities such as company visits, talks, round tables, lectures, seminars, etc, the final grade could increase up to 0.5 points. The professor will indicate which are the recommended

activities and the student will show documentary proof of attendance. This will only be applicable for students who have passed the subject.

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## **Contingency plan**

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### **Description**

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In the event of confinement:

\* the minimum percentage of attendance required for continuous assessment will not be applicable.

\* the classroom session will be substituted by virtual teaching through the resources of the University of Vigo: moovi and remote campus.

\* The personal attention to students will be rescheduled with email and remote campus.

\*Evaluation will also be remote. Changes in the weight of an assignment or test may occur by adding extra activities. Any modification will be duly communicated to the affected students.

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