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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Course Name** | | **Code** | **Semester** | **T+U** | **Credit** | **ECTS** | | **Professional foreign language** | |  | one | 2+0 | 2 | 3 | | Prerequisite Courses |  | | | | | | | Language of the Course | Turkish | | | | | | | Type of Course | Optional | | | | | | | Course Coordinator |  | | | | | | | Instructor |  | | | | | | | Course Assistants |  | | | | | | | The aim of lesson | The aim of this course is to provide students with the basic English skills necessary for their business life. It is aimed to provide students with basic professional English skills by practicing the English terms and formal speech patterns that are frequently used in the field of public relations. | | | | | | | Course Learning Outcomes | At the end of this course, the student;  1. Learn the English equivalents of marketing terms  2. Acquires basic skills such as correspondence and note-taking that he will encounter in business life.  3. Gains the ability to read basic English texts.  4. Learns the terms used mostly in business life and uses them at a simple level. | | | | | | | Course Content | Basic English terms related to marketing, English business correspondence and sentence structures used in telephone conversations. | | | | | | | **Weeks** | **Topics** | | | | | | | one | Taking Note Skills | | | | | | | 2 | Text Reading (Effective Reading Instructions) -1 | | | | | | | 3 | Text Reading (Effective Reading Instructions)-2 | | | | | | | 4 | Reading Effectively- 1 | | | | | | | 5 | Reading Effectively- 2 | | | | | | | 6 | On the phone Interview -1 (Speaking on the Phone) | | | | | | | 7 | On the phone Interview - 2 (Top Tips for Building Rapport on the telephone) | | | | | | | 8 | of marketing Definition ( What is Marketing?) | | | | | | | 9 | of marketing Components of Marketing \_ | | | | | | | 10 | 4 p (The Four P) | | | | | | | 11th | Product and Price (Product and Price) | | | | | | | 12 | promotion and Distribution (Promotion and Place) | | | | | | | 13 | with the public Relationships and Marketing How Public Relations Supports Marketing | | | | | | | 14 | Advertisement and Marketing (Advertisement and Marketing) | | | | | |  |  | | --- | | **General Competencies** | | from students this your lesson mother their subjects their understanding and fields with in applications their use expected . | | **resources** | | Cotton, D. and Falvey D. Kent S., (2013). *Pre-intermediate market leader business english course book* , FT Publishing, Pearson Eucation Limited, 3rd Edition ,. | | **Evaluation System** | | It is stated in the syllabus at the beginning of the semester. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **WITH PROGRAM LEARNING OUTCOMES**  **COURSE LEARNING OUTCOMES RELATIONSHIP TABLE** | | | | | | | | | | | | | | | | | |  | **PO1** | | **PO2** | **PO3** | | **PO4** | **PO5** | | **PO6** | **PO7** | | **PO8** | **PO9** | | **PO10** | **PO11** | | **LO1** | 3 | | 3 | 2 | | - | - | | - | - | | - | - | | - | 5 | | **LO2** | 3 | | 3 | 2 | | - | - | | - | - | | - | - | | - | 5 | | **LO3** | 3 | | 3 | 2 | | - | - | | - | - | | - | - | | - | 5 | | **LO4** | 3 | | 3 | 2 | |  | - | | - | - | | - | - | | - | 5 | | **REVENGE: Learning Outputs OP: Program Outputs** | | | | | | | | | | | | | | | | | | **Contribution**  **level** | | **1 Very Low** | | | **2 Low** | | | **3 Medium** | | | **4 High** | | | **5 Very High** | | |   Relation of Program Outcomes and Related Course   |  |  |  |  |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | | **lesson** | **PO1** | **PO2** | **PO3** | **PO4** | **PO5** | **PO6** | **PO7** | **PO8** | **PO9** | **PO10** | **PO11** | | Professional foreign language | 3 | 3 | 2 | - | - | - | - | - |  | - | 5 | |