

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	International business and economics
1.5. Cycle of studies	Master Studies
1.6. Education type	Full-time
1.7. Study programme	Business Communication in English
1.8. Language of study	English
1.9. Academic year	2017-2018

2. Information on the discipline

2.1. Name	The Language of Marketing and Advertising								
2.2. Code	17.0091IF1.1-0004								
2.3. Year of study	1	2.4. Semester	1	2.5. Type of assessment	Exam	2.6. Status of the discipline	O	2.7. Number of ECTS credits	4
2.8. Leaders	C(C)	conf.univ.dr. PRELIPCEANU Cristina Maria				cristina.prelipceanu@rei.ase.ro			
	S(S)	conf.univ.dr. PRELIPCEANU Cristina Maria				cristina.prelipceanu@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
	C(C) 1.00
	S(S) 1.00
3.3. Total hours from curriculum	28.00 of which
	C(C) 14.00
	S(S) 14.00
3.4. Total hours of study per semester (ECTS*25)	100.00
3.5. Total hours of individual study	72.00
<i>Distribution of time for individual study</i>	
Study by the textbook, lecture notes, bibliography and student's own notes	20.00
Additional documentation in the library, on specialized online platforms and in the field	20.00
Preparation of seminars, labs, assignments, portfolios and essays	20.00
Tutorials	2.00
Examinations	4.00
Other activities	6.00

4. Prerequisites

4.1. of curriculum	
4.2. of competences	

5. Conditions

for the C(C)	Lectures will be given in rooms with multimedia equipment
for the S(S)	Seminars will take place in rooms with internet access

6. Acquired specific competences

PREFESSIONAL	C3	
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7. Objectives of the discipline

7.1. General objective	The correct use of concepts and terms and improved communication in marketing and advertising
7.2. Specific objectives	<ul style="list-style-type: none"> • Designing and using marketing research instruments • Writing research reports • Designing advertising campaigns • Preparing a marketing project

8. Contents

8.1. C(C)		Teaching/Work methods	Recommendations for students
1	Introductory lecture: Objectives, work methods, bibliography, evaluation requirements and standards	permanent interaction with students	course notes available electronically
2	Lecture 2: Market research Market research instruments	Lecture and case study	Studying the course notes before the lecture
3	Lecture 3: Consumer behaviour and its cultural dimensions	Lecture and case study	Studying the course notes before the lecture
4	Lecture 4: The marketing mix. The international marketing mix	Lecture and interaction with students	Studying the course notes before the lecture
5	Lecture 5: The promotion mix	Lecture and case study	Studying the course notes before the lecture
6	Lecture 6: Marketing ethics	Lecture and case study	Studying the course notes before the lecture
7	Lecture 7: Present-day trends in marketing and advertising	Lecture and case-study	Students should collect information and examples from present-day business life

Bibliography

- Marketing- An Introduction , Uranus, 2000
- International Marketing, Irwin, 1987
- Market Leader-Advanced, Pearson Education Ltd, 2006
- Professional English in Use, CUP, 2008
- The Language of Advertising, Intertext, 2000
- Understanding Cultural Differences, Yarmouth, 1990
- Cultures and Organizations. Software of the Mind: intercultural, Harper Collins, 1994
- Guerilla Advertising, Business Tech International, 1996
- English for Marketing, Cavallioti, 2004
- The Fall of Advertising and the Rise of PR, Brandbuilders Group, 2005
- International Business. The Challenges of Globalization, Pearson Education International , 2008
- Marketing, Ed. Uranus, 2000

8.2. S(S)		Teaching/Work methods	Recommendations for students
1	Topic 1: Discussing seminar requirements	Presentation	Discussing students' expectations
2	Topic. 2: The marketing research process; primary and secondary data; research instruments	Comparative analysis of research instruments	Writing a brief research report
3	Topic 3: Consumer behaviour; cultural dimensions	Presenting the main cultural dimensions	Concrete examples of culture-conditioned behaviour
4	Topic. 4: The marketing mix	Promoting new products	Comparison between a foreign product and a local one
5	Topic 5: Promotional instruments; cultural values in advertising	Students will analyse and select the most suitable promotional instruments. Simulation and role-play	Promoting a new product
6	Topic 6: Marketing and advertising ethics	Case studies on misleading advertising	Students will present examples from everyday life
7	Topic 7: Present-day trends in marketing and advertising	Discussing present-day trends in the field based on case-studies and concrete examples	Students will present examples from current activity
<p>Bibliography</p> <ul style="list-style-type: none"> - Business Class, Longman, 2000 - Market Leader, Longman, 2000 - Management and Marketing, Language Teaching Publications, 1997 - The Language of Marketing and Advertising, ASE, 2004 - Test Your Professional English Marketing, Pearson Education , 2007 			

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

Discussing discipline contents and requirements with marketing specialists and representatives of the business environment

10. Assessment

Type of activity	Assessment criteria	Assessment methods	Percentage in the final grade
10.1. C(C)	Active participation with questions, comments, examples	Frequency and solidity of interaction	20.00
10.2. S(S)	Home assignments and active participation	Teacher assessment and self-assessment	30.00
10.3. Final assessment			50.00
10.4. Modality of grading	Whole notes 1-10		
10.5. Minimum standard of performance	<ul style="list-style-type: none"> • Designing a questionnaire for a research theme • Writing a research report • Writing and presenting a project in groups of 2-4 students 		

Date of listing,
05/26/2022

Signature of the discipline leaders,

Date of approval in the
department

Signature of the Department Director,