

# **Global Branding & Cambridge English**

**Autumn 2018 Semester  
2018 - 2019  
Course Syllabus**

**Faculty of Business and Economics  
Full-time Minor Course**

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<b>SIS Course Code</b>	6000GBCE14
<b>Study Credits</b>	30 ECs
<b>Academic Year</b>	2018 – 2019
<b>Course website on MyHvA</b>	<u><a href="#">Global Branding &amp; Cambridge English course website</a></u>

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## Global Branding and Cambridge English Course

The Global Branding & Cambridge English Minor focuses on the field of global marketing communication in the digital age. The course prepares you for a career in global marketing communications.

Not only will you gain a profound knowledge of global advertising and marketing, but you will also develop your Business English language skills at the highest level.

### Course objectives

The aim of this course is to develop your global marketing communication knowledge and professional English language skills. By the end of the course you will have acquired a high level of global marketing communication expertise. You should be able to apply your expertise to real business cases and be competent at developing global marketing communication strategies as well as their planning and execution.

This course also includes an international project where you will develop your skills in global marketing communications management and intercultural sensitivity. In terms of professional development, you will develop a variety of professional skills and competencies in this course, such as, intercultural sensitivity and communication skills, strategic thinking and creativity, result orientation and teamwork skills.

## Global Branding and Cambridge English: Content and Language Integrated Learning

The course can be divided into two components: the **Global Branding** part and the **Cambridge English** part. Your English classes will focus on:

- Developing business communication skills in English to prepare you for a career in global business;
- Preparing you for the official Cambridge C1 Business Higher exam.

In the following sections you will find a more detailed description of each part. However, the two components are not separate, but form an **integrated course** focused on **content and language learning**. This is how it works:

- Your **professional development orientation, performance** and **participation** in all classes will count towards your final grade for the Global Branding project and Global Branding and Cambridge English Portfolio.
- The English classes will have a **blended learning approach** combining online and offline learning, whilst monitoring your progress in language skills development.
- **Assignments** and **project work** in both components are **interconnected**, e.g. assignments given in Global Branding classes will be carried out in English classes.
- It's not only the final project deliverable that counts, but also the **process**. In other words, your **result-oriented** approach and **development orientation** (reflection and learning using feedback) will be taken into account when we determine your grade. .
- The Global Branding projects consist of group assignments and individual assignments. Your final grade will be based on **your own contribution to the team** throughout the entire process.
- Learning and perfecting a language is an on-going process that requires consistent and continuous effort and attention. **We expect you to attend all classes** and **your progress** and **commitment** will be monitored throughout the semester and will be taken into account when determining your **final grades**.

## Semester and Lecture Planning

The duration of the Global Branding & Cambridge English course is one semester. The semester will incorporate two terms of 10 weeks each. Check the **academic year planning** on the course website for exam periods, important term dates and holidays. Classes will be on Mondays, Tuesdays and Wednesday and the exact timetable and classrooms will be provided before the start of the semester.

## Exams and Assessment

### Global Branding Testing, assessment, reviews and feedback

Term 1	Term 2
See Cambridge English Exams and Assessments	Global Branding Exam 6ECs 6114GBW_TS
	Global Branding Projects: 6 ECs 6114GBP_AS
	Total ECs: 12

### Global Branding Projects: (6 ECs)

You will apply your global branding expertise and global business skills in projects and assignments. This will help you to gain a deep understanding of the global branding and international marketing communications concepts, theories and models and develop cross-cultural competences.

You will be working on a **Semester Project** and **Virtual Teamwork Project**. At the end of the semester you will reflect on your learning experience in an Individual Project Reflection Report. Detailed instructions, deadlines for the milestones and status reports will be given in class. Please note that failure to meet deadlines will seriously affect your grade. Although you will be working in a team, you will be assessed on your **individual performance, active commitment, visibility in the project** and **your contribution** to the team effort.

Your final grade will be calculated on the basis of your results for your Semester Project, Virtual Teamwork Projects and Individual Project Reflection Report

### Global Branding Exam (6 ECs)

#### Open-book case study exam

At the end of the first term there will be a written exam. The exam will be in the form of an open-book case study exam. You will be given a case study in English and will be asked to perform several professional tasks. At the written exam you should **demonstrate**:

- A **deep understanding** of the concepts, theories and models of **Global branding and international Marketing Communications**
- The ability to **apply** these to a realistic case
- **Professional expertise**, i.e. **analytical, problem solving, conceptual thinking** and **judgement** skills
- English **communication** skills (comprehension, argumentation, reasoning etc.)

## Cambridge English

### Testing, assessment, reviews and feedback

Term 1	Term 2
Business English Reading and Writing at C1 level 6 ECs 6116HRW_TS	Business English Listening and English speaking at C1 level 6ECs 6116HLS_TS 6116HLS_TM
	Global Branding & Cambridge English Portfolio at C2 level 6 ECs 6114ELP_AS
Total ECs: 6	Total ECs: 12

### Cambridge Exams

As you will be prepared for taking the official Cambridge C1 Business Higher exam, the written exam consists of authentic exams set in a previous C1 Business Higher exam.

- The **Reading Exam** consists of six tasks, which test your ability to scan and skim texts, to edit and complete texts and to understand C1 business vocabulary.
- The **Writing Exam** consists of two tasks: commenting on a graph in a 140-word report and writing either a 250-word letter, a report, or a proposal.
- The **Listening Exam** consists of three tasks: listening for and noting specific information, listening to identify context and speakers' motivation and listening for gist.
- The **Speaking Exam**, too, follows the official C1 Business Higher format with an interlocutor and an assessor. It is taken in threesomes and consists of three tasks: a conversation between one student and the interlocutor and, a mini presentation and a discussion on a business topic between the three candidates.

### Global Branding & Cambridge English Portfolio

The Global Branding & Cambridge English Portfolio consists of several assignments, including written and speaking assignments, most of them geared towards job hunting in a global business environment. Further details and specifications relating to deadlines and the content of this portfolio will be provided in class. The individual assignments will be handed in on deadlines set throughout the semester and then feedback will be provided. The complete portfolio will be handed in on deadline towards the end of the semester.

Your **professional development orientation, performance and participation in all classes** will count towards your final grade for the Global Branding project and Global Branding and Cambridge English Portfolio.

Should you fail the Global Branding & Cambridge English Portfolio assignment, then you will be given a resit opportunity consisting of an alternative assignment with a 168-hour workload (= 6 ECs).

### Feedback

Exam review and feedback sessions will be held in semester week 10 and 20.

## Course Schedule

Below is a **provisional** semester schedule for the Global Branding and English classes. A detailed course schedule will be presented and posted online at the start of the semester.

### Term 1

week	Topics covered in class	Preparation and self-study
1	<ul style="list-style-type: none"> <li>• Course introduction and semester overview</li> <li>• First impressions and networking</li> <li>• Global Branding Project</li> </ul>	Study Course Syllabus
2	<ul style="list-style-type: none"> <li>• Corporate Communication</li> <li>• Brand Management</li> <li>• International Teams</li> </ul>	📖 chapter 1 📖📖 Market Leader Advanced 🖨️ MyEnglishLab Unit 1
3	<ul style="list-style-type: none"> <li>• Research into Consumers and Products</li> <li>• Effective emails</li> </ul>	📖 chapters 1-2 📖📖 Market Leader Advanced 🖨️ MyEnglishLab Unit 2
4	<ul style="list-style-type: none"> <li>• IMC Planning Process situation analysis</li> <li>• Meeting skills and teleconferencing</li> <li>• Market Leader Progress Test</li> </ul>	📖 chapters 2-3 📖📖 Market Leader Advanced 🖨️ MyEnglishLab Unit 3
5	<ul style="list-style-type: none"> <li>• IMC Planning Process situation analysis</li> <li>• Report writing</li> </ul>	📖 chapters 3-4 📖📖 Market Leader Advanced 🖨️ MyEnglishLab Unit 4
6	<ul style="list-style-type: none"> <li>• IMC Planning Process situation analysis</li> <li>• International presentations</li> </ul>	📖 chapters 4-5 📖📖 Market Leader Advanced 🖨️ MyEnglishLab Unit 5
7	<ul style="list-style-type: none"> <li>• Global Branding Project mid-term presentations</li> <li>• Market Leader Progress Test</li> </ul>	📖 chapters 5-6 📖📖 Market Leader Advanced 🖨️ MyEnglishLab Unit 6
8	<ul style="list-style-type: none"> <li>• Exam week</li> </ul>	C1 Business Higher Reading and Writing Exam
9	<ul style="list-style-type: none"> <li>• Resit week</li> </ul>	
10	<ul style="list-style-type: none"> <li>• Feedback week</li> </ul>	

## Term 2

week	Topics covered in class	Preparation and self-study
11	<ul style="list-style-type: none"> <li>International Marketing Communications Strategy</li> <li>Advertising Design</li> <li>Creative Development</li> <li>Brainstorming and Creativity</li> </ul>	<ul style="list-style-type: none"> <li> chapter 6 – 7</li> <li>  Market Leader Advanced</li> <li> MyEnglishLab Unit 7</li> </ul>
12	<ul style="list-style-type: none"> <li>IMC Media Tools:</li> <li>Media Selection: media planning</li> <li>Marketing Communication Budget</li> <li>Presentations: advanced techniques</li> </ul>	<ul style="list-style-type: none"> <li> chapter 7- 8</li> <li>  Market Leader Advanced</li> <li> MyEnglishLab Unit 8</li> </ul>
13	<ul style="list-style-type: none"> <li>Global Branding: Traditional, Digital, Social Media</li> <li>Job application</li> <li>Market Leader Progress Test</li> </ul>	<ul style="list-style-type: none"> <li> chapter 8 - 10</li> <li>  Market Leader Advanced</li> <li> MyEnglishLab Unit 9</li> </ul>
14	<ul style="list-style-type: none"> <li>Global Branding: Public Relations, Earned Media, Sponsoring</li> <li>Managing tough interview questions</li> </ul>	<ul style="list-style-type: none"> <li> chapter 11 - 13</li> <li>  Market Leader Advanced</li> <li> MyEnglishLab Unit 10</li> </ul>
15	<ul style="list-style-type: none"> <li>Global Branding: IMC ethics and regulations</li> <li>Ethical international business</li> </ul>	<ul style="list-style-type: none"> <li> chapter 14 - 15</li> <li>  Market Leader Advanced</li> <li> MyEnglishLab Unit 11</li> </ul>
16	<ul style="list-style-type: none"> <li>Global Branding: evaluation and measurement research</li> <li>Reflection and personal pitch</li> <li>Exam Practice</li> <li>Market Leader Progress Test</li> </ul>	<ul style="list-style-type: none"> <li> chapter 1 – 15 review</li> <li>  Market Leader Advanced</li> <li> MyEnglishLab Unit 12</li> </ul>
17	<ul style="list-style-type: none"> <li>Further Exam Practice</li> <li>Final Presentations and interviews</li> </ul>	C1 Business Higher Listening and Speaking Exams
18	<ul style="list-style-type: none"> <li>Written Exam</li> </ul>	Global Branding Written Exam
19	<ul style="list-style-type: none"> <li>Resit week</li> </ul>	
20	<ul style="list-style-type: none"> <li>Feedback</li> </ul>	

### Legenda:

-  **Integrated Advertising, Promotion and Marketing Communications, Global Edition**, 8th Edition, Kenneth Clow, Donald Baack, Pearson
-   **Market leader Advanced Extra Coursebook** (+ DVD/MyEnglishLab access code)
-  **MyEnglishLab**

See booklist below.

## Course Material

The course material consists of textbooks, class handouts and articles from trade journals and databases in the HvA Digital Library.

The textbooks will be used intensively during this course. Therefore, please make sure you have the books at the start of the course. You are expected to bring your textbooks to class. See booklist.

In your English classes you'll be working with digital material from **MyEnglishLab**, for which a **valid access code** is required. The access code comes with the *Market leader Advanced Extra Coursebook + DVD/MyEnglishLab Pack*. Beware of buying second-hand copies without valid access codes.

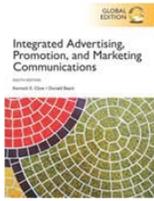
## Additional reading assignments

In order to keep your professional expertise up to date there will be required reading and homework assignments from textbooks and articles. You will be tested on material from the textbooks and any additional reading material discussed in class. Find additional material in the **HvA Library**:

- **WARC (World Advertising and Research Centre)**
- **Harvard Business Review**
- **Campaign UK**
- **Advertising Age**
- **Euromonitor**

The screenshot shows the HVA Library website homepage. At the top left is the Amsterdam University of Applied Sciences logo and the text 'HVA LIBRARY'. To the right is a search bar with 'Nederlands' and 'Google Custom Ser' options. Below the header is a navigation menu with 'HOME', 'SUBJECTS', 'SERVICES', 'LOCATIONS', 'ABOUT US', and 'CONTACT'. The main banner features a video player with the text 'FINISH YOUR RESEARCH IN TIME' and a description: 'The Library gives support on efficient searching for information, so you can finish your research in time. Here is your starting point for finding books, articles, e-books...'. Below the banner are three sections: 'SEARCH THE HVA LIBRARY' with a search input and links for 'How to find...?' and 'Advanced search'; 'QUICK LINKS' with a list of links including 'Loans and renewals', 'Databases', 'E-Journals', 'All about searching', 'Videos Smart Searching', and 'Acknowledging sources? RefWorks!'; and 'NEWS' with three articles: 'Anatomy online on trial' (16 May 2017), 'AUAS FUND TO FINANCE OPEN ACCESS' (18 April 2017), and 'Holiday closures Library Spring 2017' (11 April 2017). A vertical 'Feedback' button is on the right side.

## Booklist



**Integrated Advertising, Promotion and Marketing Communications Global Edition, 8th Edition**, Kenneth Clow, Donald Baack, Pearson  
ISBN-10: 1292222697 • ISBN-13: 9781292222691



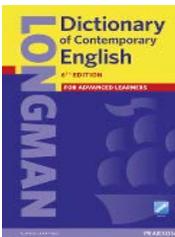
**Market leader Advanced Extra Coursebook + DVD/MyEnglishLab access code**, Margaret O'Keeffe, Pearson Education Limited

• ISBN-13: 9781292134734

**Please note that the MyEnglishLab access code is required!**



**Business Grammar Builder, 2<sup>nd</sup> edition**, Paul Emerson, Macmillan,  
ISBN: 9780230732544



**Advanced English Learners Dictionary. Recommended:**

**Longman Dictionary of Contemporary English 6th Edition**, available in hard-copy, online and mobile app: <http://global.longmandictionaries.com/>

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