Learning handbook

English

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Code: 9828001103
Coordinating professor: Yolanda Powley
Degree program: Bachelor’s Degree in Marketing
School: Communication and Social Sciences
Languages: English
The mission of Universidad Europea de Madrid is to offer its students a holistic education, helping them become leaders and professionals capable of responding effectively to the needs of today’s global world, adding value within their career fields, and contributing to social advancement through their entrepreneurial spirit and ethical integrity. We also strive to create and transfer knowledge through applied research, thus making our own contribution to progress and putting ourselves at the forefront of intellectual, scientific, and technological development.
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1. Course/module basic information

<table>
<thead>
<tr>
<th>ECTS</th>
<th>6 standard ECTS (150 hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type</td>
<td>Basic</td>
</tr>
<tr>
<td>Language/s</td>
<td>English</td>
</tr>
<tr>
<td>Modality</td>
<td>Face-to-face</td>
</tr>
<tr>
<td>Semester</td>
<td>Semester 1</td>
</tr>
</tbody>
</table>

2. Course/module introduction

English Language (6 ECTS) is a basic module in the Bachelor’s Degree in Marketing. The study of the English language will be present throughout all the learning process, the study of the literature not being limited to the Spanish language.

The objective of this module is to develop communicative competence in the foreign language equivalent to level B2.2 of the Common European Framework of Reference for Languages.

The course is designed to provide future graduates with knowledge and skills that will allow them to communicate in the foreign language and to interact with their peers in professional situations.

3. Competencies and learning outcomes

3.1. Core competencies.

⇒ CC04: Students must be able to convey information, together with ideas, problems and solutions to a specialized or non-specialized audience.

3.2. Cross-curricular competencies.

⇒ CCC02: Self-confidence: The ability to assess our own results, performance and capabilities with the inner conviction that we are capable of meeting the demands of a task or challenge.

⇒ CCC03: Capacity to adapt to new situations: Being able to assess and understand different situations, adapting our approach to a situation insofar as is necessary or appropriate.
CCC13: Problem solving: The ability to resolve a confusing issue or a complicated situation that stands in the way of achieving a goal and where there is no predefined solution.

CCC14: Innovation and creativity: The ability to propose and develop original ideas and value-added solutions to certain problems, and which could also be adapted and applied to different problems in other areas.

CCC18: Use of information and communication technologies (ICT): The ability to use information and communication technologies effectively as a tool for finding, processing and storing information, as well as for developing communication skills.

3.3. Specific competencies.

SC06: Ability to apply the communication concepts necessary for generating effective messages, using the appropriate channels and adapting to the target audience.

SC09: Ability to compare the production costs of marketing actions in accordance with the expected benefit, anticipating outcomes and minimizing economic impact.

SC15: Ability to combine creative thinking with analytical thinking when preparing marketing proposals, and especially when creating advertising pieces, respecting fundamental rights and promoting a culture of peace.

LEARNING OUTCOMES:

- LO1: to understand spoken communication in English dealing with topics of interest and/or related to technical studies in the Marketing field.
- LO2: to understand written texts and reports in English on topics of general interest and/or technical documents, i.e., brochures, manuals, process descriptions.
- LO3: to present and justify ideas on a variety of topics orally.
- LO4: to write reports and texts on different topics.
- LO5: to make multimedia presentations in English.

In the table below you can find the relationship between the competences that are developed throughout the course and the desired learning outcomes:
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English

<table>
<thead>
<tr>
<th>Competencies</th>
<th>Learning outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>CCC03, CCC13, SC06, SC09, SC15</td>
<td>LO1: to understand spoken communication in English dealing with topics of interest and/or related to technical studies in the Marketing field.</td>
</tr>
<tr>
<td>CCC03, CCC13, SC06, SC09, SC15</td>
<td>LO2: to understand written texts and reports in English on topics of general interest and/or technical documents, i.e., brochures, manuals, process descriptions.</td>
</tr>
<tr>
<td>CC04, CCC02, CCC03, CCC14, CCC18, SC06, SC15</td>
<td>LO3: to present and justify ideas on a variety of topics orally.</td>
</tr>
<tr>
<td>CC04, CCC02, CCC03, CCC13, CCC14, CCC18, SC06, SC09, SC15</td>
<td>LO4: to write reports and texts on different topics.</td>
</tr>
<tr>
<td>CC04, CCC02, CCC03, CCC13, CCC14, CCC18, SC06, SC09, SC15</td>
<td>LO5: to make multimedia presentations in English.</td>
</tr>
</tbody>
</table>

The following table shows how the different types of activities are distributed and how many hours are assigned to each type:

<table>
<thead>
<tr>
<th>Type of educational activity</th>
<th>Number of hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case analysis and problem solving tasks.</td>
<td>30 h</td>
</tr>
<tr>
<td>Group work.</td>
<td>20 h</td>
</tr>
<tr>
<td>Projects.</td>
<td>20 h</td>
</tr>
<tr>
<td>Oral presentations.</td>
<td>5 h</td>
</tr>
<tr>
<td>Tutorials.</td>
<td>25 h</td>
</tr>
<tr>
<td>Autonomous work.</td>
<td>50 h</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>150 h</strong></td>
</tr>
</tbody>
</table>

To develop the competencies and achieve the learning outcomes, you will have to complete the activities indicated in the table below:
<table>
<thead>
<tr>
<th>Learning outcomes</th>
<th>Learning activity</th>
<th>Type of activity</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td>LO1, LO2, LO3, LO4, LO5</td>
<td>Activity 8</td>
<td>Final Test.</td>
<td>UA8/ Topics 1,2,3,4,5,6,7.</td>
</tr>
</tbody>
</table>
When you access the course on the Campus Virtual, you’ll find a description of the activities you have to complete, as well as the deadline and assessment procedure for each one.

**CONTENTS:**

Each of the above learning units will cover the following **contents**:

- Vocabulary dealing with topics of general interest or current affairs and/or related to technical studies in the Marketing field.
- Communication and grammar structures in English.
- Recordings related to topics of general interest or current affairs and/or to technical studies in the Marketing field.
- The key to successful multimedia presentations in English.
- Oral and written communication in English.

**Teaching methodologies:**

Problem-based learning.

Project-based learning.

**4. Monitoring and assessment**

The following table shows the assessable activities, their respective assessment criteria, and the weight each activity carries towards the final course grade.

<table>
<thead>
<tr>
<th>Assessable activity</th>
<th>Assessment criteria</th>
<th>Weight (%)</th>
</tr>
</thead>
</table>
| Activity 1          | • Can organize ideas clearly and coherently.  
                      • Can understand oral and written texts related to the area of business.  
                      • Can analyze information and provide justified argumentation.  
                      • Can correctly apply theoretical knowledge on the subject and participate in group decision making.  
                      • Can analyze and synthesize scientific material related to the area of study.  
                      • Knows the vocabulary and grammar necessary for effective communication in the field of business. | 8,57% |
| Activity 2          | • Can organize ideas clearly and coherently.  
                      • Can ask questions correctly, compiling the information needed | 8,57% |
| Activity   | Can analyze information and provide justified argumentation.  
|           | Knows the vocabulary and grammar necessary for effective communication in the field of business.  
|           | Can compile information and cite references adequately.  
|           | Can identify, understand and explain specialized terminology and concepts.  
|           | Can correctly apply theoretical knowledge on the subject and participate in group decision making.  
|           | Can analyze and synthesize scientific material related to the area of study.  |
| Activity 3| 8,57%  
| Activity 4| Knows the vocabulary and grammar necessary for effective communication in the field of business.  
|           | Can compile information and cite references adequately.  
|           | Can identify, understand and explain specialized terminology and concepts.  
|           | Can correctly apply theoretical knowledge on the subject and participate in group decision making.  
|           | Can analyze and synthesize scientific material related to the area of study.  |
| Activity 5| 8,57%  
| Activity 6| Can understand oral and written texts related to the area of business.  
|           | Knows the vocabulary and grammar necessary for effective communication in the field of business.  
|           | Can present concepts clearly both orally and in writing.  |
|           | 8,57%  
|           | Can organize ideas clearly and coherently.  
|           | Can ask questions correctly, compiling the information needed adequately.  
|           | Knows the vocabulary and grammar necessary for effective communication in the field of business.  
|           | Can present concepts clearly both orally and in writing.  
|           | Can identify, understand and explain specialized terminology and concepts.  
|           | Can correctly apply theoretical knowledge on the subject and participate in group decision making.  
|           | Can demonstrate communicative competence in role-plays/simulations of interactions typical of the area of specialization.  |
|           | 8,57%  
|           | Can understand oral and written texts related to the area of business.  
|           | Knows the vocabulary and grammar necessary for effective communication in the field of business.  
|           | Can present concepts clearly both orally and in writing.  |
| Activity 7 | • Can identify, understand and explain specialized terminology and concepts.  
• Can correctly apply theoretical knowledge on the subject and participate in group decision making.  
• Can demonstrate communicative competence in role-plays/simulations of interactions typical of the area of specialization. |
| Activity 8 | • Can organize ideas clearly and coherently.  
• Can analyze information and provide justified argumentation.  
• Can understand oral and written texts related to the field of business.  
• Can present concepts clearly both orally and in writing.  
• Can identify, understand and explain specialized terminology and concepts.  
• Can analyze and synthesize scientific material related to the area of study.  
• Can demonstrate communicative competence in role-plays/simulations of interactions typical of the area of specialization. |
| | 8,57% |
| | 40% |

When you access the course on the *Campus Virtual*, you'll find a description of the activities you have to complete, as well as the deadline and assessment procedure for each one.

### 4.1. First exam period

In order to pass the subject during the first exam period, you should obtain a grade superior or equal to 5 out of 10 as the final grade, taking into account that:

The final test will account for 40% of the final grade. It is obligatory to pass the final test with a grade superior or equal to 4.

Regarding the rest of activities, which include case analysis, problem solving, projects, reports and text writing and oral presentations, will account for 60% of the final grade. It is necessary to obtain a grade of 4 or higher in the final test in order in order for the grades from said activities to be taken into account for your final grade.

Attendance: you must attend at least 75% of the on-site classes and participate actively in the activities, debates and presentations.
4.2. Second exam period

In order to pass the subject during the second exam period, you should obtain a grade superior or equal to 5 out of 10 as the final grade, taking into account that:

The final test will account for 40% of the final grade. It is obligatory to pass the final test with a grade superior or equal to 4.

Regarding the rest of activities, which include case analysis, problem solving, projects, reports and text writing and oral presentations, will account for 60% of the final grade. It is necessary to obtain a grade of 4 or higher in the final test in order in order for the grades from said activities to be taken into account for your final grade.

5. Bibliography

Here is the recommended bibliography:


6. How to communicate with your professor

Whenever you have a question about the content or activities, don’t forget to post it to your course forum so that your classmates can read it. You might not be the only one with the same question!

If you have a question that you only want to ask your professor, you can send him/her a private message from the *Campus Virtual*. And if you need to discuss something in more detail, you can arrange an advisory session with your professor.
It’s a good idea to check the course forum on a regular basis and read the messages posted by your classmates and professors, as this can be another way to learn.

7. Study recommendations

When you study at university, you need to plan and be consistent from the first week. It’s very useful to exchange experiences and opinions with professors and other students, as this will help you develop core competencies such as flexibility, negotiating skills, teamwork, and, of course, critical thinking.

To help you, we recommend using a general method of study based on the following points:

- Study systematically and at a steady pace.
- Attend class and regularly check the course forum on the Campus Virtual so that you keep up to date with what’s happening.
- Participate actively in the course by sharing your opinions, doubts and experiences relating to the topics covered and/or suggesting new topics of interest for discussion.
- Read the messages posted by your classmates and/or professors.

Active participation in physical and virtual classroom activities is of special interest and academic value. You can participate in many different ways: asking questions, giving your opinion, doing all the activities your professor suggests, taking part in collaborative activities, helping your classmates, etc. This way of working requires effort, but it will help you get better results as you develop your competencies.
Study annexes with detailed information on the *Campus Virtual*