

Teaching guide

IDENTIFICATION DETAILS

Degree:	Advertising		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Communication Science		
Course:	ENGLISH		
Type:	Basic Training	ECTS credits:	6
Year:	2	Code:	3352
Teaching period:	Third semester		
Area:	Modern language		
Module:	Advertising business system		
Teaching type:	Classroom-based		
Language:	English		
Total number of student study hours:	150		

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SUBJECT DESCRIPTION

Equip learners with the knowledge, skills and techniques which will enable them to use the English language as a tool for communication and in the workplace, in particular, within the area of Publicity. English is a compulsory course, which carries 6 ECTS credits, implying 150 hours of dedication on the learner's part. It is taught in the Third Semester of the Second Year of the Publicity Degree studies. English forms part of a well rounded, integral education focused on the learner in all of his or her harmoniously integrated dimensions (intelligence, will, emotional nature, sociability, abilities, skills...).

Equip learners with the knowledge, skills and techniques which will enable them to use the English language as a tool for communication and in the workplace, in particular, within the area of Idiomias. English is a compulsory course, which carries 6 ECTS credits, implying 150 hours of dedication on the learner's part. It is taught in the Third Semester of the Second Year of the Advertising Degree studies. This course is embodied within the Area of Idiomias and within the module: Advertising business system). English forms part of a well rounded, integral education focused on the learner in all of his or her harmoniously integrated dimensions (intelligence, will, emotional nature, sociability, abilities, skills...).

GOAL

To develop and improve the learner's overall communicative skills in English through active listening and speaking, and in particular, to increase the learner's understanding and use of vocabulary and language structure as well as reading and writing skills.

PRIOR KNOWLEDGE

This course recommends students to have a basic knowledge of the English language, understanding that they have successfully completed the English Language Test Section in the Spanish State University Access Exam (EBAU). (See: The Common European Framework of Reference for Languages)

COURSE SYLLABUS

A robust skills and language CEFR-aligned syllabus using contexts for learning new language that provide engaging, real-life situations and stories exposing students to authentic English usage and providing realistic models for language production. The course is designed to promote effective communication and helps to build learners' confidence with regular opportunities for meaningful practice using various methodologies like 'Flipped classrooms' and 'Cooperative learning'.

Lessons give students concrete learning objectives and a sense of progress. All sections have tasks that move from global to detailed understanding so students can achieve a good overall comprehension.

Reading and listening sections allow students to practise their receptive skills.

The approach to grammar is inductive. Students are exposed to new language in context. Each grammar section prompts the student to notice the feature in context and to discover its form and use. Students then have further opportunities for controlled practice before using their new language in more authentic spoken or written output.

EDUCATION ACTIVITIES

In second-language teaching-learning methodology, the how is as important as the what or even the final result. The methodology applied in this course is therefore communicative, eclectic and collaborative. 'Communicative' implies active participation and involvement. 'Eclectic' takes into account different teaching-learning styles, allowing the student to develop and activate his/her own learning. 'Collaborative' provides the learner with the opportunity, both individually and in collaboration with others, to acquire more autonomy as well as a greater sense of

responsibility for self and others. The teacher is a guide in this learning process. This communicative, eclectic, collaborative methodology implies,

IN CLASS:

- Interactive class lectures
- Student presentations and student-led discussions
- Group and pair activities: role-plays, simulations, interviews, research, project work, online forums, etc.
- Feedback mechanisms
- Midterm and final written and/or oral exams

OUTSIDE OF CLASS:

- Independent study and preparation of class/group/pair work
- Online task completion and participation
- Individual and group tutorials
- Self-assessment

The focus of this subject is on relevant content, knowledge and skills.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours
<ul style="list-style-type: none"> • Theoretical Classes / Lectures Theoretical and practical workshops, seminars, conference, round tables: (Work in small groups in order to go in depth with specific content, individual or group tutorials) Practical Classes and Presentations of Group Work Assessment 60h 	<ul style="list-style-type: none"> • Individual and group work Theoretical and practical study Completion of assignments on UFV Virtu@I and /or other multimedia platforms. 90h

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to

make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

To gain a specific understanding of each of the subjects that make up the advertising syllabus.

Specific skills

To acquire the ability to express oneself fluently and effectively in English in order to convey messages and information in said language.

Develop oral and written communication in English.

To use the English language for professional development in an international context.

LEARNING RESULTS

Develop oral and written communication in English.

To analyse and appreciate the key ideas and content of texts in English; to discover the ideas, issues and messages incorporated within them and to make critical judgements about their form and content.

To use the English language for professional development in an international context.

To acquire the ability to express oneself fluently and effectively in English in order to convey messages and information in said language.

LEARNING APPRAISAL SYSTEM

CONTINUOUS EVALUATION SYSTEM

ORDINARY EXAM PERIOD: Dec-Jan (1st SEMESTER) – May (2nd SEMESTER)

BLOCK 1: WRITTEN EXAMS – 40%

-10% - Mid-term Exam. If a student does not sit the mid-term exam and does not present a formal excuse IN DUE TIME AND IN PROPER FORM, authorized by the PEC or the Director of the Degree, he/she

loses this 10%.

-30% - Final Exam. To calculate an average with the Mid-term Exam, the student must obtain a minimum of 5/10 on the Final Exam.

NOTE: Students must obtain a PASS (5/10) in THE FINAL EXAM IN ORDER TO PASS THE SUBJECT and to calculate an overall grade average with blocks 2, 3 and 4.

BLOCK 2: ORAL ASSESSMENT- 30%

-Evaluated ORAL task(s) completed in class throughout the semester, individually, in pairs and/or in groups (presentations, debates, discussions, simulations, interviews, etc).

NOTE: Students must obtain an overall PASS (5/10) in BLOCK 2, to calculate an overall grade average with BLOCKS 1, 3 and 4. STUDENTS MUST PASS THIS BLOCK IN ORDER TO PASS THE SUBJECT.

BLOCK 3: INDEPENDENT STUDY-WORK ASSESSMENT - 20%

-Completion of evaluated work, as stipulated by the teacher.

-Completion of regular homework assignments.

-Completion of and participation in any online tasks.

-Attendance to tutorials when required.

NOTE: All tasks and assignments must be handed in IN DUE TIME AND PROPER FORM, as stipulated in the course calendar on the Aula Virtual. If tasks and assignments are not handed in IN DUE TIME AND PROPER FORM, the mark for aforementioned tasks and assignments will be 'zero' (0). They will NOT be marked within the ordinary exam period if handed in after the deadline.

BLOCK 4: ATTITUDE AND PARTICIPATION – 10%

NOTE: Students who do not attend class on a regular basis and who do not have a formal "dispensa" authorized and communicated by the Degree automatically lose this 10%.

EXTRAORDINARY EXAM PERIOD: June -July (1st and 2nd SEMESTERS)

NOTE:

1. Within one academic period, all passed marks from the different BLOCKS will be transferred from the ordinary to the extraordinary exam period.
2. Within one academic period, only those BLOCKS which have been failed in the ordinary exam period may be repeated in the extraordinary exam period.
3. No grades will be transferred from one academic year to the following academic year.

BLOCK 1: WRITTEN EXAM – 40%

-If BLOCK 1 has been failed, the student will be required to sit one written exam based on the contents covered throughout the course.

NOTE: Students must obtain an overall PASS (5/10) in BLOCK 1 to calculate an overall grade average with BLOCKS 2, 3 and 4. STUDENTS MUST PASS THE FINAL EXAM IN ORDER TO PASS THE SUBJECT.

BLOCK 2: ORAL ASSESSMENT- 30%

-If BLOCK 2 has been failed, the student will be required to carry out the required oral tasks from the ordinary exam period.

-The ORAL ASSESSMENT will take place on or before the officially published extraordinary exam date, unless indicated otherwise by the teacher.

NOTE: Students must obtain an overall PASS (5/10) in BLOCK 2 to calculate an overall grade average with BLOCKS 1, 3 and 4. STUDENTS MUST PASS THIS BLOCK IN ORDER TO PASS THE SUBJECT.

BLOCK 3: INDEPENDENT STUDY-WORK ASSESSMENT - 20%

-If BLOCK 3 has been failed, the student will have the opportunity to repeat and/or submit one or more major pieces of course-related work BY OR BEFORE the official final exam date in the extraordinary period unless indicated otherwise by the teacher.

BLOCK 4: ATTITUDE AND PARTICIPATION – 10%

- The mark for this block will be transferred from the ordinary period to the extraordinary period.

ALTERNATIVE EVALUATION SYSTEM

NOTE: This system only applies for those students who are: repeating the course; have an official 'dispensa' signed by the dean of the corresponding faculty; or are on an international exchange program, therefore automatically having a 'dispensa'. IT IS THE STUDENT'S RESPONSIBILITY TO BE INFORMED REGARDING COURSE REQUIREMENTS, DEADLINES AND EXAM DATES, AS WELL AS TO CONTACT HIS/HER TEACHER. STUDENTS MUST CONTACT THEIR TEACHER WITHIN A MONTH FROM THE BEGINNING OF THE TERM.

ORDINARY EXAM PERIOD: Dec-Jan (1st SEMESTER) – May (2nd SEMESTER)

BLOCK 1: WRITTEN EXAM – 50%

-The student will be required to sit one written exam based on the contents covered throughout the course.
NOTE: Students must obtain an overall PASS (5/10) in BLOCK 1 to calculate an overall grade average with BLOCKS 2 and 3. STUDENTS MUST PASS THE FINAL EXAM IN ORDER TO PASS THE SUBJECT.

BLOCK 2: ORAL ASSESSMENT- 30%

-The student will be required to carry out ORAL task(s) as stipulated by the teacher.

-The ORAL ASSESSMENT will take place on or before the officially published extraordinary exam date, unless indicated otherwise by the teacher.

NOTE: Students must obtain an overall PASS (5/10) in BLOCK 2 to calculate an overall grade average with BLOCKS 1 and 3. STUDENTS MUST PASS THIS BLOCK IN ORDER TO PASS THE SUBJECT.

BLOCK 3: INDEPENDENT STUDY-WORK ASSESSMENT - 20%

-Completion of evaluated work, as stipulated by the teacher.

-Completion of regular homework assignments (to be handed in through the Aula Virtual or by email).

-Completion of and participation in any online tasks.

-Attendance to tutorials when required.

NOTE: All tasks and assignments must be handed in BY OR BEFORE THE LAST DAY OF CLASS ACCORDING TO THE OFFICIAL COURSE CALENDAR OR AS STIPULATED BY YOUR TEACHER. If tasks and assignments are not handed in by or before this date, the mark for aforementioned tasks and assignments will be 'zero' (0).

They will NOT be marked within the ordinary exam period if handed in after this deadline.

EXTRAORDINARY EXAM PERIOD: June -July (1st and 2nd SEMESTERS)

NOTE:

1. Within one academic period, all passed marks from the different BLOCKS will be transferred from the ordinary to the extraordinary exam period.
2. Within one academic period, only those BLOCKS which have been failed in the ordinary exam period may be repeated in the extraordinary exam period.
3. No grades will be transferred from one academic year to the following academic year.

BLOCK 1: WRITTEN EXAM –50%

-The student will be required to sit one written exam based on the contents covered throughout the course.

NOTE: Students must obtain an overall PASS (5/10) in BLOCK 1 to calculate an overall grade average with BLOCKS 2 and 3. STUDENTS MUST PASS THE FINAL EXAM IN ORDER TO PASS THE SUBJECT.

BLOCK 2: ORAL ASSESSMENT- 30%

-The student will be required to carry out the required oral task(s) from the ordinary exam period

-The ORAL ASSESSMENT will take place on or before the officially published extraordinary exam date, unless indicated otherwise by the teacher.

NOTE: Students must obtain an overall PASS (5/10) in BLOCK 2 to calculate an overall grade average with BLOCKS 1 and 3. STUDENTS MUST PASS THIS BLOCK IN ORDER TO PASS THE SUBJECT.

BLOCK 3: INDEPENDENT STUDY-WORK ASSESSMENT – 20%

-The student will have the opportunity to repeat and/or submit one or more major pieces of course-related work BY OR BEFORE the official final exam date in the extraordinary period.

FURTHER NOTES:

1. Coursework deadlines are established by the teacher. No work will be accepted after the due date.
2. Only the coursework stipulated will count towards the final grade. Additional pieces of work with the aim of raising one's overall grade will not be accepted.
3. In the event of plagiarism or the use of any other fraudulent methods related to the evaluation process, the UFV regulations to the effect (la Normativa de Convivencia y la Normativa de Evaluación) will be applied.
4. Students are responsible for contacting their subject teacher within the first week after receiving notification of having obtained a 'dispensa'. Students are also responsible for being informed regarding and complying with the course requirements.
5. Honorable Mention: An honorable mention is recognition of excellence. It is awarded exclusively to students who stand out from their peers academically, as well as in attitude, dedication and teamwork. This decision lies exclusively with the subject teacher.
6. Students MUST PASS BOTH BLOCKS 1 AND 2 in order to pass the subject.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

LATHAM –KOENIG, C., OXENDEN, C. & LAMBERT, J. English File B1IntermediateMultipack 4th
Oxford: Oxford University Press

LATHAM –KOENIG, C., OXENDEN, C. & LAMBERT, J. English File, B2.1Upper-IntermediateMultipack 4th
Oxford: Oxford University Press

LATHAM –KOENIG, C., OXENDEN, C. & CHOMACKI, K. English File B2.2Upper-IntermediateMultipack 4th
Oxford: Oxford University Press

LATHAM –KOENIG, C., OXENDEN, C., LAMBERT, J& CHOMACKI, K. English File C1.1 Advanced Multipack 4th
Oxford: Oxford University Press

LATHAM –KOENIG, C., OXENDEN, C. & CHOMACKI, K. English File C1.2 Advanced Multipack 4th
Oxford: Oxford University Press

Additional

Raimond Murphy. English Grammar in Use: A self-study reference and practice book for intermediate learners of English with answers / 4th. ed. Cambridge :Cambridge University Press,2014.

MANN, M., & TAYLORE-KNOWLES, S. Destination B2: Grammar and Vocabulary [suitable for the updated FCE exam]
Oxford: Macmillan, 2011

MANN, M., & TAYLORE-KNOWLES, S. Destination C1/ C2: Grammar and Vocabulary; with Key [suitable for the updated CAE exam]
Oxford: Macmillan, 2008