



COURSE UNIT (MODULE) DESCRIPTION

Course unit (module) title	Code
FOREIGN LANGUAGE (ENGLISH)	

Academic staff	Core academic unit(s)
Coordinating: lect. Giedrė Dubauskienė Other:	Vilnius University Kaunas Faculty Institute of Language, Literature and Translation Studies Muitinės St. 8, LT-44280 Kaunas

Study cycle	Type of the course unit
Bachelor (first cycle)	Subject of individual studies

Mode of delivery	Semester or period when it is delivered	Language of instruction
Auditorium	Semester 2	English

Requisites	
Prerequisites: English language (B2)	Co-requisites (if relevant):

Number of ECTS credits allocated	Student's workload (total)	Contact hours	Individual work
5	130	68	62

Purpose of the course unit		
The aim of the foreign language (English) course is to develop the ability to formulate thoughts in a foreign language orally and in writing at the level of a proficient user, to apply language knowledge in practical situations, to independently and creatively complete tasks of medium complexity, to deepen general and business communication skills on business topics, and to promote cooperation with other group members.		
Learning outcomes of the course unit	Teaching and learning methods	Assessment methods
The student will improve: English language skills (C1 level);	Active learning methods (group work, individual work, creative tasks). Explanatory and problem-based teaching using authentic video and audio recordings, performing interactive tasks and audio recordings, doing interactive exercises, e.g., VMA Moodle H5P format.	Practical tasks, homework. Oral assignments.

<p>The student will be able to:</p> <ul style="list-style-type: none"> • use English terms related to verbal and non-verbal communication in person and with IT assistance, brands, advertising, marketing, working and communicating in teams of different cultures. • speak English quite spontaneously and fluently with representatives of different cultures on general and advertising, marketing topics. • understand authentic texts on both abstract and concrete topics, as well as specialized discussions; • apply acquired lexical knowledge in case studies; • listen to and understand conversations and official messages; 	<p>Explanatory teaching, active learning methods (group work, individual work, creative tasks, group discussions): brainstorming, concept/topic mapping, reading authentic literature, listening to and watching authentic audio and video recordings, completing interactive tasks.</p>	<p>Practical interactive exercises, homework. Oral assignments, written tests.</p>
<p>participate in discussions and meetings, listen to the arguments presented by opponents, express and argue their own opinion;</p> <ul style="list-style-type: none"> • conduct meetings; • communicate and engage business partners; 	<p>Simulated business meetings and case study meetings, role-plays.</p>	<p>Case studies</p>
<ul style="list-style-type: none"> • present a presentation on a chosen topic, answer questions from the audience, and encourage group members to discuss the topic of the presentation; 	<p>Individual tasks: preparation of presentations. Research methods (reading authentic literature, searching for information).</p>	<p>Presentation</p>
<ul style="list-style-type: none"> • write electronic letter 	<p>Individual tasks.</p>	<p>Written assignments</p>
<ul style="list-style-type: none"> • perform tasks independently, collaborate with colleagues. 	<p>Participation in group discussions, self-study tasks.</p>	<p>Examination. Summative assessment</p>

Content	Contact work hours							Individual work: time and assignments	
	Lectures	Tutorials	Seminars	Workshops	Laboratory work	Internship	Contact hours	Individual work	Tasks for individual work
1. Communication. Successful communication and communication errors. The influence of technology on				16			16	14	Discussions, tasks for developing oral speaking skills (1: 6,

communication. Live and written communication and through various IT tools. Public speaking. Formation of the appropriate image and first impression.								pp. 11-13; 2: pp. 30-31), practical vocabulary tasks (1: 7, pp. 10; 2: pp. 4-7), reading (1: 8-9), listening (1: 8, 4: pp. 6-7), writing (1: 13; p. 127).
2. Brand identity. Brand value. Brand positioning in the market. What is a successful brand? Global brands: localization vs. global identity. Cultural differences in brand communication. Sustainable and socially responsible brands: greenwashing - how to avoid it? Differences between a brand and a logo.			16			16	14	Discussions, tasks to develop oral speaking skills (7: 38-41pp.), practical vocabulary tasks, (5: 62-65pp.), reading (6: 16-23pp.), listening "How apple and Nike have branded your brain" https://youtu.be/4eIDBV4Mpek?si=pVk32yyM4NLWhf2 ; business meeting.
3. Advertising media and methods. Traditional and digital advertising methods: outdoor advertising, opinion leaders advertising, etc. Visual and textual elements in advertising. Target audience of advertising: emotions and psychology in advertising. The future of advertising: AI integration in advertising.			16			16	14	Discussions, tasks for developing oral speaking and listening skills (2: 90-91 pages; 3: 117 pages), practical tasks (7: 70-71, 74-77 pages,); reading (6: 44-47 pages); listening (3: 112 pages); creating an advertisement.
4. International marketing. Marketing terms. Marketing mix. Customer-oriented marketing, cultural aspects. Globalization and its impact on international marketing.			16			16	14	Discussions, tasks for developing oral speaking skills, case study (2: 40, 42-43 pp.), practical tasks (2: 37, 40 pp.; 5: 52-53 pp.; 7: 8-9); reading (2: 38-39 pp.); listening (2: 36 pp.); writing (2: 41 pp.); preparation for the test.
Tutorials		2				2		
Preparation of the presentation. Examination.		2				2	6	Preparation of the presentation. Revision. Examination.
Total		4	64			68	62	

Assessment strategy	Weight %	Deadline	Assessment criteria
Tests (2)	20% (2x10%)	During the semester	Two written tests are evaluated as follows: 10% Excellent knowledge and skills. 9% Very good knowledge and skills. 8% Good knowledge and skills.

			7% Average knowledge and skills. 6% Satisfactory knowledge and skills. 5% Weak knowledge and skills. 0%-4% Dissatisfactory knowledge and skills.
Presentation (1)	10%	During the semester	Presentation is evaluated based on the following criteria: 1) use of functional language 2) correctness of language; 3) presentation structure; 4) quality of the delivery; 5) presentation of ideas; 6) use of visual aids. Assessment: 10% Excellent knowledge and skills. 9% Very good knowledge and skills. 8% Good knowledge and skills. 7% Average knowledge and skills. 6% Satisfactory knowledge and skills. 5% Weak knowledge and skills. 0%-4% Dissatisfactory knowledge and skills.
Oral assignments - Case studies (4)	40% (4x10%)	During the semester	Case studies are evaluated based on the following criteria: correctness of language; formulation and argumentation of ideas; participation in the discussion; use of functional language; time management. Assessment: 10% Excellent knowledge and skills. 9% Very good knowledge and skills. 8% Good knowledge and skills. 7% Average knowledge and skills. 6% Satisfactory knowledge and skills. 5% Weak knowledge and skills. 0%-4% Dissatisfactory knowledge and skills.
Homework and participation	10 %	During the semester	Homework and participation assessment scale: 10% - all homework is done extremely well, active participation in lectures; 9% - almost all homework is done very well, active participation in lectures; 8% - almost all homework is done well, quite active participation in lectures; 7% - on average, part of homework is done, participation in lectures is quite passive; 6% - part of homework completed satisfactorily, passive participation in lectures; 5% - only several homework assignments are done, passive participation in lectures; 0% -4% - few or no homework assignments are done, no participation in lectures.
Examination	20%	During the examination session	Written examination assessment: 19%-20% - knowledge and skills are excellent; 17%-18% - knowledge and skills are very good; 15%-16% - knowledge and skills are good; 13%-14% - knowledge and skills are satisfactory; 11%-12% - knowledge and skills are below average;

			9%-10% - knowledge and skills meet minimum standard; 0%-8% - minimum requirements are not met.
When taking the course externally, the cumulative assessment strategy is as follows: the exam (written test from all the material covered during the course) – 70% and individual presentation - 30%.			
Use of AI generative models as provided for in the VU AI usage guidelines: use AI generative models responsibly and ethically; when using AI generative models to prepare a report, case study, etc., it is necessary to indicate the fact of this use (by citing and/or submitting a declaration of use of the AI generative model, as appropriate). Failure to disclose the use of the AI generative model shall be considered academic dishonesty.			

Author	Year of publication	Title	Issue of a periodical or volume of a publication	Publishing house or web link
Required reading				
1. Cotton, D., Falvey, D., Kent, S.	2016	<i>Market Leader. Upper Intermediate Business English. Course book.</i>		Pearson
2. Cotton, D., Falvey, D., Kent, S.	2016	<i>Market Leader. Upper Intermediate Business English. Practice file.</i>		Pearson
3. Cotton, D., Falvey, D., Kent, S.	2014	<i>New Language Leader. Upper Intermediate. Course book.</i>		Pearson
4. Dubicka, I., O'Keefe, M.	2016	<i>Market Leader Advanced</i>		Pearson
5. Mascul, B.	2011	<i>Business Vocabulary in Use, Advanced</i>		Cambridge UP
6. O'Driscoll, N.	2010	<i>Market Leader Business English: Marketing</i>		Pearson
7. Farral, C., Lindsley, M.	2015	<i>Professional English in Use: Marketing</i>		Cambridge UP
Recommended reading				
8. Dubicka, I., Rosenberg, M.	2019	<i>Business Partner B2+</i>		Pearson
9. Goree, S.	2006	<i>English for Marketing & Advertising</i>		Oxford