

**COURSE TITLE: «MARKETING AND ADVERTISING»
(PROFESSIONAL ENGLISH)**

COURSE LEVEL: Intermediate / Upper-Intermediate

COURSE DURATION: 10-12 weeks (*for Intermediate-level*), 8-9 weeks (*for Upper-Intermediate*) with 4 ac.hrs per week (*two lessons/week*).

GOALS OF THE COURSE:

- ✓ develop a basic understanding of current theory and practice in international marketing;
- ✓ acquire a professional understanding and knowledge of international business and marketing concepts in English;
- ✓ develop effective business English communication skills (oral&written).

OBJECTIVES OF THE COURSE:

Upon completion of the course the students should be able to demonstrate the ability to:

- ✓ use appropriate vocabulary related to business and marketing;
- ✓ communicate with confidence and fluency in the English language;
- ✓ write news items, photo captions and copy for printed ads and radio spots as well as articles based on a journalistic interview;
- ✓ make product presentations;
- ✓ participate in job interviews and conduct journalistic interviews;
- ✓ write a news release, promotional plans;

THEMATIC STRUCTURE OF THE COURSE:

- ✓ **Product Management**
 - Definition and differentiation of product
 - The four Ps
 - Products and Brands
- ✓ **Markets**
 - Upmarket and downmarket
 - Massmarkets and niches
 - Product life cycle concept
- ✓ **Price Management**
 - Pricing Strategies
 - Determinants of price
- ✓ **Communication Management**
 - Advertising
 - **Promotional tools:**
 - ❖ Sponsorships
 - ❖ Mentions on talk shows
 - ❖ Product placement
 - ❖ Street-level promotions
 - ❖ Celebrity endorsements
 - ❖ Body advertising

- ❖ Communication tools
- ❖ Sales Promotion
- ❖ PR
- ✓ **Distribution**
 - Wholesalers
 - Retailers
 - E-commerce B2B, B2C

COURSE OUTLINE (FIRST 10 LESSONS)*:

| Week | Theme | Lesson activities | |
|------|----------------------------|--|---|
| | | Day 1 | Day 2 |
| One | Product Management: | <p>Topics to be considered: <i>Definition and differentiation of product; The four Ps; Upmarket and downmarket;</i></p> <p><i>Introducing new vocabulary</i> related to the topic of discussion; <i>Doing a vocabulary quiz;</i></p> <p><i>Reading a text</i> “The four main streams of marketing concept” and answering questions to check understanding of the content;</p> <p><i>Reading a press-release</i> and following a structure of it;</p> <p><i>Practicing to answer journalists' enquiries</i> in the written form and writing commencement speeches;</p> <p><i>Learning how to process incoming and outgoing correspondence;</i></p> <p><i>Drafting a product presentation</i> for a competition;</p> | <p>Topics to be considered: <i>Massmarkets and niches; Products and Brands; Product life cycle concept;</i></p> <p><i>Completing exercises</i> to practice understanding of new words and expressions;</p> <p><i>Listening exercise</i> - listen to the mistake made in a number of different sentences (confusion of <i>loyalty, awareness, preference and classic</i>).</p> <p><i>Discussing</i> favorite brands and product promotion;</p> <p><i>Listen</i> to a woman describing items that were in a handbag that she has lost – identifying the brand names;</p> <p><i>Learning how to write</i> the description of products and services - adjectives;</p> |
| Two | Price Management | <p>Topic to be considered: <i>Pricing Strategies;</i></p> <p><i>Listen</i> to the professional recording of original English manager from Marketing department talking about “pricing”. Note down the pricing strategies for the product for further discussion;</p> <p><i>Practicing to hold interviewing</i> of the customers about price;</p> <p><i>Introducing vocabulary</i> to talk over price change aspects;</p> <p><i>Writing skills:</i> writing a <i>report</i> on marketing budget and pricing strategy;</p> | <p>Topic to be considered: <i>Determinants of price;</i></p> <p><i>Role-playing negotiations</i> on discussing budget and exchanging information about partnership;</p> <p><i>Learning comparative</i> adjectives and verbs to implement comparing strategy - comparing profit received last year with current time;</p> <p><i>Listening</i> to the story about seasonal advertising and recording data of seasonal pricing strategy for further discussion;</p> |

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|-------|---------------------------------|--|--|
| Three | Communication Management | <p>Topics to be considered: <i>Advertising; Promotional tools: Sponsorships;</i></p> <p><i>Presenting vocabulary</i> to describe different types on promotional techniques; <i>Practicing new words</i> in ex-s and translation;</p> <p><i>Learning how to present campaign</i> plans to clients for approval or modification – <i>telephone talk</i> or face-to-face <i>discussion session</i>;</p> <p><i>Role-playing</i> promoting products at exhibition: presentation of product and services (special expressions and linguistic patterns);</p> <p><i>Discussion session</i>: discussing advantages and disadvantages of investing money in advertising – <i>stating your point of view</i>;</p> | <p>Topics to be considered: <i>Product placement; Street-level promotions; Celebrity endorsements; Body advertising; Communication tools: Sales Promotion;</i></p> <p><i>Listening</i> exercise asking you to listen for the mistake (wrong words – semantics difference) made in a number of different sentences;</p> <p><i>Case study</i>: giving presentation of product features and introducing new services to public at press conference;</p> <p>In-class: <i>discussing</i> the products, services and advertising requirements;</p> <p><i>Preparing publicity</i> for local newspapers and television news shows;</p> <p><i>Role-playing</i>: presenting proposals and media and cost schedules to clients;</p> |
| Four | Communication Management | <p>Topics to be considered: <i>PR Distribution: wholesalers, retailers and customers</i></p> <p><i>Introducing new vocabulary</i> and practicing in ex-s;</p> <p><i>Role-playing</i>: persuading potential customers to buy the product over telephone;</p> <p><i>Discussing</i> the products, services and advertising requirements of each particular product presented in the text;</p> | <p>Topics to be considered: <i>E-commerce: B2B, B2C,</i></p> <p><i>Case Study</i>: writing and distributing ads over the net – discussing techniques;</p> <p><i>Checking advert text</i> and content prior to release – stylistics features;</p> <p><i>Completing a translation</i> to practice vocabulary related to the topic;</p> |
| Five | Product Management: | <p>Topics to be considered: <i>Definition and differentiation of product; The four Ps; Upmarket and downmarket;</i></p> <p><i>Introducing new vocabulary</i> related to the topic of discussion; <i>Doing a vocabulary quiz</i>;</p> <p><i>Reading a text</i> “The four main streams of marketing concept” and <i>answering questions</i> to check understanding of the content;</p> <p><i>Reading a press-release</i> and following a structure of it;</p> | <p>Topics to be considered: <i>Massmarkets and niches; Products and Brands; Product life cycle concept;</i></p> <p><i>Completing exercises</i> to practice understanding of new words and expressions;</p> <p><i>Listening</i> exercise - listen to the mistake made in a number of different sentences (confusion of <i>loyalty, awareness, preference and classic</i>).</p> <p><i>Discussing</i> favorite brands and product promotion;</p> |

Practicing to answer journalists' enquiries in the written form and writing commencement speeches;

Learning how to *process* incoming and outgoing *correspondence*;

Drafting a product presentation for a competition;

Listen to a woman describing items that were in a handbag that she has lost – identifying the brand names;

Learning how *to write the description* of products and services - adjectives;

Six

Revision and Progress test

* THIS IS A SAMPLE OUTLINE REFLECTING THE GENERAL NATURE OF THE COURSE. ALL SYLLABI ARE SUBJECT TO CHANGE BY THE TEACHER FOR INDIVIDUAL STUDENT'S PURPOSES.

COURSE LITERATURE:

1. Marketing Management, Philip Kotler, Kevin Lane Keller, 12e, Person Prentice Hall
2. English for Business Studies, a course for Business Studies and Economics students, Ian MacKenzie.
3. Test Your Professional English: Marketing, Longman
4. Marketing Insights from A to Z, Philip Kotler, John Wiley & Sons, Inc., Hoboken, New Jersey
5. Principles of Marketing, Philip Kotler, Gary Armstrong, John Saunders, Veronica Vong

COURSE POLICIES

Teaching methods

Role-plays, dialogues, case-studies, debating, interpreting, translation completion, text reading and discussion, audio-records listening, essays and summaries writing, reports completion, contracts reading, agreement features discussion and other activities available to the teacher by the methodic approach chosen for the course, etc.

Attendance

Attendance is essential and required (legitimate excuses will be considered). When circumstances prevent you from attending a class, it is your responsibility to notify the teacher or coordinator, preferably prior to the absence. The critical level of missed lessons is set up at 20%. By reaching the critical level of missed classes the school is entitled to stop your studies.

Homework and homework check

Homework is provided every lesson and is given 5-10 minutes before the end of the class. Home task may vary in dependence on the skills being developed.

Every lesson begins with check-up of your homework; the typical home assignments for this Program will include vocabulary study, presentation preparation, contract detailed consideration, preparation for in-class debates and survey carry out;

Revision

The Revision is set up one lesson before the Progress Test and two lessons before The Final one; it assumes revising of vocabulary (word collocations and expressions, ethics understanding and presentation techniques), professional situations role-plays (focus-groups, questionnaires completing).

Besides, the lessons are set up as a consequent process of proper practice of the material taken before. The revision of already studied grammar and vocabulary is arranged every lesson so that the student has to encounter with it in every exercise, listening task and text.

Progress test

The progress test is mandatory and held every 8-10 lessons to check and control the advance. The assignments of test are obligatory to include business etiquette check by meeting or negotiation role-plays, topic discussion, letter writing.

Final Test

The Final Exam assumes oral (this may involve discussions, role-plays, negotiations-sample case-study) and written (survey carry out and letter writing) assignments.

The Exam is credited by points. Every task (oral\written) is marked with max 25 points. If you make a mistake you get one point less. So you seem to succeed if you get not less than 80 points.

Certificate

At the end of your course you can request the certificate on education. The certificate is awarded to students who complete the program and who don't possess any financial and other obligations before Active English. To claim the Certificate you must succeed in passing The Final Test.



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