

# **Global Branding & Cambridge English**

**Spring 2018 Semester  
2017 - 2018  
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>	2017 – 2018
<b>Course website on MyHvA</b>	<u><a href="#">Global Branding &amp; Cambridge English course website</a></u>

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## Global Branding & 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 BEC 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 **performance** and **participation** in both the English and Global Branding classes will count towards your final grade for the Global Branding project and Language 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 project is a combination 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 Written Exam 6ECs 6114GBW_TS
	Global Branding Project: 6 ECs 6114GBP_AS
	Total ECs: 12

### Global Branding Project: (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.

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** and contribution to the team effort and your visibility in the project.

### Global Branding Written 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.)

### Exam review and Feedback

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

## 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 BEC Higher exam, the written exam consists of authentic exams set in a previous BEC 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 BEC 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. The assessor does not take any part in the interaction but focuses solely on listening to and making an assessment of certain aspects of your English speaking skills.

### 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. Should you fail this 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>	BEC 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>	BEC 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**, 7th Edition, Kenneth Clow, Donald Baack, Pearson ISBN-10: 1292093633 • ISBN-13: 9781292093635
- 📖📖 **Market leader Advanced Extra Coursebook** (+ DVD/MyEnglishLab access code) • ISBN-13: 9781292134734
- 💻 **MyEnglishLab**

See booklist below.



## Course Material

The course material consists of textbooks and articles from trade journals and databases in the HVA Digital Library.

The course material 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**:

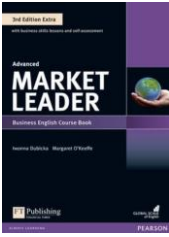
- **WARC (World Advertising and Research Centre)**
- **Harvard Business Review**
- **Adformatie**
- **Campaign UK**
- **Advertising Age**
- **Euormonitor**

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', 'Google', 'Custom Set', and a magnifying glass icon. Below the logo is a navigation menu with links: HOME, SUBJECTS, SERVICES, LOCATIONS, ABOUT US, CONTACT. The main banner features a large image of students working at computers with the text 'FINISH YOUR RESEARCH IN TIME' and a sub-headline: '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 columns: '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 items: '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, 7th Edition**, Kenneth Clow, Donald Baack, Pearson  
ISBN-10: 1292093633 • ISBN-13: 9781292093635

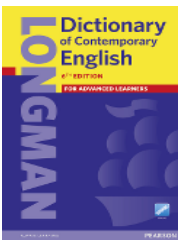


**Market leader Advanced Extra Coursebook + DVD/MyEnglishLab access code**, Margaret O'Keeffe, Pearson Education Limited  
• ISBN-13: 9781292134734

**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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## Appendix

## Appendix 1 Language Levels of the European Council Common European Framework of Reference

Global Scale: levels European Council Common European Framework of Reference		
<b>Proficient User</b>	C2	<p>Can understand with ease virtually everything heard or read.</p> <p>Can summarise information from different spoken and written sources, reconstructing arguments and accounts in a coherent presentation. Can express him/herself spontaneously, very fluently and precisely, differentiating finer shades of meaning even in more complex situations.</p>
	C1	<p>Can understand a wide range of demanding, longer texts, and recognise implicit meaning.</p> <p>Can express him/herself fluently and spontaneously without much obvious searching for expressions.</p> <p>Can use language flexibly and effectively for social, academic and professional purposes. Can produce clear, well-structured, detailed text on complex subjects, showing controlled use of organisational patterns, connectors and cohesive devices.</p>
<b>Independent User</b>	B2	<p>Can understand the main ideas of complex text on both concrete and abstract topics, including technical discussions in his/her field of specialisation.</p> <p>Can interact with a degree of fluency and spontaneity that makes regular interaction with native speakers quite possible without strain for either party.</p> <p>Can produce clear, detailed text on a wide range of subjects and explain a viewpoint on a topical issue giving the advantages and disadvantages of various options.</p>
	B1	<p>Can understand the main points of clear standard input on familiar matters regularly encountered in work, school, leisure, etc.</p> <ul style="list-style-type: none"> <li>• Can deal with most situations likely to arise whilst travelling in an area where the language is spoken.</li> <li>• Can produce simple connected text on topics which are familiar or of personal interest.</li> <li>• Can describe experiences and events, dreams, hopes &amp; ambitions and briefly give reasons and explanations for opinions and plans.</li> </ul>
<b>Basic User</b>	A2	<p>Can understand sentences and frequently used expressions related to areas of most immediate relevance (e.g. very basic personal and family information, shopping, local geography, employment).</p> <p>Can communicate in simple and routine tasks requiring a simple and direct exchange of information on familiar and routine matters.</p> <p>Can describe in simple terms aspects of his/her background, immediate environment and matters in areas of immediate need.</p>
	A1	<p>Can understand and use familiar everyday expressions and very basic phrases aimed at the satisfaction of needs of a concrete type.</p> <p>Can introduce him/herself and others and can ask and answer questions about personal details such as where he/she lives, people he/she knows and things he/she has.</p> <p>Can interact in a simple way provided the other person talks slowly and clearly and is prepared to help.</p>

*For more information about language levels and the Cambridge exams, please follow this link:*

<http://www.cambridgeesol.org/about/standards/cefr.html>

# Assessment criteria for the productive skills

The *BEC Handbook* and the Cambridge ESOL website [www.cambridgeesol.org](http://www.cambridgeesol.org) provide useful information about the marking schemes and assessment criteria. The following tables outline the criteria for assessing the speaking and writing tests.

## Speaking

The two examiners in the Speaking Test give independent marks. The Interlocutor (the examiner who speaks to the candidates) gives one global mark and the Assessor (the examiner who observes) gives four separate marks for the areas listed in the table below.

Area and criteria	Minimum adequate performance		
	<i>Preliminary</i>	<i>Vantage</i>	<i>Higher</i>
<b>Grammar and Vocabulary</b> This refers to the range and accuracy of grammatical and lexical forms.	At this level candidates should be accurate enough, and use sufficiently appropriate vocabulary, to convey their intended meaning.	At this level candidates should be accurate enough, and use sufficiently appropriate vocabulary, to convey their intended meaning.	At this level a range of grammar and vocabulary is needed to deal with the tasks. At this level grammar is mainly accurate and vocabulary is used effectively.
<b>Discourse Management</b> This refers to the coherence, extent and relevance of each candidate's individual performance.	Contributions should be adequate to deal with the BEC Preliminary level tasks. At times, candidates' utterances may be inappropriate in length and some utterances may lack coherence.	Contributions should be adequate to deal with the BEC Vantage level tasks. At times, candidates' utterances may be inappropriate in length.	Contributions should be adequate to deal with the BEC Higher level tasks. Candidates should produce utterances which are appropriate in length.
<b>Pronunciation</b> This refers to the candidate's ability to produce comprehensible utterances.	At this level, most meanings are conveyed through the appropriate use of stress, rhythm, intonation and clear individual sounds, although there may be some strain on the listener.	At this level, meanings are conveyed through the appropriate use of stress, rhythm, intonation and clear individual sounds, although there may be occasional difficulty for the listener.	At this level, meanings are conveyed through the appropriate use of stress, rhythm, intonation and clear individual sounds, although there may be occasional difficulty for the listener.
<b>Interactive Communication</b> This refers to the candidate's ability to take an active part in the development of the discourse.	At this level, candidates should be able to take turns and keep the interaction going by initiating and responding appropriately. Hesitation may demand patience of the listener.	At this level, candidates should be sensitive to turn-taking and sustain the interaction by initiating and responding appropriately. Hesitation may, at times, demand patience of the listener.	At this level, candidates should be sensitive to turn-taking throughout most of the test and hesitation should not demand patience of the listener.