

Readings in Marketing (RMkt)

2014-2015

Readings in Marketing

- 12 classes – 24 hours



- 02.09.14 – 20.12.14

Aims of the course

- To familiarize students with classical marketing by the example of the American one;
- To brisk up reading techniques with English texts of big volume.

Readings in Marketing -

a reading course, based on the electronic version of "MARKETING" book by Berkowitz E.N.

you can find the course in the net:

[Servervuz/Bin/Winapps/marketing/CD-rom.exe/e-text](#)

Activities:

- Intensive Reading and Analyzing;
- Internet System Testing and Training;
- Giving Group Presentations.

Readings in Marketing
course organization for the 1st semester 14-15 academic
year

Date	Lesson	Reading based on materials of the electronic book "Marketing"	Task
02.09.14			Introduction lecture
		Chapters 1,2.	Test 1 (TTS)
		Chapters 3,4,5.	Test 2 (TTS)
		Chapters 6,7,8.	Test 3 (TTS)
		Chapters 9,10,11.	Test 4 (TTS)
		Chapters 12,13,14,15.	Test 5 (TTS)
		Chapters 16,17,18.	Test 6 (TTS)
		Chapters 19,20,21.	Test 7 (TTS)

Course Organization: Final Presentation

15.12.14			Final presentation
			Final presentation

Final Presentation Requirements:

- it should be a group presentation of 5 students;
- all students have to participate;
- the list of your group for final presentation should be presented in advance. Deadline is 10.12.14.

NOT LATE!

Topic for Final Presentation:

**Marketing Strategy of any
well-known American /
Russian Company**

Time and Delivery for Final Group Presentation:

Time:
10 minutes

Delivery:
Power Point
Presentation

*Written copy of your final
group presentation should
be given for evaluation!*

Activity Organization

- During all the lessons you can work in computer classes;
- You have a possibility to work from home or any office of your working place;
- For this you have to copy the electronic book "Marketing" and install it into your computer;
- Moreover, there are 5 books and 30 CDs in the library.

Requirements for testing in TTS:

- 7 tests are obligatory to complete;
- you are given unlimited time for each test ;
- you are allowed to do the test only once.
- 60% is enough for a satisfactory mark.

You are welcome to ask questions by e-mailing:

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Answer the following questions:

- What is *Readings in Marketing*?
- What are the aims (goals, purposes) of the course?
- What does the phrase “distant course” mean?