



## 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           | Duggan , Daniel John<br>González Crespan, María Araceli  |          |      |            |
| E-mail              | acrespan@uvigo.es  |          |      |            |
| Web                 | <a href="http://faitic.uvigo.es">http://faitic.uvigo.es</a>  |          |      |            |
| General description | This is a B2 communicative course that makes use of the skills and knowledge of the Degree in Commerce. Designed as an ESP course, it combines language and communication skills with the specialization in trade, marketing and business as a driver. It will deal with career skills such as job searching and its approach is interdisciplinary by, for example, applying business methodologies (case studies, SWOT, PESTEL, ...). |          |      |            |

## Training and Learning Results

|      |   |
|------|---|
| Code |   |
| A3   | Students will be able to gather and interpret relevant data (normally within their field of study) that will allow them to have a reflection-based considered opinion on important issues of social, scientific and ethical nature.   |
| A5   | Students will acquire the learning skills that are required to pursue further studies with a high degree of independence.   |
| B2   | CG2. To apply the knowledge acquired in professional practice in the future, developing the conceptual and operative abilities of future business managers in the context of a dynamic global economy undergoing a continuous process of change and innovation.   |
| 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.   |
| B6   | CG6. To be familiar with different economic, legal, social and cultural situations and to acquire a global, multicultural perspective with the aim of guiding the strategies and operations targeting both national and international markets.  |
| 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.  |
| 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.   |
| D1   | CT1. Oral and written communication skills both in the official languages of the respective Autonomous Communities and in the chosen foreign language (English, French or German).  |

## Expected results from this subject

|  |                               |  |    |
|--|-------------------------------|--|----|
| Expected results from this subject   | Training and Learning Results |  |    |
| To be able to communicate effectively, clearly, concisely and accurately using non-sexist, inclusive language both within the organization and with external agents in national and international contexts | A3 B4                         |  | D1 |

|  |    |    |           |
|--|----|----|-----------|
| 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. | A3 | B2 | C7<br>C18 |
| 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. Equality and diversity will be emphasized.   | A5 |    | C8<br>D1  |
| 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.  |    | B6 | C18<br>D1 |

## Contents

| Topic                          |  |
|--------------------------------|--|
| Basic Vocabulary for Marketing | 1.1 Defining Marketing<br>1.2 Types of Marketing<br>1.3 Markets and Competitors<br>1.4. Inclusive, non-sexist language   |
| The role of marketing          | 2.1. Skills and qualifications: Job Interviews, blind CV<br>2.2. Organisations, gender and equality<br>2.3. Role of marketing within an organisation<br>2.4. Identifying stakeholders  |
| Marketing plan                 | 3.1. Outlining a marketing plan<br>3.2 International customer communication (differences in cultural attitudes and behaviours; adapting messages for a new market.<br>3.3. Marketing audit and analysis (SWOT, PESTEL, FIVE FORCES)<br>3.4. Marketing Mix: the Ps, the Cs, As and Os.<br>3.5. Writing a strategy.<br>3.6 Presenting for Success. |
| Market research                | 4.1. Types of research. Research needs<br>4.2. Research methodology<br>4.3. Moderating a focus group<br>4.4. Writing survey questions. Understanding trends and changes and explaining survey data   |
| Digital marketing              | 5.1. A failing strategy?<br>5.2. New objectives<br>5.3. New tools and techniques<br>5.4. Effective writing for the web   |

## Planning

|                                 | Class hours | Hours outside the classroom | Total hours |
|---------------------------------|-------------|-----------------------------|-------------|
| Introductory activities         | 1           | 1                           | 2           |
| Lecturing                       | 22          | 58                          | 80          |
| Laboratory practical            | 12          | 40                          | 52          |
| Case studies                    | 0           | 4                           | 4           |
| Presentation                    | 4           | 0                           | 4           |
| Problem and/or exercise solving | 0           | 2                           | 2           |
| Simulation or Role Playing      | 4           | 0                           | 4           |
| Objective questions exam        | 2           | 0                           | 2           |

\*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 |                |           |    |
|---------------------------------|---|---------------|-------------------------------|----------------|-----------|----|
| Case studies                    | Group activity. An analysis of a company, written as a report. For example, an audit including SWOT, PESTEL and Five Forces.  | 15            | A3<br>A5                      | B2<br>B4<br>B6 | C7<br>C18 | D1 |
| Presentation                    | Group presentation based on assigned readings of a current topic, for example, social marketing.  | 20            | A3<br>A5                      | B2<br>B4<br>B6 | C18       | D1 |
| Problem and/or exercise solving | Elaboration of a questionnaire for market research. This will be an individual, peer-reviewed activity.   | 15            | A3<br>A5                      | B4             | C18       | D1 |
| Simulation or Role Playing      | Simulation of a job interview. It will be an individual activity and may comprise oral and written skills.  | 10            | A5                            | B4<br>B6       | C8<br>C18 | D1 |
| Objective questions exam        | It will encompass the different units and materials dealt with in the course. There will be questions on vocabulary, language functions and appropriate use of English in context, reading, listening, writing and other issues such as the communicative content of the course. There will be short and closed-answer questions. | 40            | A3<br>A5                      | B2<br>B4       | C18       | D1 |

### Other comments on the Evaluation

ATTENDANTS: The evaluation will be continuous. 75% attendance is required. Arriving late will be considered non-attendance. The students who fail may take an exam in July (results will be 100% of the grade).

NON ATTENDANTS: Any student unable to meet the attendance requirement of 75% evaluation **must communicate it to the professor in the first month of class, or at the moment when attendance is impossible.** 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

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

#### Complementary Bibliography

Adam, J.H., **Dictionary of Business English**, Longman, 1991

Alcaraz, Enrique y José Castro Calvín, **Diccionario de comercio internacional: importación y exportación**, Ariel, 2007

Alcaraz, Enrique y Brian Hughes, **Diccionario de términos económicos, financieros y comerciales: inglés-español**, 6ª, Ariel, 2012

Alcaraz, Enrique, Brian Hughes y Miguel Ángel Campos, **Diccionario de términos de marketing, publicidad y medios de comunicación: inglés-español**, Ariel, 1999

Brieger, Nick and Jeremy Comfort, **Language Reference for Business English**, Prentice Hall, 1992

Brieger, Nick & Simon Sweeney, **The Language of Business English. Grammar and Functions.**, Prentice Hall, 1994

Jones-Macziola, Sarah and Greg White, **Further Ahead**, Cambridge University Press,

Littlejohn, Andrew, **Company to Company**, Cambridge University Press, 2002

Trappe, Tonya & Grahame, Tullis, **Intelligent Business (Intermediate)**, Pearson Education Limited, 2005

Comfort, Jeremy, **Effective Socializing**, Oxford University Press, 2005

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

**Diccionario Oxford Business Spanish-English**, Oxford University Press, 2002

<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=view](http://www.marketresearchworld.net/index.php?Itemid=38&id=14&option=com_content&task=view), **Definition of market research**,

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## **Recommendations**

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

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Language for intercultural negotiation: English/V06G270V01505

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### **Other comments**

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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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