**Module:**

<table>
<thead>
<tr>
<th>Module Title:</th>
<th>English for Studies in Marketing and Sales</th>
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<tbody>
<tr>
<td>Module Team:</td>
<td>Language Centre / Angela Pitt: <a href="mailto:angela.pitt@hs-neu-ulm.de">angela.pitt@hs-neu-ulm.de</a>, Tel: +49(0)731-9762-1452, Room : ZWEI 13 Büro</td>
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<tr>
<td>Credits:</td>
<td>3 ECTS</td>
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<tr>
<td>Pre-requisite(s):</td>
<td>Students should have proof of English ability at CEF (Common European Framework) level B2, e.g. Cambridge University BEC Vantage / HNU foundation courses in English grade 2. Suitability for this course will be assessed by the Language Centre, HNU.</td>
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<tr>
<td>Co-requisite(s):</td>
<td>None Specified</td>
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<td><strong>This module is a component of the following Award(s):</strong></td>
<td>MSc International Brand and Sales Management, MSc Marketing</td>
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**Aim of the module:**
The module aims to add to the standard of knowledge of the non-native English speaking students participating in the above-mentioned MSc programme. It aims to prepare them for their lectures conducted in the English language at the University Neu-Ulm and their studies abroad at the University of Glamorgan. To ensure a certain language level, the module will proceed prior to the other lectures of the programme’s first term.

**Synopsis of module content:**
Skills: academic essay writing / note-taking / presentation skills / discussion skills / reading longer academic texts / summarising  
Lexical area: Marketing and Sales / current business affairs

**Teaching Methods:**
Interactive learning / group and pair work / peer-teaching.  
There will be use of up-to-date broadcasts on business topics, filming of students’ presentations and in discussion situations to enable effective feedback

**Learning Outcomes:**
Students can:
- take active part in lectures on Marketing and Sales in English and the ensuing group work
- deal with the reading content necessary for the MSc programme
- construct academic writing samples suitable for the MSc course

**Assessment requirements:**
- Written exam to assess reading and listening skills (90 minutes)  
- Team presentation

**Concise Indicative Reading List:**
- Articles from journals and newspapers
- Extracts from academic works on Marketing and Sales

**Key Skills delivered by this module:**
1. Students learn to be aware of their own language learning behaviour and to develop their own learning strategies so that their abilities in English continue to improve throughout their MSc course.
2. Students learn to articulate their ideas precisely in English and are encouraged to consider their own performance in their native language.
3. Students learn to read critically and to ‘read between the lines’.

**Validation Details:**
This module is validated.