

## 1. BASIC INFORMATION

<b>Course</b>	English
<b>Degree program</b>	Advertising
<b>School</b>	Social Sciences and Communication
<b>Year</b>	2020
<b>ECTS</b>	6 (150 h.)
<b>Credit type</b>	Basic
<b>Language(s)</b>	English
<b>Delivery mode</b>	Face to face / online
<b>Semester</b>	1 <sup>st</sup> semester
<b>Academic year</b>	2 <sup>nd</sup>
<b>Coordinating professor</b>	Isabella Vidal Rodríguez

## 2. PRESENTATION

English Language (6 ECTS) is an obligatory module in the Bachelor's Degree in Advertising. For today's labour market, the study of the English language is deemed necessary for an expert to work internationally and to be able to deal with today's global issues. Therefore, the English language will be present throughout all the learning process: apart from the lectures in English, software, conferences, presentations and bibliography in the English language will also be used for that purpose. It has been modelled according to the contents of level B2 of Common European Framework of Reference for Languages.

This 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. Thus, the main aim of this course is to help students acquire a good command of the English language both spoken and written, so they will be able to establish and maintain a conversation on multiple topics, included those related to the field of Advertising.

## 3. COMPETENCIES AND LEARNING OUTCOMES

### 3.1 Core competencies.

- **CB1:** Students must demonstrate a deep knowledge and understanding of a field of study that is based on secondary education and that, whilst supported by advanced textbooks, involves acquaintance with the vanguard of their area of study.
- **CB2:** students must know how to apply their knowledge and passion in a professional way as well as possessing those competencies that are usually shown by creating and defending arguments and providing solutions to problems within their field of studies.

- **CB3:** Students are able to gather and interpret relevant data in order to enrich their arguments relating to relevant topics: social, scientific or ethical.
- **CB4:** Students must be able to convey information, together with ideas, problems and solutions to a specialized or non-specialized audience.
- **CB5:** Students must have developed the necessary learning skills so as to undertake subsequent studies with autonomy.

### 3.2 Cross-curricular competencies.

- **CT1:** Responsibility: ability to face the consequences of his/her actions.
- **CT2:** Self-learning skills: The ability to choose the most effective strategies for controlling our own learning environment and acting autonomously throughout the learning process.
- **CT3:** Ethical values: being able of feeling, judging, discussing and acting according moral values in a coherent, persistent and autonomous way.
- **CT4:** Oral and written communication skills: The ability to transmit and receive information, ideas, opinions and attitudes for the purposes of comprehension and action, oral communication involving speech and gestures, and written communication writing and/or graphics.
- **CT5:** Interpersonal communication: listening actively in order to fulfil a goal while being assertive.
- **CT6:** Flexibility: adaptability and working within different and varied situations with people from different backgrounds.
- **CT7:** Teamwork: Ability to actively participate and cooperate with other people, areas and/or organizations to achieve common goals.
- **CT8:** Initiative: anticipating proactively to various situations while giving solutions and alternatives.
- **CT9:** Planning: ability to efficiently determining his/her goals and priorities by defining actions, deadlines and optimal resources to reach their goals.
- **CT10:** Creativity: ability to create new solutions to problems that also give value to such problems.

### 3.4 Specific competencies of the subject.

- **SCS1:** Listening comprehension in English.
- **SCS2:** Speaking in English.
- **SCS3:** Written comprehension in English.
- **SCS4:** Writing in English.
- **SCS5:** Analysis of short texts from the literature.
- **SCS6:** Presentations in English.
- **SCS7:** Teamwork.
- **SCS8:** Critical thinking.
- **SC14:** Knowledge of the English language: comprehension of oral and written elements dealing with general topics and also those present in the media

### 3.5 Learning outcomes.

- **LO1:** to understand spoken communication in English dealing with topics of interest and/or related to technical studies in the relevant field: podcasts, dialogues, conversations, instructions...
- **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. To make presentations in English.

- **LO4:** to write reports and texts on different topics. Production of short opinion texts related to familiar topics. Writing of personal letters, expressing feelings, stating facts, filling in forms, creating ads...
- **LO5:** to be able to start and maintain a meaningful conversation in English dealing with different topics, including those related to their field of study.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB1, CB5, CT1, CT6, SC11, SCS1	LO1: to understand spoken communication in English dealing with topics of interest and/or related to technical studies in the relevant field: podcasts, dialogues, conversations, instructions...
CB1, CB5, CT1, CT6, SC11, SCS1	LO2: to understand written texts and reports in English on topics of general interest and/or technical documents, i.e., brochures, manuals, process descriptions.
CB4, CB5, CT1, CT5, CT6, CT17, CE14, SCS2	LO3: to present and justify ideas on a variety of topics orally. To make presentations in English.
CB4, CB5, CT1, CT5, CT6, CT17, SC14, SCS4, CE24	LO4: to write reports and texts on different topics. Production of short opinion texts related to familiar topics. Writing of personal letters, expressing feelings, stating facts, filling in forms, creating ads...
CB4, CB5, CT1, CT5, CT6, CT17, CE14, SCS2, CE24	LO5: to be able to start and maintain a meaningful conversation in English dealing with different topics, including those related to their field of study.

## 4. CONTENT

A document detailing specific course content and graded activities will be found on the course's Virtual Campus. Each of the 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 field of Advertising.
- Exercises to improve listening skills and practice activities.
- Exercises for effective writing and practice activities.
- Exercises to improve reading comprehension and practice activities.

## 5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Language immersion:
  - Theoretical lessons / lectures – specialized vocabulary and structures
  - Guided work, case analysis and problem-solving tasks (in-class activities and homework)
- Student's autonomous learning:
  - Individual/group projects: problem-based learning (analysis of resources – comments and critical thinking) AND project-based learning (creation, recordings, presentations...)

## 6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

### Campus-based mode:

Learning activity	Number of hours
Theory lessons / lectures	18 h
Case analysis and problem-solving tasks	35 h
Autonomous work (individual/group projects, presentations, homework)	90 h
Seminars and complementary activities	4 h
Final exam (written AND oral)	3 h
<b>TOTAL</b>	<b>150</b>

### Online mode:

Learning activity	Number of hours
Theory lessons / lectures	18 h
Case analysis and problem-solving tasks	35 h
Autonomous work (individual/group projects, presentations, homework)	90 h
Seminars and complementary activities	4 h
Final exam (written AND oral)	3 h
<b>TOTAL</b>	<b>150</b>

## 7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Assessment system		Weight
Active participation (hand-in exercises, handouts, debates...)	<ul style="list-style-type: none"> <li>• Active participation and exercise resolution</li> <li>• Attitude</li> <li>• Class involvement</li> <li>• Submission of exercises</li> </ul>	20%

Portfolio	Glossary of specific vocabulary	10%
Written / oral presentations	Projects, brief research papers, presentations (oral and/or written) Criteria: <ul style="list-style-type: none"> <li>• Communicative skills</li> <li>• Fluency and intonation</li> <li>• Grammar</li> <li>• Vocabulary</li> <li>• Content</li> <li>• Spelling</li> <li>• Organization</li> </ul>	20%
ESP Final Project	<ul style="list-style-type: none"> <li>• Communicative skills</li> <li>• Fluency and intonation</li> <li>• Grammar</li> <li>• Specialized vocabulary</li> <li>• Content</li> <li>• Spelling</li> <li>• Organization</li> </ul>	30%
Final exam (written AND oral)	Familiarity with the specific vocabulary, literature from the field of studies and general grammar structures	20%

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

## 7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

You will have to **send AND pass each of the activities and/or projects (obtain a grade of at least 5.0) to obtain a weighted average**. They will be based on the course contents and they may be in form of written and/or oral tasks being these either individual or group activities. Papers submitted after the deadline will not be accepted nor assessed. Quantifiable activities will be submitted via the Virtual Campus only, as well as the teacher's notes and comments.

In any case, **you will need to obtain a grade of at 5.0 in the final exam** (20% of the final mark) in order for it to count towards the final grade along with all the grades corresponding to the other activities.

**Attendance:** you must attend to **at least 75%** of the on-site classes and participate actively in the activities, debates and presentations. Otherwise, you will not be able to sit for the final exam and you will automatically fail the subject.

## 7.2. Second exam period

To pass the course in the second exam period, **you must obtain a final grade of at least 5 out of 10 (weighted average)**.

In any case, you will need to obtain a grade of at 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

## 8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Activity 1	Week 3
Activity 2	Week 6
Activity 3	Week 9
Activity 4	Week 12
ESP Project	Week 15
Final exam	Week 16-17

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

## 9. BIBLIOGRAPHY

- GORE, Sylee. (2008) *Oxford Business English: English for Marketing and Advertising*. UK: Oxford U.P.
- ROBINSON, Nick. (2010). *Cambridge English for Marketing*. UK: Cambridge U.P.
- Doff, Adrian; Thaine, Craig; Putcha Herbert; Stranks, Jeff; Lewis-Jones, Peter (2016). *Empower B2* (Student's book) UK: Cambridge U.P.
- Doff, Adrian; Thaine, Craig; Putcha Herbert; Stranks, Jeff; Lewis-Jones, Peter (2016). *Empower B2* (Workbook) UK: Cambridge U.P.
- Murphy, R. *English Grammar in Use* (for advanced students). (2013). CUP
- Online dictionaries:
  - <http://dictionary.cambridge.org/dictionary/english/>
  - <http://www.macmillandictionary.com/dictionary/british/>

## 10. DIVERSITY MANAGEMENT UNIT

Students with specific learning support needs:

Curricular adaptations and adjustments for students with specific learning support needs, in order to guarantee equal opportunities, will be overseen by the Diversity Management Unit (UAD: Unidad de Atención a la Diversidad).

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at [unidad.diversidad@universidadeuropea.es](mailto:unidad.diversidad@universidadeuropea.es) at the beginning of each semester.

## **11. ONLINE SURVEYS**

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.