

FOREIGN LANGUAGE
(ELECTIVE COURSE)

COURSE SYLLABUS ABSTRACT

Speciality 1-28 01 02 Digital Marketing

	Study mode
	Full-time
Year	2, 3,4
Semester	3, 4, 5, 6, 7
Practical classes (seminars), hours	170
Pass/fail, semester	3, 4, 5, 6, 7
Contact hours	170
Independent study, hours	30
Total course duration in hours / credit units	200

1. Course outline

The aim of the course is formation of a future specialist's communicative competence in a foreign language, which is foreign language proficiency for professional and interpersonal communication and planning of verbal and non-verbal behavior, taking into account the specifics of the communication situation, as well as obtaining, expanding and deepening systemic knowledge of the speciality.

2. Course learning outcomes

Upon completion of the course, students will be expected to

know:

- the system of the studied foreign language in its phonetic, lexical and grammatical aspects;
- socio-cultural norms of everyday, business and professional communication, as well as the rules of speaking etiquette, which will allow a future specialist to effectively use a foreign language as a means of communication in the modern multicultural world;
- history and culture of one's own country and the country of the language being studied;

be able to:

- conduct socio-cultural and professional communication;
- read and translate speciality-related articles (skimming, scanning, intensive reading, extensive reading);
- to express their professional communicative intentions in writing;
- draw up written documents using business letter details, fill out symposium and conference participation forms, etc.;
- to write abstracts and summaries on speciality related and general scientific texts;
- understand authentic foreign language speech;

possess:

- skills of interpersonal, intercultural and professional communication in a foreign language;
- public speaking skills (announcement, report, presentation, project, etc.);
- methods of monitoring and correcting errors.

3. Competencies

Universal competency 3: To conduct communication, a foreign language as well, in order to solve problems of interpersonal, professional and intercultural interaction.

4. Requirements and forms of midcourse evaluation and summative assessment

Oral forms: recitation.

Written forms: module test (test).

Oral and written forms: pass/ fail exam.