

Intitulé du Master : Management de la chaîne logistique

Semestre : 1

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: Marketing: An Introduction

- What is marketing?
- Understanding marketing management.

Unit 2: Marketing mix

- The four Ps
- Aida model

Unit 3: Branding

- What is branding?
- Brand management.
- Brand values.

Unit 4: Marketing tools

- Advertising
- Loyalty programs
- The internet
- The press
- Sales promotions

Unit 5: Pricing

- Pricing strategies
- Factors affecting pricing decisions

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.