



AYDIN ADNAN MENDERES UNIVERSITY
BOZDOĞAN VOCATIONAL SCHOOL
MARKETING AND ADVERTISING
MARKETING
COURSE INFORMATION FORM

Course Title	English Through Skills II								
Course Code	YD104			Course Level		Short Cycle (Associate's Degree)			
ECTS Credit	2	Workload	56 (Hours)	Theory	2	Practice	0	Laboratory	0
Objectives of the Course	This is an A1 (beginner) level course. This course is intended to enable the basic learners to learn and acquire the grammar topics and the words at level A1, as well as to use them effectively in combination with the skills combined with real life conditions. Communicative approach is emphasized.								
Course Content	This course provides students with the opportunity to study basic subjects such as introducing oneself, greeting, talking about places where they live, numbers, colors, speaking about their families, talking about activities and hobbies, talking about topics such as days, weeks, months. Throughout the course, students are introduced to basic grammatical subjects such as have got/has got, the verb "be", possessive adjectives, there is / are, imperative sentences, modal verb (can), quantitative adjectives (some, any), contrast conjunction (but) and simple present tense.								
Work Placement	N/A								
Planned Learning Activities and Teaching Methods	Explanation (Presentation), Case Study, Project Based Study, Individual Study								
Name of Lecturer(s)	Ins. Ali Cemal AĞ, Ins. Barış ÇAVUŞ, Ins. Beyhan SEZER, Ins. Bilge Sevim OKUYAN, Ins. Cansın ÇALIŞKAN, Ins. Ercan YILMAZ, Ins. Esmâ ACUN, Ins. Fethiye EFENDİ KIR, Ins. Göksel TURAN, Ins. Gülsün POYRAZ SOFRACI, Ins. Hasan Ulvi EVREN, Ins. Hatice KURT, Ins. Hayri ARGUNAT, Ins. Lütfi SARAÇ, Ins. Mehmet Burak OKŞAR, Ins. Mehmet Niyazi YAĞMUR, Ins. Mine GERGÜN, Ins. Murat MADAK, Ins. Nilüfer KARADAVUT, Ins. Nursel ÖZEN, Ins. Özlem MADAK, Ins. Pınar UĞUR, Ins. Saim ÖZKAN, Ins. Sevim EVREN, Ins. Sibel KARASULU, Ins. Soner SOFRACI, Ins. Yasir YAREN, Ins. Yıldız BAL								

Prerequisites & Co-requisites

Co-requisite	YD103
Equivalent Course	YD102

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Final Examination	1	100

Recommended or Required Reading

1	https://aduzem.adu.edu.tr/
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Week	Weekly Detailed Course Contents	
1	Theoretical	Present Continuous Tense (Positive and Negative Sentences) + Vocabulary about House
2	Theoretical	Present Continuous Tense (Interrogative Sentences and Short answers) + Vocabulary about Furniture
3	Theoretical	Present Simple Tense vs. Present Continuous Tense + Vocabulary about Housework
4	Theoretical	Be going to: Intentions and Predictions + Holiday Activities and Future Time Expressions
5	Theoretical	Will/Won't + Expressions to Talk about the Future
6	Theoretical	Have to/Don't have to / Needn't + Jobs
7	Theoretical	Must/Mustn't / Can't (Prohibition) + Personality Adjectives
8	Theoretical	Countable and Uncountable Nouns + Vocabulary About Food
9	Theoretical	Requests and Offers + Parts of the Body
10	Theoretical	Quantifiers (A-An-Some-Any-Much-Many) + Adjectives for Describing People
11	Theoretical	Past Simple (Was-Wasn't/Were/Weren't) + Past Time Expressions
12	Theoretical	Past Simple (Positive Sentences) + Phrasal Verbs
13	Theoretical	Past Simple (Negative Sentences)
14	Theoretical	Past Simple (Interrogative Sentences and Short Answers)
15	Theoretical	Question Tags + Vocabulary about Health



Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	15	3	0	45
Final Examination	1	10	1	11
Total Workload (Hours)				56
[Total Workload (Hours) / 25*] = ECTS				2

*25 hour workload is accepted as 1 ECTS

Learning Outcomes

1	To be able to talk about what they are doing at the moment of speech and to ask people what they are doing at the moment of conversation.
2	To be able to talk about their future plans, ask people about their future plans.
3	To be able to make simple sentences with necessity and obligation modal verbs and to talk about personality characteristics of people with a certain occupation.
4	To be able to invite someone out on phone, reply an invitation, tell what they are doing at that moment, give suggestions.
5	To be able to order someone to buy something and to speak about the amount of the objects that they have and exist.
6	To be able to tell where they were and what they did in the past, ask people where they were in the past, talk about their past basically, talk and ask about what they liked doing in their childhood.
7	To be able to talk about what and where they did last week/weekend, and ask people what and where they did last week/weekend.
8	To be able to ask questions using the question tag pattern and to answer those questions.

Programme Outcomes (Marketing)

1	To be able to Utilize the theoretical information they have acquired in applications and practices
2	To be able to manage a process effectively to meet the demands
3	To be able to work in a group cooperatively, even if the work requires the involvement of team members from interdisciplines
4	To be able to Identify vocational problems and resolve them effectively
5	To be able to comply with occupational ethics and sense of responsibility
6	To be able to access and assess sectoral problems
7	To be able to be aware of legal regulations, and comply with them
8	To be able to develop the skill of effective Communicating
9	To be able to utilize communication and information technologies, as well as other technologies and equipment
10	To be able to plan and carry out vocational processes
11	To be able to display their vocational self-confidence at work place and develop the skill of having entrepreneurship personality
12	To be able comprehend, appreciate and comply with cultural and social responsibilities
13	To be able to develop an awareness for the need for life long learning
14	To be able to follow national and international contemporary issues
15	To be able to become sensitive to Atatürk's principles and reforms, the right to use the Turkish language, the official correspondence of the basic ability to have the ability and understanding related to the field of foreign terms

