

Course	Family of Learning Situations	Subject-Specific Competencies	Processes / Phases	Strategies	End-of-Course Outcomes
	Example of Learning Situation				
English Writing Skills ENG-5107-1 25 hours	Developing and supporting a stance Community Promotion	C3	Writing -Planning task at hand -Mobilizing resources -Reflecting on the resources employed to achieve the task	Communication: -Verbal /nonverbal -Rhetorical -Organizational -Writing Learning: -Activating prior knowledge -Meaning-making -Reading/viewing -Information-gathering -Feedback -Procedural -Feedback -Self-evaluation	Discuss and analyze: -Different types of sentences and sentence errors -General features of paragraph construction and specific features of different types of paragraphs

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Public Speaking Skills ENG-5108-1 25 hours	Seeking and imparting information Developing and supporting a stance Quickie Burger	C1 C2	Research -Planning - Mobilizing resources -Reflecting on the resources employed to achieve the task	Communication: -Verbal /nonverbal -Rhetorical -Organizational Learning: -Activating prior knowledge -Meaning-making -Listening -Reading/viewing -Information-gathering -Interpretation -Note-taking -Feedback -Feedback -Self-evaluation	Discuss and analyze: -Oral briefings -Introduction speeches -Speeches for ceremonial occasions -Campaign speeches

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English in Advertising and Marketing ENG-5109-1 25 hours	Seeking and imparting information	C1 C3	Research Writing Production -Planning task at hand -Mobilizing resources -Reflecting on the resources employed to achieve the task	Communication: -Verbal /nonverbal -Rhetorical -Organizational -Writing -Media/Production Learning: -Activating prior knowledge -Meaning-making -Listening -Reading/viewing -Information-gathering -Interpretation -Note-taking -Feedback -Collaborative -Procedural -Feedback -Self-evaluation	Discuss and analyze: -Short films, videos and audio clips about advertising and marketing -Different types of advertisements -Articles about recent trends in advertising and marketing
	Developing and supporting a stance				
	Advertising Campaign for National Car Company				