

Syllabus

Course name : English V	Level: Grade 3 marketing
Instructor : Ms FatenKhalfallah Maaref	Term : 1
MsFadhila Kefi	Course duration : 21h
Department: Language department	Crédit : 2
	Coefficient : 1
Course description :	
<p>This course teaches students the techniques of delivering a presentation. It also helps them, as future jobseekers, to find job opportunities, research job openings, decode job advertisements, write a cover letter as well as a resume and eventually, succeed in a job interview in which they will show the recruiter that they are the right people for the right place.</p> <p>Moreover, students will be taught how to write emails of enquiry as well as replies to enquiries.</p>	
Learning Objectives:	
<p>On completion of this course, students will be able to:</p> <ul style="list-style-type: none">- Do an oral presentation- Scan a job advertisement- Write a cover letter and an email of application- Write a CV- Answer the most common interview questions- Write emails of enquiry- Write an email to reply to an enquiry	
Course weekly plan :	
Week	Topics/Chapters
1	First contact
2	Numerals
3	The presentation : introduction
4	The presentation : body
5	The presentation : conclusion
6	Decoding job adverts
7	Assessment
8	The cover letter (Course)
9	The coverletter (Practice)
10	The CV
11	The job interview
12	Business correspondence: enquiries
13	Business correspondence : reply to an enquiry

14	Assessment								
Keywords : Presentation/ employment/ vacancy/ interview/ enquire/ order									
Prerequisites Intermediate English level									
Instructional methodology Participatory									
Assessment methods, Schedule and Grade Distribution: <table><tr><th>Assessment type</th><th>Grading</th></tr><tr><td>In-class participation and activities</td><td>10%</td></tr><tr><td>Mid-term exam</td><td>20%</td></tr><tr><td>Final exam</td><td>70%</td></tr></table>		Assessment type	Grading	In-class participation and activities	10%	Mid-term exam	20%	Final exam	70%
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References : <ul style="list-style-type: none">- Careerealism: The Smart Approach to a Satisfying Career by J.T. O'Donnell- How to Prepare for an Interview: Boost Your Confidence, Impress Your Interviewer, and Get a Job by Alison Green- 5-Step Guide to Improve Your Resume (and Land More Job Interviews) by J.T. O'Donnell- Intermediate Market Leader by David Cotton, David Falvey, Simon Kent- Business Vocabulary in Use by Bill Mascull									