Course Syllabus

Code - Course Title	**TİC209 - Vocational English I**
Course Type	III. SEMESTER
Laboratory + Practice	3+0
ECTS	**3.0**
Language of Instruction	Türkçe
Course Type	Required Courses
Course Instructor(s)	ÖĞR. GÖR. ESRA PİREN

Mode of Delivery	This course is offered in a face-to-face educational format as part of the marketing associate degree program. Over a total duration of four hours, participants will gain knowledge about marketing principles and practices through interactive learning methods. Throughout the course, group discussions, case studies, and practical activities will encourage active participation from students, thereby enabling them to understand how to apply theoretical knowledge in practice.
Prerequisites	There is no prerequisite or co-requisite for this course.
Courses Recomended	None
Recommended Resources	None
Work Placement	N/A

Course Syllabus

Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 1		Introduction to the course Talk about your favorite brands Listening: An interview with a brand manager Reading: Building luxury brands- Financial Times	
Week - 2		Taking part in meetings Writing: e-mail	
Week - 3		Talk about your travel experiences Listening: An interview with a sales director of a hotel chain Reading: What business travellers want- Financial Times	
Week - 4		Telephoning: Making arrangements Writing: e-mail	
Week - 5		Talk about status within an organisation Reading: A successful organisation- Financial Times Listening: An interview with a management consultant	
Week - 6		Socialising: Introductions and networking Writing: email	
Week - 7		Discussing authentic advertisements Reading: A new kind of campaign- Financial Times Listening: An interview with a marketing communications executive	
Week - 8		Starting and structuring a presentation Writing: Summary	
Week - 9		Do a quiz and discuss attitudes to money Listening: An interview with an investment director Reading: An inspirational story- Sunday Times	
Week - 10		Dealing with figures Writing: e-mail	

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Weeks	Learning Outcomes	Topics	Teaching Methods
Week - 11		Working across cultures: Socialising	
Week - 12		Business Skills: Meetings and Telephoning	
Week - 13		Working across cultures: International meetings	
Week - 14		Business skills: Small talk and presentations	

Learning Outcomes

#	Learning Outcome
1	practises new words, phrases and collocations to activates the vocabulary already known or have been just learnt.
2	reads interesting and relevant authentic texts from business sources and develops their reading skills and acquire essential business vocabulary.
3	develops listening skills such as prediction, listening for specific information and note-taking by listening to authentic texts based on interviews with business people and experts in their field.
4	develops communication skills in the key business areas of presentations, meetings, negotiations, telephoning and social English.
5	writes emails and summaries.

Sustainable Development Goals

No content has been provided.

Course Theme

No content has been provided.

AKTS Workload

Activity	Duration (Hour)	Count	Workload
Teorik Derse Katılım	0	0	0
Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı)	0	0	0
Ödevler	0	0	0
Proje - Rapor - Sunum Hazırlama	0	0	0
Ara Sınav Hazırlığı (sınav süresi dahil)	0	0	0
Final Sınavı Hazırlığı (sınav süresi dahil)	0	0	0
Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.)	0	0	0
Staj Uygulaması	0	0	0
		Calculated ECTS	**0**

Assessment Method and Passing Requirements

No content has been provided.

Assessment Method and Passing Requirements	Quamtity	Percentage (%)
1.Midterm Exam	1	40
Final Exam	1	60
	Sum (%)	**100**