**POLITEKNIK POS INDONESIA**

Jurusan Manajemen Pemasaran

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**SATUAN ACARA PENGAJARAN**

**(SAP) TEORI**

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| JURUSAN/BIDANG STUDI  MATA KULIAH  KODE  BOBOT SKS  SEMESTER  KEPUSTAKAAN (REFERENSI) | :  :  :  :  :  : | **MANAJEMEN PEMASARAN**  **BAHASA INGGRIS III**  **Teori (2 sks)**  **III TAHUN 2009/2010**   1. Alexander, L.G. 1975. *Practice and Progress: An Integrated Course for Pre-Intermediate Students*. Kanisius: Yogyakarta. 2. Alexander, L.G. 1975. *First Things First: Students’ Book*. Yogyakarta: Kanisius. 3. IEDUC, 2006. *TOEFL.* Bandung: International Education Centre. 4. Phillips, D. 2001. *Longman Introductory Course for the TOEFL Test.* New York: Pearson. |

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| **Minggu**  **Ke** | **POKOK BAHASAN** | **SUB POKOK BAHASAN** | **TUJUAN INSTRUKSIONAL**  **KHUSUS** | **MATERI** | **KEGIATAN DOSEN** | **WAKTU (Menit)** | **EVALUASI** | **SUMBER REFERENSI** |
| 1 – 2 | * Introduction * Company establishment | * Forming companies (decide the company name, address, phone and fax number, e-mail address, etc. * Constructing organizational charts (designing job description for each position in the organizational chart, designing individual name cards, making title plates for each position) * Making offering quotations – Replying quotations | * Present simple * Past simple * Passive voice * Adjective and adverb | Modul Bahasa Inggris III/Presentatation slide | 1. Ceramah dan tanya jawab | 100 | * Pertanyaan kepada mahasiswa * latihan di dalam Modul Bahasa Inggris 1 | Buku 1, 2, 3 dan 4 |
| 3 – 7 | * Company activities * Review (optional) | * Presenting the organizational chart * Presenting chart and graph describing company activities * Making a sales presentation for the company product | * The use of modals for asking for help, making request * Present simple | Modul Bahasa Inggris III/Presentatation slide | 1. Ceramah dan tanya jawab | 100 | * Pertanyaan kepada mahasiswa * latihan di dalam Modul Bahasa Inggris 1 | Buku 1, 2, 3 dan 4 |
| 8 – 10 | Staff recruitment | * Designing a wanted advertisement to recruit people (based on each major) – group work (Meeting skills) * Preparing questions for interview * Interviewing people * Arranging and filing a written record of the interview | * Present simple * Present continuous * Past simple * Passive voice * Direct and indirect speech | Modul Bahasa Inggris III/Presentatation slide | 1. Ceramah dan tanya jawab | 100 | * Pertanyaan kepada mahasiswa * latihan di dalam Modul Bahasa Inggris 1 | Buku 1, 2, 3 dan 4 |
| 11 – 12 | Finding a job | * Writing a CV * Writing a job application letter |  | Modul Bahasa Inggris III/Presentatation slide | 1. Ceramah dan tanya jawab | 100 | * Pertanyaan kepada mahasiswa * latihan di dalam Modul Bahasa Inggris 1 | Buku 1, 2, 3 dan 4 |
| 13 – 14 | * Job interview * Review (optional) | Preparing for a job interview |  | Modul Bahasa Inggris III/Presentatation slide | 1. Ceramah dan tanya jawab | 100 | * Pertanyaan kepada mahasiswa * latihan di dalam Modul Bahasa Inggris 1 | Buku 1, 2, 3 dan 4 |

Bandung, 14 Februari 2010

Widia Resdiana, S.S