

SPECIFIC SYLLABUS

1. GENERAL INFORMATION

- Title:	ENGLISH FOR MARKETING
- Course number:	CLC-MKMA1112E
- Specialized Education Courses	
- Number of credits:	3 (40 hours)
+ Theoretical hours:	19
+ Exercise and discussion hours:	21
- Prerequisite:	Principles of Marketing

2. LECTURER’S INFORMATION

Tran Thi Viet Ha, Lecturer, Faculty of Marketing

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3. COURSE DESCRIPTIONS

This module focuses on the words, key terms that are often used by professionals when talking and writing about marketing and on English words which are given a special meaning in marketing (such as *buzz*, *loyalty*, *positioning*). It helps students understand vocabulary and expressions required to speak about marketing and related fields so that they can use them in studying (reading books and journals regarding marketing ...) as well as in their working afterwards.

4. LEARNING RESOURCES : COURSE BOOKS, REFERENCE BOOKS

Course Book:

[1]. Phillip Kotler, Gary Amstrong “Principles of Marketing”, Pearson Education Limited, 2018.

Reference Books:

- [1]. Cate Farrall (2008). *Professional English in use - Marketing*. Cambridge University Press
- [2]. Simon Sweeney (2002). *Test your Professional English – Marketing*. Pearson Education Limited.
- [3]. Sylee Gore (2007). *English for Marketing and Advertising*. Oxford Business English.

5. COURSE GOALS

Goal	Goal Description	Program Learning Outcomes (PLO)	Bloom’s Taxonomy
[1]	[2]	[3]	[4]
G1	Being able to understand and fluently use the marketing phrases, terms in all aspects in English and Vietnamese, from the basic definitions of marketing, marketing environment, customer behaviour, the	PLO 2.1.1	III

	marketing strategies and tools to terms that are used in practicing marketing in business.		
G2	Being able to communicate, demonstrate the knowledge for marketing fluently in English	PLO 2.1.1 PLO2.5.1	III
G3	Being able to work, cooperate with team members to complete the work assigned and present in team.	PLO 2.6.1 PLO 2.5.1	IV

6. COURSE LEARNING OUTCOMES (CLO)

PLO	Course Learning Outcomes (CLOa.b.c)	CLO Description	Bloom's Taxonomy
[1]	[2]	[3]	[4]
PLO2.1.1	CLO1.1.1	Reproduce key terms in marketing basics, from analyzing the marketing environment, SWOT to marketing strategy and planning, tools.	I
	CLO1.1.2	Explain and relate the key terms to practices from analyzing the marketing environment, SWOT to marketing strategy and planning.	II
	CLO1.2.3	Interpret, translate and demonstrate the knowledge learned fluently in English and Vietnamese to others.	III
PLO2.5.1	CLO5.2.1	Interpret and demonstrate the terms and phrases learned fluently in English and Vietnamese by oral or written presentation.	III
	CLO5.2.2	Perceive the marketing case studies in class, explain them in personal report or group exercises by oral or written presentation	III
	CLO5.3.3	Demonstrate the work for marketing in English in oral and written documents	III
PLO2.6.1	CLO6.3.1	Practice working in team, assign tasks or/ and execute the tasks assigned, utilize and organize the resources to complete the group report	IV
	CLO6.3.2	Demonstrate the preparation, corporation in team work.	III

7. COURSE ASSESSMENT

Type of Assessment	Content	Week	CLO	Assessment criteria	Rate (%)
[1]	[2]	[3]	[4]	[5]	[6]
Participation Assessment	Responsibility	1-10	-	Participation	10%
	Ability			Interaction (asking questions/answer lecturer's questions)	

	Attitude			Attitude (respect lecturer and class, respect the class and course regulations)	
Group presentation	Choosing topic among unit 3 to 10 or given by lecturer	10	CLO5.2.1 CLO5.3.3 CLO6.3.1 CLO6.3.2	Knowledge	20%
				Presentation (slides and presentation skills)	
				Teamwork	
Mid-term Assessment	Unit 1,2,3,4,5	5	CLO1.1.1 CLO1.1.2 CLO5.2.1	Multiple choice and short answers, case study test	20%
Final-term Assessment	Unit 1 to 10	15	CLO1.1.1 CLO1.1.2 CLO5.2.1 CLO5.2.2	Multiple choice and short answers, case study test	50%

8. LESSON PLAN

Week [1]	Session	Content [2]	CLO [3]	Activities [4]	Assessment [5]
1	1	UNIT 1: MARKETING INTRODUCTION 1.1. What is marketing? 1.2. Market basic definitions 1.3. Marketing strategy and the marketing plan 1.4. The marketing mix	CLO1.1.1, 1.1.2	- Lecturing: 1 - Doing exercise individually : 1 - Group forming - Inform the assignments	Participation Interaction Discussion
	2				
2	3	UNIT 2: MARKETING ENVIRONMENT 2.1. The Company's Microenvironment 2.2. The Company's Macroenvironment	CLO1.1.1, 1.1.2; 1.2.3; 5.2.2	- Short quiz to revise Unit 1 - Lecturing: 2	Participation Interaction Discussion
	4	UNIT 2: MARKETING ENVIRONMENT 2.3. SWOT analysis 2.4. Responding to the Marketing Environment	CLO1.1.1, 1.1.2; 1.2.3; 5.2.2	- Lecturing: 2 - Doing exercise/: 2	
		UNIT 3: MARKETING INFORMATION AND RESEARCH 3.1. Marketing Information & Customer Insights 3.2. Developing Marketing	CLO1.1.1, 1.1.2; 1.2.3;	- Short quiz to revise Unit 2 - Lecturing: 3	

Week	Session	Content	CLO	Activities	Assessment
		Information			
3	5	UNIT 3: MARKETING INFORMATION AND RESEARCH (cont) 3.2. Developing Marketing Information (cont)	CLO1.1.1, 1.1.2; 1.2.3;	- Lecturing: 3 - Doing exercise: 3	Participation Interaction Discussion
	6	UNIT 4: CONSUMER BEHAVIOUR 4.1. Model of Consumer Behavior 4.2. Characteristics Affecting Consumer Behavior	CLO1.1.1, 1.1.2; 1.2.3; 5.2.1; 5.2.2	- Short quiz to revise Unit 3 - Lecturing: 4	
4	7	UNIT 4: CONSUMER BEHAVIOUR (cont) 4.3. The Buyer Decision Process	CLO1.1.1, 1.1.2; 1.2.3; 5.2.1; 5.2.2	- Lecturing: 4 - Doing exercise: 4	Participation Interaction Discussion
	8	UNIT 5: SEGMENTATION – TARGETING – POSITIONING 5.1. Market Segmentation 5.2. Targeting	CLO1.1.1, 1.1.2; 1.2.3; 5.2.1; 5.2.2	- Short quiz to revise Unit 4 - Lecturing: 5	
5	9	UNIT 5: SEGMENTATION – TARGETING – POSITIONING (cont) 5.3. Differentiation and Positioning	CLO1.1.1, 1.1.2; 1.2.3; 5.2.1; 5.2.2	- Lecturing: 5 - Doing exercise: 5	Participation Interaction Discussion
	10	MIDTERM TEST	CLO1.1.1; 1.1.2; 5.2.1; 5.2.2	- Midterm exam	Participation Mid term test
		UNIT 6: COMPANY AND MARKETING STRATEGY 6.1. Strategic Planning 6.2. Designing Business Portfolio	CLO1.1.1, 1.1.2; 1.2.3	- Lecturing: 6	Participation Interaction Discussion
6	11	UNIT 6: COMPANY AND MARKETING STRATEGY 6.3. Planning Marketing 6.4. Team work	CLO1.1.1, 1.1.2; 1.2.3	- Lecturing: 6 - Doing exercise: 6	Participation Interaction Discussion
	12	UNIT 7: PRODUCT 7.1. Products and Services, Market Offerings 7.2. New – Product Development	CLO1.1.1, 1.1.2; 1.2.3; 5.2.1; 5.2.2	- Short quiz to revise unit 6 - Lecturing: 7	

Week	Session	Content	CLO	Activities	Assessment
7	13	UNIT 7: PRODUCT (cont) Exercises	CLO1.1.1, 1.1.2; 1.2.3; 5.2.1; 5.2.2	- Doing exercise: 7	Participation Interaction Discussion
		UNIT 8: PRICE 8.1. Pricing Strategies 8.2. Pricing considerations	CLO1.1.1, 1.1.2; 1.2.3; 5.2.1; 5.2.2	- Short quiz to revise unit 7 - Lecturing: 8	
	14	UNIT 8: PRICE 8.3. Pricing approaches	CLO1.1.1, 1.1.2; 1.2.3; 5.2.1; 5.2.2	- Lecturing: 8 - Doing exercise: 8	
8	15	UNIT 9: PLACES 9.1. The nature and importance of marketing channel 9.2. Functions of marketing channel 9.3. Design a marketing channel	CLO1.1.1, 1.1.2; 1.2.3; 5.2.1; 5.2.2	- Short quiz to revise unit 8 - Lecturing: 9	Participation Interaction Discussion
	16	UNIT 9: PLACES 9.4. Channel behavior and Organization 9.5. Marketing system Channel Design Decisions	CLO1.1.1, 1.1.2; 1.2.3; 5.2.1; 5.2.2	- Lecturing: 9 - Doing exercise: 9	
9	17	UNIT 10: PROMOTION 10.1. Above, below and through the line 10.2. Advertising 10.3. Sales promotions and displays	CLO1.1.1, 1.1.2; 1.2.3; 5.2.1; 5.2.2	- Short quiz to revise unit 9 - Lecturing: 10	Participation Interaction Discussion
	18	UNIT 10: PROMOTION 10.4. Direct mail and email 10.5. Public relations 10.6. Events and sports sponsorship	CLO1.1.1, 1.1.2; 1.2.3; 5.2.1; 5.2.2	- Lecturing: 10 - Doing exercise: 10	
10	19	GROUP PRESENTATION	CLO5.2.1; 5.3.3; 6.3.1; 6.3.2		Participation Group presentation
	20				
15		FINAL EXAM	CLO1.1.1; 1.1.2;		Final Exam

Week	Session	Content	CLO	Activities	Assessment
			5.2.1; 5.2.2		

9. COURSE REQUIREMENTS AND EXPECTATION

9.1. Attendance Requirements

- Students are required to fully take part in class lectures and activities.
- Students are allowed to be absent maximum 20% of the class hours. Student who is absent over 20% is not qualified to take the final exam.

9.2. In-class Behaviour Requirements

- The course is carried out with respect to both lecturer and students. All behaviour that might adversely affect the stakeholders are prohibited.
- Students need to be in class on time. Students being late for more than 10 minutes will not eligible to take part in the session.
- Cellphones, laptops, tablets are only accepted for the purposes of taking notes of the lectures, preparing course assignments, not for any other entertainment purposes while in class duration.
- Students will be asked to force-rank themselves and other members of their respective groups for all group activities. The basis for their rankings will be the degree and significance of each member’s relative contribution to the group effort. These rankings will be considered in the grading of group work activities.

**INSTITUTE OF ADVANCED
EDUCATIONAL PROGRAMS AND POHE**

DEPARTMENT

LECTURER

**Associate Prof. PhD Pham
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