

Intitulé du Master : Management de la chaîne logistique

Semestre : 2

Intitulé de l'UE : Découverte

Intitulé de la matière : ESP/ English for Marketing and Logistics

Crédits : 1

Coefficients : 1

Mode d'enseignement : en présentiel

Objectifs de l'enseignement Prepare students to use English For Specific Purposes: To use English for Marketing and Logistics.

Connaissances préalables recommandées Listening, reading, speaking and writing General English.

Contenu de la matière :

Unit 1: Logistics: An Introduction

- What is Logistics?
- Distribution channels.

Unit 2: Logistics services

- Logistics acronyms
- 3PL

Unit 3: Packaging and Merchandising

- What is packaging?
- What is merchandising?
- Logos

Unit 4: Mode of Transport

- Transport and equipment.
- Container types.
- Types of goods

Unit 5: E-commerce

- What is E-commerce?
- B2C business
- B2B business

Mode d'évaluation : *Contrôle continu + examen*

Références:

- Farrol, Gate et al. (2008). **Professional English in Use: Marketing**. Italy: Cambridge University Press.
- Gore, Sylee. (2007). **English for Marketing and Advertising. Oxford Business English**. Spain: Oxford University Press.
- Grussendorf, Marion. (2011). **English for Logistics. Oxford Business English**. China: Oxford University Press.
- Kotler, Philip et al. (2012). **Marketing management**. (14th ed). New Jersey : Pearson edition.