# English for Food Marketing

## Prof. Simona Anselmi

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to develop reading and listening comprehension skills in the marketing and advertising sector by widening grammar competences and sectorial vocabulary. It also aims to improve written and oral production through *e-mails, letters, reports* and *presentation slides* and to supply and develop language functions to be used in several professional fields *(negotiating*, *managing meetings*, *giving presentations*).

At the end of the course the student will be able to:

* Use appropriate strategies to comprehend and examine authentic texts, including specialised articles and audiovisual material dealing with food marketing matters.
* Interact in professional contexts, take an active part in discussions and meetings and give effective presentations.
* Produce short texts to present themselves, describe experiences/projects, report facts/results and make comparisons.

***COURSE CONTENT***

LEXICAL AND TERMINOLOGICAL STRUCTURES

The course will enhance the knowledge of the specific vocabulary used in the food marketing industry by examining authentic materials dealing with the following themes: marketing strategies, brands, advertising, internationalisation, customer satisfaction, retail trade, food sustainability.

MORPHOSYNTACTIC AND DISCOURSE STRUCTURES

Special emphasis will be given to word formation techniques, the use of business collocations and the typical linguistic features of business English (e.g the language used to describe trends, cause and results, modality).

COMMUNICATIVE SKILLS

The course will focus on the skills and strategies needed to take part in meetings, give presentations, discuss advertising campaigns, write reports and press releases.

***READING LIST***

*Obligatory texts*

* *English for Food Marketing*, course material available at the copy shop.
* Articles on food marketing and advertising taken from specialised journals or magazines available on Blackboard.

*Recommended texts* (especially for students with a level lower than B2):

O’Driscoll, N. *Marketing*, Market Leader, Pearson, ISBN 9781408220078.

m. duckworth, r. turner, *Business Result Upper-Intermediate Student’s Book* (with DVD-ROM), Oxford University Press, ISBN 9780194739405.

p. emmerson, *Business Grammar Builder, second edition*, Macmillan, ISBN 9780230732544.

***TEACHING METHOD***

The course will be taught through lectures, pair and group work, discussion of ‘case studies’ and presentations. Oral production will be encouraged.

Course materials will be available on Blackboard.

***ASSESSMENT METHOD AND CRITERIA***

The exam has a written and an oral part.

***Written exam:***

It consists of 2 sections:

- the first one is made up of two listening tasks (T/F or multiple choice questions; sentence and/or table completion) and is awarded a maximum score of 15/60; it lasts about 15 minutes.

- the second one is made up of 6 vocabulary, written production and reading comprehension exercises (gap-filling, word formation, rephrasing, a writing task following a specific format and/or assignment, T/F or multiple choice questions, synonyms) and awards a maximum score of 45/60; it lasts 60 minutes.

Only students with a score no lower than 36/60 are admitted to the oral exam.

***Oral exam:***

Discussion of the topics dealt with in the course material and in the specialised texts analysed in class and available online, answering the examiner’s questions;this part will add (or subtract) extra score to the written exam (ranging from -4 to +4 marks).

The final grade is a mark/30 and assesses communicative effectiveness, precision when referring to the text, mastery of the sectorial language, accuracy.

***NOTES AND PREREQUIREMENTS***

To attend the course the student must have an upper-intermediate level of English.

For appointments, requests or information write to simona.anselmi@unicatt.it