

Syllabus

1. Programme information

1.1. Institution	THE BUCHAREST UNIVERSITY OF ECONOMIC STUDIES
1.2. Faculty	International Business and Economics
1.3. Departments	Department of Modern Languages and Business Communication
1.4. Field of study	Applied modern languages
1.5. Cycle of studies	Licence
1.6. Education type	Full-time
1.7. Study programme	Applied Modern Languages
1.8. Language of study	Romanian, English, French
1.9. Academic year	2025-2026

2. Information on the discipline

2.1. Name	Terminology: The Language of Advertising								
2.2. Code	25.0223IF2.2-04.2								
2.3. Year of study	2	2.4. Semester	2	2.5. Type of assessment	Exam	2.6. Status of the discipline	A	2.7. Number of ECTS credits	2
2.8. Leaders	S(S)	conf.univ.dr. ENACHE Antonia Cristiana					antonia.enache@rei.ase.ro		

3. Estimated Total Time

3.1. Number of weeks	14.00		
3.2. Number of hours per week	2.00	of which	
		S(S)	2.00
3.3. Total hours from curriculum	28.00	of which	
		S(S)	28.00
3.4. Total hours of study per semester (ECTS*25)	50.00		
3.5. Total hours of individual study	22.00		
<i>Distribution of time for individual study</i>			
Study by the textbook, lecture notes, bibliography and student's own notes	6.00		
Additional documentation in the library, on specialized online platforms and in the field	4.00		
Preparation of seminars, labs, assignments, portfolios and essays	4.00		
Tutorials	4.00		
Examinations	2.00		
Other activities	2.00		

4. Prerequisites

4.1. of curriculum	Knowledge and ability to study and communicate at an academic level.
4.2. of competences	B1-B2 knowledge of English, under the CEFR.

5. Conditions

for the S(S)	Rooms with internet access and multimedia equipment. Students are not allowed to use their mobile phones during classes Students are not to be late for class
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6. Acquired specific competences

PREFESSIONAL	C6	Communication in multilingual professional contexts requiring linguistic and cultural integration, negotiation and mediation;
PREFESSIONAL	C8	Assisting the planning and conduct of specific promotional activities in international contexts;

7. Objectives of the discipline

7.1. General objective	To develop the abilities to correctly use and interpret the advertising concepts and language and to improve the communication skills in the field
7.2. Specific objectives	<ul style="list-style-type: none">- Identifying culturally specific elements in advertising.- Translating and crafting advertising materials.- Preparing an advertising campaign.- Preparing a group project.

8. Contents

8.1. S(S)		Teaching/Work methods	Recommendations for students
1	To present and discuss the syllabus requirements Advertising as a communication act	Presenting the structure of a miniproject, group discussion	Students will be organized in teams for working out a project
2	Advertising goals and strategies Advertising as persuasion	Analysis of various advertising techniques and strategies	Students will select and illustrate various advertising techniques
3	Analysis of advertising media Off-line media vs. online media	Analysis of various media types	Students will plan and deliver a project on advertising in different media
4	Cultural dimensions in advertising Standardization vs. adaptation	Group discussion on cultural dimensions and the impact on advertising	A comparative study on commercials in various countries
5	The relationship between language and culture in advertisement translations	Group analysis of advertisement translation	Students will illustrate with examples of appropriate translations
6	Planning and running an advertising campaign. Assessing its effectiveness Planning and running an advertising campaign. Assessing its effectiveness	Organizing the simulation of an advertising campaign	Simulation of an advertising campaign in teams
7	Ethical values and presentday trends in online advertising	Analysis of case studies	Students will provide examples from everyday life. Suggestions for an advertising code
8	To present and discuss the syllabus requirements Advertising as a communication act	Presenting the structure of a miniproject, group discussion	Students will be organized in teams for working out a project
9	Advertising goals and strategies Advertising as persuasion	Analysis of various advertising techniques and strategies	Students will select and illustrate various advertising techniques
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14	Ethical values and presentday trends in online advertising	Analysis of case studies	Students will provide examples from everyday life. Suggestions for an advertising code

Bibliography

- Cateora, Ph., International Marketing, Irwin, , Illinois, , 1987, Statele Unite ale Americii
- Farrall, K., N. Lindsay, , Professional English in Use. Marketing,, CUP, Cambridge,, 2008, Marea Britanie
- Gore, S., English for Marketing and Advertising, , All Educational, , London, , 2009, Marea Britanie
- Levinson, J. C., Guerilla Advertising, , Business Tech. Int., București, , 1996, România
- Prelipceanu, C., English for Marketing, Cavallioti, București, 2004, România

9. Corroboration of the contents of the discipline with the expectations of the representatives of the epistemic community, of the professional associations and representative employers in the field associated with the programme

The content of the curriculum/ syllabus is based on the requirements of the labor market regarding the training of specialists in the field of Applied Modern Languages.
 Permanent contact with representatives of professional associations in the field.

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. S(S)	Active participation in the seminar, with questions, comments, examples of analysis	Continuous assessment by recording participation in seminar discussions (questions, comments, examples, etc.).	20.00
10.2. S(S)	Quality, conscientiousness and creativity in solving seminar tasks. Understanding and mastery of the concepts taught, the ability to integrate and present them in a given context. Quality of the argumentation of the content of the oral presentation.	Continuous assessment by recording the quality of assignments completed and active participation in seminar activities and discussions. Oral Presentations/Projects	30.00
10.3. Final assessment	Understanding and mastery of the issues covered during seminars, demonstrated through adequate answers to subject-related questions	Final written test from the materials taught.	50.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	Writing and translating economic articles. Participating in an advertising campaign simulation. To pass, students must obtain at least 5 as the final grade, reflecting the students' ability to correctly use the concepts specific to the discipline. The final grade listed in the catalog is calculated as a weighted average of the grade obtained in the final written test and the score obtained in the seminar, according to the weights mentioned above.		

Date of listing,
04/24/2026

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,