

Course	Marketing			Academic year	2021-2022		
Subject	Foreign Language II - French			ECTS	5		
Type of course	Elective						
Year	1st	Semester	2nd Sem	Student Workload:			
Professor(s)				Total	140	Contact	60
Area Coordinator)	Prof. Doutor Samuel Walter Best						

Planned

1. LEARNING OBJECTIVES

The curricular unit highlights the main skills: writing, speaking, listening and reading, without forgetting interaction and intercultural dialogue. The main objective is to lead students to the practice of written and spoken French, by promoting the acquisition and the development of competences and general or specific knowledge.

2. PROGRAMME

2.1. *Chercher un emploi (consulter les annonces, les réseaux sociaux professionnels / écrire un CV, une lettre de motivation ...)*

2.2. *La description (de son entreprise / lieu de travail, de ses fonctions/responsabilités...)*

2.3. *L'argumentation (exprimer et justifier un accord ou un désaccord ; exprimer et justifier un point de vue / une opinion ; commenter des données chiffrées ; exprimer des intentions, des projets ; exprimer une obligation / une condition...)*

2.4 *Le vocabulaire des affaires, de la comptabilité, de la gestion, du commerce international et du marketing (approfondissement)*

3. COHERENCE BETWEEN PROGRAMME AND OBJECTIVES

This curricular unit aims to contribute to the overall formation of the student as a person and future professional by promoting knowledge and linguistic competences.

4. MAIN BIBLIOGRAPHY

Books

ROSILLO M.-P., MACCOTA P., DEMARET M. (2013). *Quartier d'affaires. Français professionnel et des affaires*. CLE International

LIRIA Philippe, SIGÉ Jean-Paul (2016). *Les clés du nouveau DELF*. Maison des langues

MIQUEL Claire (2018). *Vite et Bien 1. Méthode rapide pour adultes*. CLE International

WEB

www.leplaisirdapprendre.com

www.lepointdufle.net

www.podcastfrançaisfacile.com

www.tv5monde.com

5. TEACHING METHODOLOGIES (INCLUDING EVALUATION)

As a theoretical practical CU, diversified texts and audio-visual documents will be required, as well as to the progressive study, communicative approach and implementation of practical projects. Continuous assessment (test, 50% and practical projects, 50%); Final assessment (exam, 100%).

6. COHERENCE BETWEEN TEACHING METHODOLOGIES AND OBJECTIVES

There is coherence between teaching methodologies and objectives, by promoting a communicative approach, oral and written communication skills and implementation of tasks/activities.

7. ATTENDANCE

The attendance is compulsory for the continuous assessment.