



<b>Title:</b>	Applied Spanish Studies <b>APPROVED</b>
<b>Long Title:</b>	Applied Spanish Studies
<b>Module Code:</b>	LANG7013
<b>Duration:</b>	1 Semester
<b>Credits:</b>	5
<b>NFQ Level:</b>	Intermediate
<b>Field of Study:</b>	Languages
<b>Valid From:</b>	Semester 1 - 2019/20 ( September 2019 )
<b>Module Delivered in</b>	<a href="#">5 programme(s)</a>
<b>Module Coordinator:</b>	Katie Power
<b>Module Author:</b>	ANA CRUZGARCIA
<b>Module Description:</b>	This module centres mainly on the business culture of Spain. This module continues with the B1 level of Spanish according to the European framework of reference for languages. It centres on the topics of companies, marketing and topics to live/work in Spain (transport, banking, universities, work placements, cover letters). It includes the following topics and grammar aspects: imperative and review of present, past, future, conditional and subjunctive tenses through written exercises and translations in a B1 level.
<b>Learning Outcomes</b>	
<i>On successful completion of this module the learner will be able to:</i>	
LO1	Listen and analyse conversations on topics of companies, marketing and advertisements in Spain.
LO2	Speak and present in Spanish on the topic of Spanish companies setting up in Ireland (products/services, location, price, customers, employees and marketing).
LO3	Write cover letters and translate paragraphs on topics of living/working in Spain (transport, banking, universities, work placements).
LO4	Read and analyse authentic texts in Spanish on the topics of companies, marketing and advertisements in the Spain.
LO5	Research and write about companies and marketing strategies (particularly marketing campaigns and ads) in Spain.
<b>Pre-requisite learning</b>	
<b>Module Recommendations</b> <i>This is prior learning (or a practical skill) that is strongly recommended before enrolment in this module. You may enrol in this module if you have not acquired the recommended learning but you will have considerable difficulty in passing (i.e. achieving the learning outcomes of) the module. While the prior learning is expressed as named MTU module(s) it also allows for learning (in another module or modules) which is equivalent to the learning specified in the named module(s).</i>	
<b>Incompatible Modules</b> <i>These are modules which have learning outcomes that are too similar to the learning outcomes of this module. You may not earn additional credit for the same learning and therefore you may not enrol in this module if you have successfully completed any modules in the incompatible list.</i>	
No incompatible modules listed	
<b>Co-requisite Modules</b>	
No Co-requisite modules listed	
<b>Requirements</b> <i>This is prior learning (or a practical skill) that is mandatory before enrolment in this module is allowed. You may not enrol on this module if you have not acquired the learning specified in this section.</i>	
No requirements listed	



**Module Content & Assessment**

**Indicative Content**

**Cultural Studies**

Research companies, marketing strategies and advertisements in Spain.

**Listening Skills**

Listen to media extracts on the topics of companies, marketing and advertisements.

**Speaking skills**

Presentation with questions on Spanish companies setting up in Ireland, factors to take into account (products/services, location, price, customers, employees and marketing strategies and advertisements).

**Writing Skills**

Writing advertisements, cover letters and translated paragraphs on the topics of living/working in Spain (transport, banking, universities, work placements).

**Reading Skills**

Reading fairly complex texts in Spanish included on B1 level of Spanish on the topics of companies, marketing and advertisements.

**Grammar**

Imperative tense (formal, informal, singular, plural, affirmative and negative) and review of present, past, future, conditional and subjunctive tenses in translations and compositions.

**Assessment Breakdown**

	%
Course Work	100.00%

**Course Work**

Assessment Type	Assessment Description	Outcome addressed	% of total	Assessment Date
Performance Evaluation	Participation	1,2,3,4,5	20.0	Every Week
Project	Cultural project	3,4,5	25.0	Week 8
Other	Written in-class exam with grammar exercises, essay writing and translations	1,2,3,4	30.0	Week 12
Oral Examination/Interview	Oral presentation	1,2	25.0	Week 13

No End of Module Formal Examination

**Reassessment Requirement**

**Coursework Only**

*This module is reassessed solely on the basis of re-submitted coursework. There is no repeat written examination.*

**The institute reserves the right to alter the nature and timings of assessment**

**Module Workload**

<b>Workload: Full Time</b>				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Grammar, vocabulary and culture	3.0	Every Week	3.00
Lab	Language lab	2.0	Every Week	2.00
Independent & Directed Learning (Non-contact)	Read newspaper articles, listen to the news or other audio files and set targets for speaking Spanish	2.0	Every Week	2.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				5.00

<b>Workload: Part Time</b>				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	Grammar, vocabulary and culture	3.0	Every Week	3.00
Lab	Language lab	2.0	Every Week	2.00
Independent & Directed Learning (Non-contact)	Read newspaper articles, listen to the news or other audio files and set targets for speaking Spanish	2.0	Every Week	2.00
Total Hours				7.00
Total Weekly Learner Workload				7.00
Total Weekly Contact Hours				5.00

## Module Resources

### Recommended Book Resources

- Oxford University Press 2015, *Concise Oxford Spanish-English Dictionary* [ISBN: 2659875]
- 2008, *Aula International 3. Nueva Edicion* [ISBN: 8415640110]
- Pilar Muñoz, Mike Thacker 2012, *A Spanish Learning Grammar*, 3rd Ed. [ISBN: 1444157337]

### Supplementary Book Resources

- Collectif 2011, *Via Rapida: Libro + CD* [ISBN: 9788484436553]
- 2014, *España: Manual de civilizacion*, Edelsa [ISBN: 9788490818008]
- 2009, *Argentina: Manual de civilizacion* [ISBN: B01F7XP61M]
- 2010, *Todas las voces: Curso de cultura y civilizacion* [ISBN: 8484437221]

*This module does not have any article/paper resources*

### Other Resources

- Website: *Doulingo*  
<https://www.doulingo.com/>
- Website: *BBC*  
<http://www.bbc.co.uk/languages/spanish/>

**Module Delivered in**

<b>Programme Code</b>	<b>Programme</b>	<b>Semester</b>	<b>Delivery</b>
CR_BBUS_8	<a href="#"><u>Bachelor of Business (Honours)</u></a>	2	Elective
CR_BBADM_8	<a href="#"><u>Bachelor of Business (Honours) in Business Administration</u></a>	2	Elective
CR_BIBLA_8	<a href="#"><u>Bachelor of Business (Honours) in International Business with Language</u></a>	4	Group Elective 1
CR_BMRKT_8	<a href="#"><u>Bachelor of Business (Honours) in Marketing</u></a>	8	Elective
CR_FTRSM_8	<a href="#"><u>Bachelor of Business (Honours) in Tourism Management</u></a>	8	Elective