

English for Marketing

Content and assessment

Overview

- English for Specific Purposes
- 13 lessons between
22.10.2024 and 28.01.2025
- Aims to give students an
advanced knowledge of English
grammar and vocabulary
specific to the marketing
environment, based on practical
real-life scenarios

Content

- The use of English in:
 - Marketing research
 - Marketing mix
 - Marketing strategies
 - Advertising
 - Digital & social media marketing
 - Personnel marketing, etc.
- Revision of grammar as needed and introduction of new constructions

Assessment

- Pass mark: 60% overall
- Assessment:
 - Ad analysis 20%
 - Marketing plan 80%
- Key dates:
 - 26.11./03.12.2024: Ad analysis
 - 14./21.01.2025: Marketing plan

Ad analysis

- Presentation (10 minutes) and written summary of an English-language ad selected by students working individually
- Aspects to be covered:
Target group, key messages, colour scheme, symbols, format, overall impression, appraisal
- Between 800 and 1000 words

Marketing plan

- Students work in pairs
- Presentation of a marketing plan for an adapted or totally new product
- Presentation 10 minutes per presenter followed by 10-minute Q&A session
- Submission of written marketing plan (1,500 to 2,000 words), incl. executive summary

Course schedule

- 22.10.2024: Introduction
- 29.10.2024: Market research & marketing strategy
- 05.11.2024: Product policy & pricing
- 12.11.2024: Advertising (1)
- 19.11.2024: Advertising (2)
- 26.11.2024: Ad analysis (1)
- 03.12.2024: Ad analysis (2)
- 10.12.2024: Distribution policy
- 17.12.2024: Online/Offline
- 07.01.2025: Personnel marketing
- 14.01.2025: Marketing concept (1)
- 21.01.2025: Marketing concept (2)
- 28.01.2025: Outlook; grades; feedback