

Professor	GUERRIER Diane
First Level Degree Course	Marketing
Academic Year	2013-2014
Course Period	First semester
Number of ECTS Credits	5
Scientific Sector Code	French/L-LIN/04

### **French Syllabus (2013-2014)**

**(Professor Diane Guerrier)**

Aldo Moro University of Bari

Marketing Degree Course

#### **Prerequisites**

Non prerequisite

#### **Course Objectives**

The aim of the course is the acquisition of written and oral communication skills in the French language, with a particular focus on the ability to read a text in the language, understand it and consequently communicate in the specialist language of marketing.

#### **Syllabus**

The various structures and registers of the language  
Marketing terminology and language

#### **Bibliography ( study material and recommended dictionaries)**

D.Guerrier, *Dossier 2013-2014* (this will be given to students during the course) :

« *Fractures et Migrations.*

*Le débat sur la laïcité s'invite dans les entreprises : neutralité française ou multiculturalisme anglo-saxon ?*

*Etat des lieux de la laïcité dans l'entreprise privée européenne »*

M.Boularès, J.L. Frerot, *Grammaire progressive du français, niveau B1/B2*, CLE International septembre 2012

*Il nuovo Boch*, quinta edizione, *Dizionario francese-italiano / italiano-francese*, Bologna, Zanichelli, 2007

*IL Larousse francese Français-Italien / Italiano-Francese Dizionario*, Milano, Rizzoli - Larousse, 2006

A. LE BRIS, *L'économie et les affaires*, Bologna, Zanichelli, 2005

Paola PAISSA, Sylvie PIPARI, Cristina VIGNA, *Franconomie. Cours de français pour le monde des affaires. Corso di francese per il mondo dell'economia*, Torino CELID, 2006, pp.523

#### **Assessment methods**

- Course exemptions: No
- Written Exam: Yes
- Oral Exam: Yes

#### **Study Assistance**

- Faculty e-learning website: No

#### **Course organization**

- Internal cycles of lesson: No
- Supplementary lessons: Yes
- Seminars: Yes
- Laboratory activities: Yes
- Project Works: No
- External study visits: No

LINGUA FRANCESE  
Prof.ssa Diane Guerrier

Laurea Triennale Marketing e Comunicazione d'Azienda

Appelli esami AA 2013-14

4 .novembre <u>2013</u>	h.16	Prova scritta		
13 gennaio <u>2014</u>	h. 9	“	“	
27 gennaio	h.9	“	“	
10 febbraio	h.9	“	“	
7 Aprile	h.9	“	“	
9 Giugno	h.9	“	“	
23 Giugno	h.9	“	“	
7 Luglio	h.9	“	“	
15 settembre	h.9	“	“	