

To all Erasmus students **majoring in Advertising**

Congratulations with your selection for an Erasmus programme. I am confident you are taking this opportunity to broaden your horizon and develop an international profile, and I am eager to meet you in February to learn more about your experience over there. Now I have finally received a (definitive?) list I can keep you tabbed on the course.

Concerning the English course in the Advertising major, it is important to know that :

1° the course is intended to introduce the students to the English *language, skills and contents* of the **marketing communication** field; it is no longer a general language course. You'll find the course description here: <http://ihecs-langues.be/admajor/home/exams/>; The different components of the course are explained on the homepage at <http://ihecs-langues.be/admajor/>.

2° there is a **continuity** between the first and second term, **unavoidably**. We start from general business/marketing language and progressively go deeper into the advertising field. It is therefore **impossible to skip** the stuff of the September-December period to prepare the second term and the final exams in May/June. **These will include most of the stuff of the whole year, first term included.**

As you are away during **the first term**, you will be requested to **catch up with the other students** in our work for the course, but **won't have** to take the tests for that period. This is the good news I suppose: no test or exam for you in February upon coming back to Belgium. You must bear in mind, though, that the final exams **include** the stuff of the **whole year**, not just that of the second term. This however excludes two important chunks: the students' presentations and the first term media portfolio, which only feature in the December exams.

In broad terms, what does this mean for you:

- visit the course homepage (<http://ihecs-langues.be/admajor/> ) and find the complete materials of the course – you'll have to complete this with notes made by attending students.
- keep in touch with the course on Cleo as soon as it is functional, shortly now.
- doing the “weeklies” on <http://ihecs-langues.be/admajor/weeklies/>; this is important to increase your command of the business language - you *can* also do the first-term exercises in the second term only but that may be somewhat too much. If your English is not fluent, I really recommend working on this during the first term already.
- one important activity to keep an eye on is the conversations of the second term. These take place in teams, set up randomly, and involve extensive reading of a text file. Basic information will be available by end November on the website, as you will have to start preparing this well on time.

I will be happy to answer any question you may have about this - my email address: [jean.pierre.ranschaert@galilee.be](mailto:jean.pierre.ranschaert@galilee.be) .I wish you all the best with your Erasmus project and will be seeing you in February. Take care!