

Intitulé du Master : Management de la chaîne logistique

Semestre : 3

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 :

Unit1: Digital Marketing

- What is digital marketing?
- Types of digital marketing approaches (Pull and Push digital marketing)
- Difference between traditional marketing and digital marketing.

Unit 2: Trade shows

- What is a trade show?
- Organizing an event.

Unit 3: Negotiations

- Strategies for negotiation.
- Negotiation activities

Unit 4: Creating ads

- The Aida model for advertising
- Working with an ad agency.

Unit 5: Professional communication

- Writing professional emails and letters.
- Writing cover letters.
- Writing Curriculum Vitae.

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.