

# English for Marketing and Advertising

- Credit numbers: 2
- Instructor:
- Instructor's Office :
- Office Hour:
- E-mail:
- Extension:
- Blog:
- Course Objectives

This course focuses on developing students' English communication skills through the study of marketing and advertising. In today's global business environment, the ability to understand and use English in marketing contexts is essential for effective communication in both academic and workplace settings.

The course introduces fundamental concepts of marketing and advertising, including identifying target customers, planning marketing strategies, creating advertisements, and presenting brand ideas. Students will also learn commonly used vocabulary and expressions related to marketing and apply them in practical situations.

Throughout the course, students will engage in a variety of activities such as discussions, idea sharing, advertisement creation, and oral presentations. These activities are designed to help students practice expressing their opinions, describing marketing ideas, and communicating clearly in English.

By participating in these tasks, students will gradually build confidence in using English and improve their ability to communicate effectively in marketing and advertising contexts.

## Syllabus :

Week	Contents
1	Class Orientation
2	Introduction to Marketing and Advertising
3	Introduction to Marketing and Advertising
4	Identifying and Understanding Target Customers
5	Identifying and Understanding Target Customers
6	Planning a Marketing Strategy
7	Developing a Marketing Strategy
8	Assignment – Outlining a Marketing Plan
9	Creating Advertisements
10	Creating Advertisements
11	Assignment – Producing an Advertisement
12	Marketing Tools and Techniques
13	Marketing Tools and Techniques
14	Presenting Brand Image and Public Identity

15	Presenting Brand Image and Public Identity
16	Marketing through Trade Fairs
17	Marketing through Trade Fairs
18	Final Oral Presentation – Advertising Fair

- **References:** English for Marketing & Advertising, Gore, Sylee (2007), Oxford University Press

- **Grading:**

**Presentation (30%)**

Students are required to deliver oral presentations, including the final advertising project, to demonstrate their ability to present marketing ideas clearly and effectively in English.

**Assignments (30%)**

Assignments include tasks such as outlining a marketing plan and producing an advertisement, allowing students to apply marketing concepts and language skills in practical contexts.

**Class Participation (40%)**

Students are expected to actively participate in class activities, including discussions, group work, and in-class exercises, to enhance their communication skills and engagement.