

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	ADVANCED LANGUAGE		
Type:	Compulsory	ECTS credits:	6
Year:	4	Code:	7640
Teaching period:	Seventh semester		
Area:	Company		
Module:	Business management and human development tools		
Teaching type:	Classroom-based		
Language:	English		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

Advanced Language is a compulsory course, which carries 6 ECTS credits, implying 150 hours of dedication on the learner's part. It is taught in the Seventh Semester of the Fourth Year of the Marketing Degree studies. This course is embodied within the Area of Company and within the module: Business Management and Human Development Tools. Advanced language 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...).

## 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 develop oral and written communication skills in one's mother tongue and in a foreign language to be able to build professional relationships with companies in any country.

### **Specific skills**

To use the English language to further one's professional development in a global context.

To develop effective oral and written communication skills.

### **DISTRIBUTION OF WORK TIME**

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours