**Rowan University Seven-Week Live Online English Language Program with a Focus on Business and Marketing (Intermediate Level)**

**Program Dates:**

June 6th-July 21st, 2022

**Schedule:**

All times listed below are in Eastern Standard Time

6:30 pm – 7:45 pm: Reading & Vocabulary

7:55 pm – 9:10 pm – Writing & Grammar

9:20 am – 10:35 pm: Listening & Speaking

**Courses:**

# ***Reading & Vocabulary***

This course is designed to give students the tools they will need to improve their everyday reading comprehension skills at an intermediate level. Readings selected for this course will have a business and/or marketing focus. Students will read and evaluate a variety of authentic materials such as recreational and non-prose writing. Students will also enhance their skills in finding the main idea of a passage and making predictions based on materials examined in class as well as understanding tone and the purpose for text organization. New academic vocabulary will be introduced throughout the term. In addition, essential vocabulary related to business will be introduced and effective use will be demonstrated by the instructor. Students will have opportunities to demonstrate their understanding of reading materials during interactive classroom activities. Evaluation will be based on student progress at an intermediate level of reading skill. A variety of tests, quizzes, assignments and activities requiring participation will be factored into the final grade for this course.

# ***Writing & Grammar***

This course will provide students with the necessary tools to improve their writing abilities. In addition, students will learn how to write a short business proposal as well as a summary marketing campaign for a new or existing business. The structure and rhetorical mode used in class will vary and a variety of authentic writing samples related to business and/or marketing strategies will be provided for examination. Effective paragraph construction will be demonstrated with an emphasis on the creation of interesting writing samples with necessary content such as topic, support, and conclusion. Later in the term, the basic framework of the essay will be introduced and examined. Grammar will be introduced throughout the term as it applies to the specific rhetorical mode examined as well as vocabulary and structures that are important in business interactions and marketing campaigns.

# ***Listening & Speaking***

For the listening portion of this course, emphasis will be placed on increasing the ability to comprehend a variety of business and/or marketing classroom materials (lectures, videos, and class presentations) in addition to taking effective notes and giving feedback to the materials covered in class. Persuasive speaking and listening strategies will be introduced that will be helpful for students in a variety of possible future business environments. Students will be asked to determine the main point of a lecture or presentation based on their interpretation of the material presented. For the speaking portion of this course, students will be given tools to improve speaking clarity and oral presentation abilities at an intermediate level. Focus will be placed on fluency and speed in social and workplace conversations using familiar as well as new topics for the student. A variety of strategies related to voice and tones will be examined as they related to successful business and marketing presentations. Increased spontaneity and creativity will be expected in language production. Progress will be based on in-class presentations of various length as well as participation and homework assignments.

**Self-Study:**

Completion of assigned homework and self-study before and after class hours are critical to students’ overall learning experience in the Intensive English Program at Rowan University. Students are expected to be engaged in a minimum of one hour of self-study every day including weekend days. As regular study/practice is key to language learning, students need to spare time to study English every day of the week

Students are expected to engage in a variety of learning activities before and after class hours. For all three courses, students are expected to complete the assigned homework before the class time.

***For Listening & Speaking class***, students should listen to authentic English radio and/or TV programs preferably news programs. It is recommended that the students use closed caption to help understand spoken English. NPR.org has podcasts and radio programs on a wide range of subjects. Pronunciation is an important aspect of improving spoken English. Therefore, students are encouraged to practice sounds, words, and phrases they learn before and after class to make sure they can properly say the words and phrases they learn in the class.

***For Reading & Vocabulary class***, students should read the whole assigned text(s) before class time. New vocabulary should be reviewed and internalized (learn the meaning, how to pronounce it, and use it in a meaningful sentence). Students should take notes of areas they do not understand or have questions about and ask their questions to the teacher in the class. Students should use index cards for each new word they learn. Index cards should not include any Spanish words. Learning English in English is very important. During self-study, students should avoid using the Spanish language. Translation slows down your language learning. Students should read US newspapers, which are all available online. New York Times, Washington Post, and USA Today are some of the websites students can benefit from. NPR.org also has many news articles students can read.

***For Writing & Grammar class***, students should pay great attention to self-editing. Students should review the paragraph(s) they write preferably a day after and edit their own writing. Students are recommended to keep a daily journal, in which they can use the new vocabulary and phrases they learn. Journal entries could be about any topic the student feels they have an interest. One recommended writing strategy is writing about what you read. This strategy will help students to retain the vocabulary they learn in textbooks, articles, stories, etc. Grammar topics can be practiced through free online resources (English grammar websites).