

# 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 1<sup>st</sup> semester 14-15 academic**  
**year**

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

# Course Organization: Final Presentation

15.12.14			<b>Final presentation</b>
			<b>Final presentation</b>

# 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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Department

# 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?