

Lecture 2.

ESP Module Introduction: Mastering Marketing Principles for Arabic Speakers(Master one , Marketing discipline)

Marhaban (مرحبا)! Welcome to the **ESP** (English for Specific Purposes) module focused on mastering marketing principles tailored for Arabic-speaking students. In this course, we will embark on a journey **to delve** into the intricacies of marketing, guided by two cornerstone texts carefully selected to enhance your understanding of the subject matter.

Our primary texts, "**Introduction to Marketing Concepts by Graeme Drummond and John Ensor,2005**" and a supplementary book addressing Islamic marketing issues, have been chosen with meticulous consideration. The first book, "**Introduction to Marketing Concepts**," serves as our foundational framework, offering a comprehensive exploration of essential marketing concepts and principles. By **dissecting** chapters such as "What is marketing?", "Marketing as a business philosophy," and "**Creating customer value and satisfaction**," we will establish a solid foundation upon which to build our knowledge.

Furthermore, by focusing on this text, we **capitalize on** the repetition of key terms and concepts, facilitating deeper understanding and retention. Additionally, we will employ a bilingual method to facilitate the comprehension of related terms, utilizing the snowball approach to explore additional terminology when appropriate. This approach is particularly advantageous for Arabic speakers, as it fosters familiarity with and reinforcement of terminology integral to the marketing discipline.

In addition to our primary text, we will explore insights from a supplementary book titled : ‘ ‘**Islamic Marketing and Branding: Theory and Practice,Edited by T. C. Melewar and S. F. Syed Alwi**’ that delves into Islamic marketing issues. *This*

*inclusion is crucial in recognizing the diverse cultural and religious contexts that shape marketing practices. By addressing topics such as **ethical considerations in marketing from an Islamic perspective**, we aim to **broaden our understanding and foster cultural sensitivity in our marketing endeavours.***

It's important to note that our time together is limited to one and a half hours per week. Therefore, our focus on these two carefully selected books is strategic. **By focusing on specific texts**, we **maximize our learning potential** and **ensure a comprehensive exploration** of key marketing principles within **the confines of our time constraints.**

As we embark on this journey together, I encourage you to actively engage with the material, ask questions, and participate in discussions. **By leveraging the resources at our disposal and embracing a collaborative learning environment,** we can unlock the doors to marketing mastery and **pave the way for future success.**