Course Syllabus

Study programme	Business Management
Course code	BWIB5FMRIL
Course title	Specialised English: Marketing & Relationship Management
Term / year of study **when the course is delivered**	Fall/Winter Term and Spring/Summer Term
Cycle	1st cycle
ECTS credits / contact hours	2 / 28
Teaching units (hours/week - SWS)	2
Course type	ILV (Interactive lecture)
Prerequisites	B2 level in English
Language of instruction	English
Course content	The goal of this course is to enable students to communicate effectively in the field of Marketing & Relationship management, to produce oral and written texts that show their language proficiency and profound understanding of the subject. • The topics covered in this course include: • International Marketing • Product Development & Pricing • Branding • Digital and Social Media Marketing • B2B Marketing
Learning outcomes	In this course, students learn to

	- Demonstrate proficiency in discussing MRM topics - Explain MRM aspects using adequate vocabulary - Write cohesive and academic texts synthesizing relevant sources - Deliver compelling subject-related presentation - Comprehend and critically reflect videos, podcasts and print media on MRM topics
Learning methods	Glossary building, group discussions, written and oral text production, presentations, role plays, group project
Assessment methods & criteria	- Written exam 40% - Oral Exam 30% - Homework Assignments 20% - In-class Participation 10% NB: All grading components must be passed in order to qualify for an overall course grade.
Grading Scale	1 Excellent 100 - 93% 2 Good 83 - 92% 3 Good average 70 - 82% 4 Below average 50 - 69% 5 Insufficient < 50%
Recommended resources	Baines, P., Fill, C., Rosengren, S. (2017) Marketing. Oxford University Press
Attendance	75%

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