



E-learning course "Marketing" in the discipline "Professional English"

***Author
Tatyana S. Selevich,
Ph.D. in economic, associate professor***



Discipline - Professional English, 32 hours Course «Marketing»

**Institute of Social and Humanitarian Technologies,
Department of Engineering Entrepreneurship
Bachelors 080200 «Management», 3rd year**

The goal is to develop e-learning course «Marketing» in the English language for the formation of linguistic and professional competence of students.

Objectives:

1. To master the technology of blended learning;
2. To develop e-course based on The Modern Educational Interactive Student-centered Model;
3. To use modern tools for Instructional Design and Planning of course Elements;
4. To form Raster and Syllabus.



Annotation: The course focuses on the research competencies' development for the commercial activity of the enterprise with the use of the English language. Students deepen knowledge of the marketing theory, bring their professional vocabulary, learn to use practical marketing tools, as well as gain experience in analytical work, on the basis of the decision of business-cases of international and Russian companies.

Key words: Marketing, Market, PESTLE-Analysis, Porter's 5 Forces Analysis, Analysis Of The Competitiveness, Testing Of The Consumers' Quality, Brand Implementation Chart, Coded Lock.



SELEVICH

TATYANA SEMENOVNA

Position

associate professor

Science Degree

Ph.D. in economic, associate professor

E-mail

Popova_ts@rambler.ru

Disciplines

Marketing, Professional English, Advertising, Competitive Intelligence

Research interests

Competitive Intelligence, Marketing of Higher Education



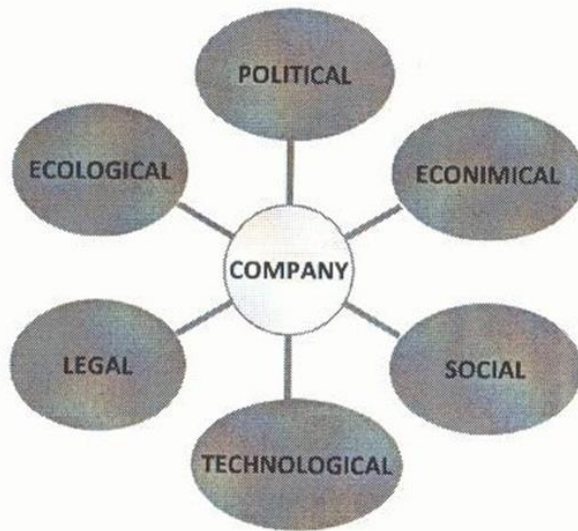
Awards, prizes	<ul style="list-style-type: none">• the winner of individual grants for young scientists TPU (2007)• Winner of research TPU (2008)• the winner of the best scientific book of national education development fund, Sochi (2008)• the winner of the Tomsk region in the sphere of education, science, health and culture (2009)• the winner of the Vladimir Potanin Foundation for young teachers (2010)• the winner Vladimir Potanin Foundation provides "Master Online" (2011).
Internships	<p>2005-2007: post-graduate courses; The Ural State Technical University. 2007: a degree in analysis. The Ural State Technical University. 2011-2014 Doctoral courses; The Ural Federal University. 2015: program of professional education "Teacher of Higher School" 2015: the programme E-learning Production and Delivery; University of Southampton, United Kingdom of Great Britain</p>



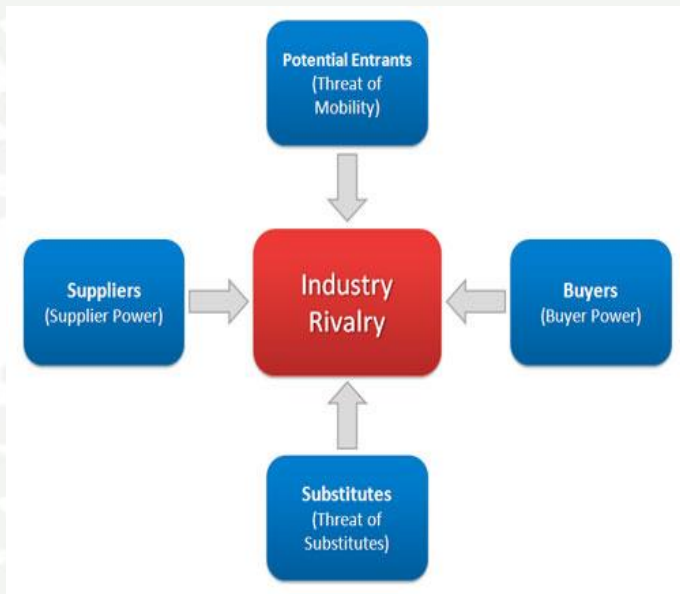
With the help of this course, students will be able to:

1. Deepen their knowledge of marketing theory;
2. Master modern marketing tools in practice;
3. Carry out a research project in the field;
4. Develop a portfolio of business cases.

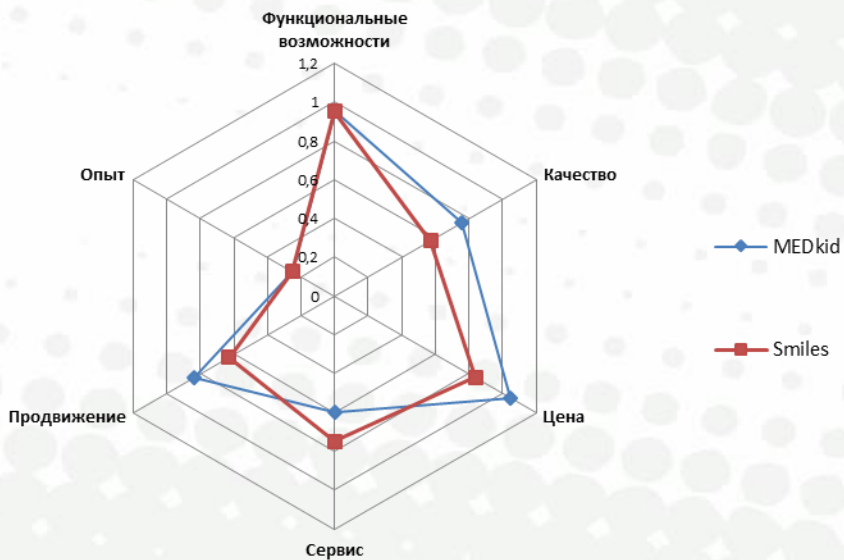
Here are some tools of marketing that students will learn:



PESTLE-analysis



Porter five forces analysis



Research Of Competitors And Competitiveness Of Product



Analysis Of Consumer Product Quality



Sushi, SKU	<i>Mir sushi</i>		Dobraia trapeza		Sakura		Panda		min		Leader	max		Outsider	Dispersion	
	ruble	%	ruble	%	ruble	%	ruble	%	ruble	%		ruble	%		ruble	%
1 Philadelphia	299	0	247	-17	190	-36	170	-43	170	-43	Panda	299	0	Mir sushi	129	43
2 California	199	0	217	9	255	28	180	-10	180	-10	Panda	255	28	Sakura	75	38
3 Lava	299	0	197	-34	195	-35	190	-36	190	-36	Panda	299	0	Mir sushi	109	36
4 Bonita	199	0	180	-10	205	3	180	-10	180	-10	Dobraia trapeza, Panda	205	3	Sakura	25	13
5 Siake Maki	129	0	100	-22	115	-11	100	-22	100	-22	Dobraia trapeza, Panda	129	0	Mir sushi	29	22
Average	225	0	188	-15	192	-10	164	-24	164	-24	-16	237	16		73	30
min	129	0	100	-22	115	-11	100	-22	100	-22	-18	129	0			
max	299	0	247	-17	255	28	190	-36	190	-36	-8	299	0			

Analysis of the Competitors Prices

INTEGRATED RASTER FOR LESSON PLANNING

<i>when</i>	<i>what</i>	<i>why</i>	<i>In what way</i>		<i>By the means of</i>		<i>teacher</i>	<i>other</i>
timing	Teaching methods	Objectives	Students' activities	Form of social interaction	Teaching aids (textbooks, handouts and worksheet, video, audio)	Delivery format	Teacher's activities	Notes
20	Background knowledge activation	To check the level of knowledge on the topic "Competitiveness" and the basic terminology with the use of a foreign language	Students answer the questions about the concept of "competitiveness". Students referred to the basic terms in English.	Front work	Material 1. Control questions. Material 2. List of main terms	F2F	To ask questions, to monitor the correct answers	If students have a low level of knowledge, to read the mini-lecture
25	Input. Reading.	On the basis of the case to show a methodology for assessing the competitiveness of innovative products, to enter more terms in English	Students receive the texts of the case, read them on a chain, translate, fix unfamiliar terms.	Individual	Case Hyperlink on case in online resource	F2F	To prepare the case, to explain the task, to control the rightness of pronunciation of the terms	Material 3
10	Understanding and reflecting of input. Teamwork. Case study analysis	To check the ability to analyze information related to the issues of market activity	Students delve into the problems of the market situation, answer the questions from the teacher	Group work / Front work	List of discussion questions	F2F	To explain the task, to give comments, to ask discussion questions	Material 4.
35	Tasks with the case	To develop the ability of students to determine the sources of information for the analysis of competitiveness and to make a plan of product competitiveness' research	Students are grouped together as desired (2-3 people) and perform the task "To make a plan and a list of sources for the analysis of the competitiveness"	Group work	Case, Worksheets	F2F	To prepare the worksheet, to explain the task, to give comments, to check the task	
120	Tasks. Research modules	To develop the skills and to form the experience to analyze the competitiveness of the product	Students, keeping the group, determined the object of research (any product). They collect information on the factors of competitiveness, and calculate its index	Group work	WEB-materials, market information	Asynchronous (online)	Online Tutoring	
60	Applying. Panel discussion	To develop skills of critical thinking and reflection	The work of each group is shared into a resource, and the rest of the group must assess the work. The authors should comment the observations and give a conclusions	Group work	Online (resource). List of critical thinking questions (in Moodle)	Asynchronous (online)	To check the task	Material 5

SYLLABUS on discipline “Professional English. Marketing”

No.	Instructional Strategies/Activities	Points Max 100	Delivery	Date	Group Index
Unit 1 Marketing Environment					
1	Video Broadcasts “Marketing Environment of TM Boing”	1	face to face	1 week	14A3A
2	Reading “Marketing Environment of TM Boing”	1	face to face	1 week	14A3A
3	Exercises (translation of the text)	1	face to face	1 week	14A3A
4	Video analysis	1	Asynchronous (online)	1 week	14A3A
5	Team work “Marketing Environment of Tomsk Retail”	1	Asynchronous (online)	1 week	14A3A
6	Panel discussion “Marketing Environment of Tomsk Retail”	1	face to face	2 week	14A3A
Unit 2 PESTLE-analysis					
1	Video analysis “PESTLE-analysis”	1	face to face	2 week	14A3A
2	Brainstorming “Trends and challenges in the traditional Russian markets”	1	face to face	2 week	14A3A
3	Case study analysis “PESTLE for MedKid”	1	face to face	2 week	14A3A
4	Writing assignments “Trends and challenges in the market of Tomsk retail”	1	Asynchronous (online)	3 week	14A3A
5	Tutoring with assignments	1	Synchronous	3 week	14A3A
6	Panel discussion “Trends and challenges in the market of Tomsk retail”	1	Asynchronous (online)	4 week	14A3A



SYLLABUS on discipline “Professional English. Marketing”

Final Assessment					
1	Online Collaboration (Business English Vocabulary)	5	Asynchronous (online)	8 week	14A3A
2	Maching (work with terms)	5	face to face	8 week	14A3A
3	Case study “Merchandising of the shop Vodianoy”	10	Asynchronous (online)	8 week	14A3A
4	Group presentation “Merchandising of the shop Vodianoy”	15	face to face	16 week	14A3A
5	Panel discussion “The best ways for Merchandising of the shop Vodianoy”	5	face to face	16 week	14A3A



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