Amsterdam University of Applied Sciences

MINOR GLOBAL BRANDING AND CAMBRIDGE ENGLISH

If you are enrolled for this minor programme, you are obliged to follow and complete all parts.

If you have specific questions about the course content, you should contact the responsible minor coordinator: Mr Randy Bundel, r.bundel@hva.nl

Minor Global Branding and Cambridge English			
SIS Course Catalogue Number	**Course Name**	**30 ECTS**	**Examination**
6100GBP_14	Global Branding Projects	6 ECTS	Group and individual assignments
6100GBW_14	Global Branding Exam	6 ECTS	Written Exam
6100HRW_16	Business English Reading and Writing at C1 level	6 ECTS	Written Exam
6100HLS_16	Business English Listening and English speaking at C1 level	6 ECTS	Listening Exam
6100ELP_14	Global Branding & Cambridge English Portfolio at C2 level	6 ECTS	Individual written assignments

Brief Description

How do brands develop a global customer base? How do global brands face the challenges of today's increasingly digital, cross-cultural and multi-lingual market place?

The Global Branding and Cambridge English Minor prepares you for a career in global business. Not only will you gain insight into global branding, but you will also develop your business English language skills at the highest level. Global branding projects, carried out with students from international universities, will help you develop your professional expertise and cross-cultural skills.

This course also prepares you for the Cambridge English C1 Business Higher qualification, formerly known as BEC Higher Certificate. The official Cambridge exams are not included in the course. However, once you have completed the course, you will be ready to take these exams at a Cambridge Test centre anywhere in the world.
This certificate is recognised by major players in the global market place and attests to your advanced communication skills in using English in an international professional context.

Admission Requirements

The entry level of the course is English at an upper-intermediate level, (min. B2 (CEFR level). Applicants for the minor should send their IELTS or TOEFL results to assess whether they are eligible.

Learning Goals

The aim of this course to develop your global branding knowledge and professional English language skills. The focus is on global marketing communications, and by the end of the course, you will have acquired a high level of expertise in this field. You should be able to apply your expertise to real business cases and be competent in developing global marketing communications strategies.

During this course your English listening, speaking, reading and writing skills will be brought up to advanced and proficiency level, i.e. C1- C2 level in the Common European Framework of Reference for Languages (CEFR). After the course, you should be able to communicate more confidently, fluently and naturally in English in any business situation.

In terms of professional development in this course, you will develop competencies, such as cross-cultural communication skills and working in international virtual teams.

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Course Description

The Global Branding & Cambridge English Minor consists of the following course items:

Global Branding Projects (6 ECTS**)**
You will apply your global branding expertise in projects and assignments, often carried out in international virtual teams. Working on these projects will help you gain a deep understanding of the global branding and international marketing communications concepts, theories and models.

Global Branding Written Exam (6 ECTS**)**
The Global Branding Written Exam is an open-book exam. You will be given a business case and will be asked to perform several professional tasks, such as designing a global branding strategy.

Global Branding & Cambridge English Portfolio (6 ECTS**)**
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.

Cambridge English Exams

As you will prepare for the Cambridge English C1 Business Higher exam, you will be taking exams based on the official exams.

- **Business English Reading and Writing exams at C1 level (6** ECTS**)**
- **Business English Listening and English speaking at C1 level (6** ECTS**)**

Literature

- *Integrated Advertising, Promotion and Marketing Communications Global Edition*, 8th Edition, Kenneth Clow, Donald Baack, Pearson, ISBN-10: 1292093633 ISBN-13: 9781292093635
- *Market leader Advanced Extra Course book (+ DVD/MyEnglishLab access code)*, Pearson, ISBN-13: 9781292134734

Lecture period

Autumn 2019 Semester: September 2019 – January 2020
Spring 2020 Semester: February – June 2020

Location

Amstel Campus and Fraijlemaborg Campus

Study Programme Department

This full-time course is organised by the *Faculty of Business and Economics, Department of Part-Time Programmes - Marketing (Commerciële Economie)*