

# SPAN 4335-001: BUSINESS SPANISH – ONLINE

SPRING 2017

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<b>Profile:</b>	<a href="http://www.uta.edu/profiles/joshua-lansford">http://www.uta.edu/profiles/joshua-lansford</a>	<b>Class Schedule:</b>	Virtual

## Description of Course Content:

An introduction to business terminology, skills needed for writing business letters, conducting telephone conversations, commercial transactions, and international procedures. Operational and strategic issues involved in interaction with Hispanic firms and markets; international trade; competitive, vendor-customer, and collaborative relations. Exclusively for International Business Spanish students and students enrolled in the Certificate for Spanish for the Professions program. SPAN 4335 cannot be applied toward the B.A. in Spanish.

**Prerequisite:** SPAN 3315 with a grade of C or better. (Prerequisite for SPAN 3315 is SPAN 3305 for heritage speakers OR SPAN 3314 for second language learners.)

## Student Learning Outcomes:

- Briefly review the most important business topics and learn appropriate terminology in Spanish to do business in specific situations such as the production, advertising and marketing of goods
- Learn about cultural phenomena that impact how business is carried out: religion, aspect of time and punctuality; also specific business culture, such as gestures and how to adequately interpret meaning from them
- Debate the impact that cultural phenomena have on how business is carried out using a tool that allows communication between students
- Master cultural and economic data of the Spanish-speaking world (i.e, location, capital cities, currencies, exports and imports)

## Required Course Materials:

Exito Comercial: Prácticas Administrativas y contextos culturales, Sixth edition. Doyle, Fryer and Cere. Thomson Heinle, 2015. ISBN-13: 978-1-285-46279-0; ISBN-10: 1-285-46279-3 (Book only; do not need access to premium website)

## Grades/Grading Policy:

Business Project (Proyecto empresarial)	25% (turned in by installments)
Final Vocabulary Test	15%
Final Reading Test (Examen de lecturas)	15%
Vocabulary Exercises	15%
Discussions (Foros)	15%
<u>Assignments/Homework</u>	<u>15%</u>
Total	100%

A= 90-100

B=80-89

C=70-79

D=60-69

F=>59

**Expectations for Study:** A general rule of thumb is this: for every credit hour earned, a student should spend 3 hours per week working outside of class. Hence, a 3-credit course might have a minimum expectation of 9 hours of reading required materials, completing assignments, study, etc.

## Descriptions of assignments and examinations:

**IMPORTANT NOTE:** ALL work turned in MUST be able to be opened on a PC. Any work submitted that is not viewable on a PC will receive an automatic ZERO. It is highly recommended to submit work in MS Word or PDF format.

### Attendance:

At The University of Texas at Arlington, taking attendance is not required but attendance is a critical indicator in student success. Each faculty member is free to develop his or her own methods of evaluating students' academic performance, which includes establishing course-specific policies on attendance. However, while UT Arlington does not require instructors to take attendance in their courses, the U.S. Department of Education requires that the University have a mechanism in place to mark when Federal Student Aid recipients "begin attendance in a course." UT Arlington instructors will report when students begin attendance in a course as part of the final grading process. Specifically, when assigning a student a grade of F, faculty report the last date a student attended their class based on evidence such as a test, participation in a class project or presentation, or an engagement online via Blackboard. This date is reported to the Department of Education for federal financial aid recipients.

As an online course, attending class means completing work for your course; merely logging into Blackboard **does not** count as attendance. If you do not complete an assignment by the census date, you will be dropped from the course automatically and you will be responsible for paying back UTA any financial aid received for the course.

### Proyecto empresarial:

The keynote project in this course is a project that you will complete in a small group in which you will create a beverage to sell to a target market in Latin America. The project will consist of multiple elements to assess different competencies with the material and the language (spoken, written, etc.). Elements will be turned in throughout the semester as we advance through the course and cover relevant topics. More information on the project and its components will be provided throughout the semester in Blackboard.

### Examen de vocabulario (Final Vocabulary Test):

Students are responsible for studying ALL of the vocabulary found at the end of each chapter throughout the semester. Each week you will be assigned chapter(s) vocabulary to study on your own. Many of these terms will already be familiar to you. Towards the end of the semester you will take a vocabulary exam **in Blackboard** to test your knowledge of the vocabulary. The format of the test is the following: 100 questions, will be timed, a definition will be given in Spanish and you will have to select or provide the term in Spanish. You will have ONE attempt to take this exam. Check the calendar for the date by which the exam must be taken.

### Examen de lecturas (Final Reading Test):

Towards the end of the course, you will take an exam **in Blackboard** covering the readings and course content, focusing mainly on business and cultural topics/data covered throughout the course. Vocabulary will not be covered in this exam. The format of the exam will be similar to that of the Final Vocabulary Test. Check the calendar on the syllabus for the date by which the exam must be completed. A review will be provided closer to the exam.

### Ejercicios de vocabulario:

Throughout the semester you will complete a variety of vocabulary exercises, turned in through Blackboard. Some will be vocabulary "quizzes" over definitions, etc., and other activities will be more involved: you providing your own definitions, translating texts, coming up with synonyms of terms, and more. These activities are designed to **build** and **enhance** your vocabulary and linguistic ability, whether you are native, heritage, or second language speaker. Please see the section below concerning *Academic Integrity* and the specific departmental policy, which applies especially to these assignments.

## Tareas (Homework/Assignments):

Throughout the semester you will perform different activities that you will turn in through Blackboard. These activities include reports, short writings, recordings, and other smaller activities to review the course material and practice business vocabulary in practical ways.

## Foros (Discussion Boards):

In this section, students will share their ideas over an assigned topic. These exercises usually have 2 parts:

- 1) answer the question(s)
- 2) react to a classmate's comments

General guidelines: for First requirement (50%):

- Avoid superficial and/or redundant responses. These assignments do not look for simple regurgitation of concepts, but rather, analysis, depth, development of ideas, and examples to support your ideas. This assignment looks for high-level, critical thinking. Generic or unrelated comments will not be accepted. Seek to be clear, concise, concrete, and substantive.
- Writing should be senior-level Spanish and should not be superficial.
- RECOMMENDATION: Type response in Word to check for spelling and grammar and then paste into the forum.
- At times, you will be asked to refute/debate a classmate. In this case, you should do so whether you agree or not. We learn a lot by considering different perspectives, as it helps us understand both/all sides of the argument/topic.
- When not asked to refute/debate another student's perspective, you should go deeper than he/she has gone. Do not merely reiterate or say that you like his/her point(s). In order to receive an excellent grade on this part, you **must** give your classmate something additional to consider.

**Make up work:** There are no make ups allowed. You must complete tests and assignments by the due date. The instructor will drop the lowest grade from the first three categories.

**Drop Policy:** Students may drop or swap (adding and dropping a class concurrently) classes through self-service in MyMav from the beginning of the registration period through the late registration period. After the late registration period, students must see their academic advisor to drop a class or withdraw. Undeclared students must see an advisor in the University Advising Center. Drops can continue through a point two-thirds of the way through the term or session. It is the student's responsibility to officially withdraw if they do not plan to attend after registering. **Students will not be automatically dropped for non-attendance.** Repayment of certain types of financial aid administered through the University may be required as the result of dropping classes or withdrawing. For more information, contact the Office of Financial Aid and Scholarships (<http://www.uta.edu/ao/fao/>).

**Disability Accommodations:** UT Arlington is on record as being committed to both the spirit and letter of all federal equal opportunity legislation, including *The Americans with Disabilities Act (ADA)*, *The Americans with Disabilities Amendments Act (ADAAA)*, and *Section 504 of the Rehabilitation Act*. All instructors at UT Arlington are required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of disability. Students are responsible for providing the instructor with official notification in the form of a **letter certified** by the Office for Students with Disabilities (OSD). Only those students who have officially documented a need for an accommodation will have their request honored. Students experiencing a range of conditions (Physical, Learning, Chronic Health, Mental Health, and Sensory) that may cause diminished academic performance or other barriers to learning may seek services and/or accommodations by contacting:

**The Office for Students with Disabilities, (OSD)** [www.uta.edu/disability](http://www.uta.edu/disability) or calling 817-272-3364. Information regarding diagnostic criteria and policies for obtaining disability-based academic accommodations can be found at [www.uta.edu/disability](http://www.uta.edu/disability).

Counseling and Psychological Services, (CAPS) [www.uta.edu/caps/](http://www.uta.edu/caps/) or calling 817-272-3671 is also available to all students to help increase their understanding of personal issues, address mental and behavioral health problems and make positive changes in their lives.

**Non-Discrimination Policy:** *The University of Texas at Arlington does not discriminate on the basis of race, color, national origin, religion, age, gender, sexual orientation, disabilities, genetic information, and/or veteran status in its educational programs or activities it operates. For more information, visit [uta.edu/eos](http://uta.edu/eos).*

**Title IX Policy:** The University of Texas at Arlington ("University") is committed to maintaining a learning and working environment that is free from discrimination based on sex in accordance with Title IX of the Higher Education Amendments of 1972 (Title IX), which prohibits discrimination on the basis of sex in educational programs or activities; Title VII of the Civil Rights Act of 1964 (Title VII), which prohibits sex discrimination in employment; and the Campus Sexual Violence Elimination Act (SaVE Act). Sexual misconduct is a form of sex discrimination and will not be tolerated. *For information regarding Title IX, visit [www.uta.edu/titleIX](http://www.uta.edu/titleIX) or contact Ms. Jean Hood, Vice President and Title IX Coordinator at (817) 272-7091 or [jmhood@uta.edu](mailto:jmhood@uta.edu).*

**Academic Integrity:** Students enrolled at UT Arlington are expected to adhere to the UT Arlington Honor Code:

*I pledge, on my honor, to uphold UT Arlington's tradition of academic integrity, a tradition that values hard work and honest effort in the pursuit of academic excellence.*

*I promise that I will submit only work that I personally create or contribute to group collaborations, and I will appropriately reference any work from other sources. I will follow the highest standards of integrity and uphold the spirit of the Honor Code.*

UT Arlington faculty members may employ the Honor Code in their courses by having students acknowledge the honor code as part of an examination or requiring students to incorporate the honor code into any work submitted. Per UT System *Regents' Rule* 50101, §2.2, suspected violations of university's standards for academic integrity (including the Honor Code) will be referred to the Office of Student Conduct. Violators will be disciplined in accordance with University policy, which may result in the student's suspension or expulsion from the University. Additional information is available at <https://www.uta.edu/conduct/>.

### **Specific Department Policy Regarding Academic Integrity:**

The use of online translators, however limited, is included in the definition of scholastic dishonesty and is strictly forbidden. Any help obtained from another person on work submitted for a grade, or any help given to another student for the same, including but not limited to composing text, proof-reading, correcting or editing, is considered collusion and will also be reported as cheating. If a student has any doubts whatsoever as to what constitutes any form of scholastic dishonesty, s/he should consult the instructor before submitting work which is subject to the afore-mentioned rules.

**\*\*THE USE OF ELECTRONIC AND ONLINE TRANSLATORS IS FORBIDDEN AND IS CONSIDERED CHEATING IN FOREIGN LANGUAGE CLASSES BECAUSE IT IS NOT THE STUDENT'S WORK. The instructor will proactively investigate the student according to scholastic and academic integrity procedures.**

### **Plagiarism:**

If you take any information from any source, you must cite it. Otherwise, this will be considered an act of plagiarism. I do not expect perfection. State everything in your own words. And, do not use online translators.

Despite the fact that I will not be seeing you in class, I expect students to be very mature and professional about meeting the objectives of this course by not cutting corners in their coursework and reading.

**Electronic Communication:** UT Arlington has adopted MavMail as its official means to communicate with students about important deadlines and events, as well as to transact university-related business regarding financial aid, tuition, grades, graduation, etc. All students are assigned a MavMail account and are responsible for checking the inbox regularly. There is no additional charge to students for using this account, which remains active even after graduation. Information about activating and using MavMail is available at <http://www.uta.edu/oit/cs/email/mavmail.php>.

**Campus Carry:** Effective August 1, 2016, the Campus Carry law (Senate Bill 11) allows those licensed individuals to carry a concealed handgun in buildings on public university campuses, except in locations the University establishes as prohibited. Under the new law, openly carrying handguns is not allowed on college campuses. For more information, visit <http://www.uta.edu/news/info/campus-carry/>

**Student Feedback Survey:** At the end of each term, students enrolled in face-to-face and online classes categorized as "lecture," "seminar," or "laboratory" are directed to complete an online Student Feedback Survey (SFS). Instructions on how to access the SFS for this course will be sent directly to each student through MavMail approximately 10 days before the end of the term. Each student's feedback via the SFS database is aggregated with that of other students enrolled in the course. Students' anonymity will be protected to the extent that the law allows. UT Arlington's effort to solicit, gather, tabulate, and publish student feedback is required by state law and aggregate results are posted online. Data from SFS is also used for faculty and program evaluations. For more information, visit <http://www.uta.edu/sfs>.

**Final Review Week:** for semester-long courses, a period of five class days prior to the first day of final examinations in the long sessions shall be designated as Final Review Week. The purpose of this week is to allow students sufficient time to prepare for final examinations. During this week, there shall be no scheduled activities such as required field trips or performances; and no instructor shall assign any themes, research problems or exercises of similar scope that have a completion date during or following this week *unless specified in the class syllabus*. During Final Review Week, an instructor shall not give any examinations constituting 10% or more of the final grade, except makeup tests and laboratory examinations. In addition, no instructor shall give any portion of the final examination during Final Review Week. During this week, classes are held as scheduled. In addition, instructors are not required to limit content to topics that have been previously covered; they may introduce new concepts as appropriate.

**Emergency Exit Procedures:** N/A

**Student Support Services:** UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include [tutoring](#), [major-based learning centers](#), developmental education, [advising and mentoring](#), personal counseling, and [federally funded programs](#). For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to [resources@uta.edu](mailto:resources@uta.edu), or view the information at <http://www.uta.edu/universitycollege/resources/index.php>.

### **System Requirements:**

To be ready for the technology used in this course, you will need the following:

- You will need a computer running Microsoft Windows XP (earlier versions may work) or Mac OS X.
- Your computer will need an Internet connection with an available download speed of at least 384 kilobits a second. If you do not have a high speed connection at home, you will need to identify an easily accessible place where there is such a connection.

- To access the media in the course, you will need QuickTime Player on your computer. If you already have a recent version of iTunes installed, you've probably already got a recent version of QuickTime installed on your computer. If you do not have it, you can download the latest version of QuickTime for Windows XP or Mac OS X for free by clicking [here](#).
- To access the PDF documents in this course, you will need Adobe Reader. If you do not have it, you can download the latest version of Adobe Reader for free by clicking [here](#).
- This course is delivered entirely on the Web; thus, you will need a recent Web browser on your computer. If you're reading this page, you've probably already met this requirement. However, if, for some reason, the Web browser that came with your computer has trouble with course pages or media, you may be able to resolve those issues by installing Mozilla Firefox. You can download the latest version of Firefox for free by clicking [here](#).
- Browser cookies have to be enabled for SPAN 4335 in LACWAP to work. If you don't know what a browser cookie is, your browser is probably configured correctly. If you're reading this page, you've probably already met this requirement.
- This course, like many other UTA Web-based services, uses the UTA NetID and password for authentication. If you're reading this page, you've probably already logged into SPAN 4335 using your UTA NetID and password. The OIT Self Service page has a few links to help you with various tasks involving your UTA NetID and password.

### Policy on Technical Difficulties:

If you experience problems with your browser or if you have questions about your hardware or software, please contact the UTA Help Desk: e-mail: [helpdesk@uta.edu/](mailto:helpdesk@uta.edu/) telephone: 817.272.2208 / address: 102A Central Library

It is the students' responsibility:

- to diligently study the information provided on how to resolve common problems and to use the UTA computer labs, if necessary, to access the course material in a timely fashion.
- Students are required to do their work well in advance. The excuse of "my computer broke" will not be acceptable for missing an assignment.

### Student Support Services:

UT Arlington provides a variety of resources and programs designed to help students develop academic skills, deal with personal situations, and better understand concepts and information related to their courses. Resources include [tutoring](#), [major-based learning centers](#), developmental education, [advising and mentoring](#), personal counseling, and [federally funded programs](#). For individualized referrals, students may visit the reception desk at University College (Ransom Hall), call the Maverick Resource Hotline at 817-272-6107, send a message to [resources@uta.edu](mailto:resources@uta.edu), or view the information at <http://www.uta.edu/universitycollege/resources/index.php>.

***N.B.:*** *The due dates and exam/quiz dates may change and components of the course may be modified slightly during the semester, depending on various factors and needs of the class. Any change will be announced with sufficient anticipation.*

<p><b>Emergency Phone Numbers:</b> In case of an on-campus emergency, call the UT Arlington Police Department at <b>817-272-3003</b> (non-campus phone), <b>2-3003</b> (campus phone). You may also dial 911. Non-emergency number 817-272-3381.</p>
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# Calendario del curso

L = lunes

X = miércoles

V = viernes

**N.B. Each week begins on Monday and ends on Sunday. This is an online class. The dates noted on this calendar during the week are a suggested reading schedule; however, you may complete the readings/content at any time that week. All assignments to be turned in for that week are due on Sunday, the final day of the week, unless otherwise noted.**

## **Semana 1**

L, 16 de enero  
X, 18 de enero  
V, 20 de enero

## **17-22 de enero – Estudiar sílabo y formato del curso**

MLK Day  
Pedir libro, Éxito comercial, 6th edition; ver sílabo para más información  
Leer sílabo y ver videos de introducción en Blackboard

## **Semana 2**

L, 23 de enero  
X, 25 de enero  
V, 27 de enero

## **23 – 29 de enero – Cultura hispana**

Éxito comercial, Lectura cultural, Capítulos 2, 5 y 11 (ver páginas en Blackboard)  
Éxito comercial, Lectura cultural, Capítulos 6 y 10 (ver páginas en Blackboard)  
Trabajar en tareas de la semana (ver información en Blackboard)  
Tarea: Temas culturales (subir a BB)  
Foro: (1) Cultura hispana; (2) Foro: Dinero

## **Semana 3**

L, 30 de enero  
X, 1 de febrero  
V, 3 de febrero

## **30 de enero – 5 de febrero – Uso de tecnología en mundo hispano**

Éxito comercial, Lectura cultural, Capítulo 8; Lecturas virtuales (ver enlaces en BB)  
Lecturas virtuales sobre Amazon México (ver enlaces en BB)  
Lecturas virtuales sobre redes sociales en Latinoamérica (enlaces en BB);  
Trabajar en tareas de la semana (información en BB)  
Foro: Tecnología  
Proyecto: Avisarle al profesor sobre grupo deseado para proyecto empresarial por correo-e

## **Semana 4**

L, 6 de febrero  
X, 8 de febrero  
V, 10 de febrero

## **6 – 12 de febrero – Felicidad hispana**

Lectura virtual; Canción por Calle 13 (ver enlaces en BB)  
Trabajar en tareas de la semana (información en BB)  
Trabajar en tareas de la semana (información en BB)  
Tarea: (1) ¿Quién es la gente hispánica? (subir a BB); (2) Logotipo que representa a la gente hispánica (subir a BB)  
Foro: Felicidad  
Proyecto: Profesor publicará grupos finales para proyecto empresarial

## **Semana 5**

L, 13 de febrero

## **13 – 19 de febrero – Éxito comercial, Capítulo 1**

Éxito comercial, Capítulo 1, pp. 1-11; Estudiar vocabulario



X, 15 de febrero	Éxito comercial, Capítulo 4, pp. 111-115; Estudiar vocabulario
V, 17 de febrero	Éxito comercial, Capítulo 1, pp. 12-23; Estudiar vocabulario Éxito comercial, Capítulo 4, pp. 116-121; Estudiar vocabulario Trabajar en tareas de la semana (información en BB) Vocabulario: prueba en BB Proyecto: Reunirse con grupo y planificar el proyecto
<b>Semana 6</b>	<b>20 – 26 de febrero – Éxito comercial, Capítulo 12</b>
L, 20 de febrero	Éxito comercial, Capítulo 12, pp. 402-427; Estudiar vocabulario
X, 22 de febrero	Éxito comercial, Capítulo 5, pp. 149-153; Estudiar vocabulario Éxito comercial, Capítulo 12, pp. 428-447; Estudiar vocabulario
V, 24 de febrero	Éxito comercial, Capítulo 5, pp. 154-159; Estudiar vocabulario Trabajar en tareas de la semana (información en BB) Vocabulario: prueba en BB Proyecto: Descripción colaborada de la gente hispana
<b>Semana 7</b>	<b>27 de febrero – 5 de marzo – Éxito comercial, Capítulo 2</b>
L, 27 de febrero	Éxito comercial, Capítulo 2, pp. 24-41; Estudiar vocabulario
X, 1 de marzo	Éxito comercial, Capítulo 6, pp. 185-189; Estudiar vocabulario Éxito comercial, Capítulo 2, pp. 41-60; Estudiar vocabulario
V, 3 de marzo	Éxito comercial, Capítulo 6, pp. 190-196; Estudiar vocabulario Trabajar en tareas de la semana (información en BB)
<b>Semana 8</b>	<b>6 – 12 de marzo – Éxito comercial, Capítulo 3</b>
L, 6 de marzo	Éxito comercial, Capítulo 3, pp. 61-75; Estudiar vocabulario
X, 8 de marzo	Éxito comercial, Capítulo 11, pp. 377-382; Estudiar vocabulario Éxito comercial, Capítulo 3, pp. 76-94; Estudiar vocabulario
V, 10 de marzo	Éxito comercial, Capítulo 11, pp. 383-389; Estudiar vocabulario Trabajar en tareas de la semana (información en BB) Vocabulario: ejercicio escrito (subir a BB) Proyecto: Constitución de la empresa
<b>Semana 9</b>	<b>13 – 19 de marzo – Descanso de la primavera</b>
13 – 17 de marzo	Descanso de Primavera
<b>Semana 10</b>	<b>20 – 26 de marzo – Éxito comercial, Capítulo 7</b>
L, 20 de marzo	Éxito comercial, Capítulo 7, pp. 212-229; Estudiar vocabulario
X, 22 de marzo	Éxito comercial, Capítulo 7, pp. 230-245; Estudiar vocabulario
V, 24 de marzo	Trabajar en tareas de la semana (información en BB) Vocabulario: prueba en BB Tarea: Visión de liderazgo (subir a BB) Proyecto: Logotipo de la empresa



**Semana 11**

L, 27 de marzo  
X, 29 de marzo  
V, 31 de marzo

**27 de marzo – 2 de abril – Éxito comercial, Capítulo 8**

Éxito comercial, Capítulo 8, pp. 246-268; Estudiar vocabulario  
Éxito comercial, Capítulo 8, pp. 269-290; Estudiar vocabulario  
Trabajar en tareas de la semana (información en BB)  
Vocabulario: ejercicio escrito (subir a BB)  
Proyecto: Posicionamiento de la marca

**Semana 12**

L, 3 de abril  
X, 5 de abril  
V, 7 de abril

**3 – 9 de abril – Éxito comercial, Capítulo 9**

Éxito comercial, Capítulo 9, pp. 291-301; Estudiar vocabulario  
Éxito comercial, Capítulo 9, pp. 302-314; Estudiar vocabulario  
Trabajar en tareas de la semana (información en BB)  
Tarea: Segmentación nueva del mercado hispano (subir a BB)  
Proyecto: Presencia en las redes sociales

**Semana 13**

L, 10 de abril  
X, 12 de abril  
  
V, 14 de abril

**10 – 16 de abril – Éxito comercial, Capítulos 9 y 10**

Éxito comercial, Capítulo 9, pp. 315-326; Estudiar vocabulario  
Éxito comercial, Capítulo 10, pp. 327-339; Estudiar vocabulario  
Lectura virtual – Smart Pricing  
Trabajar en tareas de la semana (información en BB)  
Vocabulario: ejercicio escrito (subir a BB)  
Proyecto: Segmentación colaborada del mercado hispano

**Semana 14**

L, 17 de abril  
X, 19 de abril  
V, 21 de abril

**17 – 23 de abril – Éxito comercial, Capítulo 10**

Éxito comercial, Capítulo 10, pp. 340-350; Estudiar vocabulario  
Éxito comercial, Capítulo 10, pp. 351-362; Estudiar vocabulario  
Trabajar en tareas de la semana (información en BB)  
Proyecto: (1) Descripción y justificación del mercado objetivo;  
(2) Investigación dialectal

**Semana 15**

L, 24 de abril  
X, 26 de abril  
V, 28 de abril

**24 – 30 de abril – Éxito comercial, Capítulo 13**

Éxito comercial, Capítulo 13, pp. 448-469; Estudiar vocabulario  
Éxito comercial, Capítulo 13, pp. 470-490; Estudiar vocabulario  
Trabajar en tareas de la semana (información en BB)  
Vocabulario: pruebita en BB  
Proyecto: (1) Plaza/Acceso/Distribución; (2) Estructuración y estrategia de precio

**Semana 16**

L, 1 de mayo  
X, 3 de mayo  
V, 5 de mayo

**1 – 7 de mayo – Éxito comercial, Capítulo 14**

Éxito comercial, Capítulo 14, pp. 491-514; Estudiar vocabulario  
Éxito comercial, Capítulo 14, pp. 514-536; Estudiar vocabulario  
Trabajar en tareas de la semana (información en BB)  
Proyecto: (1) 3 anuncios publicitarios; (2) Carta de negocios; (3) Conversación por

teléfono grabada; (4) Final Project peer assessment (in BB)

## **Semana 17**

### **Para el jueves, 11 de marzo @ 11:59 PM – Exámenes finales**

Examen de vocabulario final (en BB)

Examen de lecturas final (en BB)