



Module: Public Relations (Business)

Sku: PC323

Horas: 20

OBJETIVOS

In the advanced section of the course the learner is provided with extensive practice in more complex areas of business English such as negotiations, presentations, takeovers and the business press.

The various lexical fields are presented through freer practice in simulations, telephone calls and general conversation; encouraging the student to draw from personal experience to give meaningful, contextual practice. More complex structures such as conditionals, narrative tenses and future forms are used to carry out tasks such as negotiating, dealing with difficult tasks and expressing opinions.

Throughout the course the emphasis is on learner independence through exposure to the correct usage of the target language with attention to practical situations and the use of idioms and phrasal verbs.

CONTENIDOS

Consultant

Lesson Objective:

This lesson shows the learner ways to discuss the role of consultants and their place in modern companies.

Key Vocabulary:

- chain of command
- to be in charge of / responsible for
- to lead a team

- give advice
- efficiency
- motivation
- productivity
- suggest solutions

Lesson Content:

The vocabulary and concepts are included in a sample conversation between a student and teacher.

Choosing a Conference Venue

Lesson Objective:

This lesson looks at ways of expressing preferences and comparing venues.

Language Focus:

- far better / worse than
- way too + adjective

Lesson Content:

The learner sees examples of ways to compare venues and facilities in a conversation between a teacher and student.

Business News

Lesson Objective:

This lesson is an introduction to the language of business journalism.

Skills Covered:

- Predicting the content of news stories from the headline
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- Rephrasing the content of a story

Lesson Content:

Learners will see examples of business-related news and learn to interpret and rephrase them.

Would You Buy It?

Lesson Objective:

To explore vocabulary related to advertising and product description.

Lesson Content:

This lesson presents some common business vocabulary and includes a conversation between a teacher and student.

The learner will hear examples of how to talk about advertisements and general advertising, and hear some useful adjectives to talk about different products.

Just a Click Away

Lesson Objective:

To understand vocabulary related to online shopping and e-commerce.

Lesson Content:

This lesson looks at the vocabulary needed to talk about different aspects of online shopping. It explores the advantages and disadvantages of e-commerce.

Telecommuting

Lesson Objective:

To discuss the advantages and disadvantages of working from home.

Key Vocabulary:

- web camera
 - commuting
 - self-discipline
 - telepresence
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- teleworking
- database
- paper-free

Language Focus:

- Giving personal opinions
 - in my opinion
 - some people aren't aware that...
 - it has to be said

Lesson Content:

The learner will see examples of expressing personal opinions while discussing telecommuting.

AGM (Annual General Meeting)

Lesson Objective:

To understand the reasons for holding an AGM and the typical procedure involved.

Language Focus:

- Common business abbreviations and acronyms

Lesson Content:

The learner will see examples of a typical AGM process through a conversation between a teacher and student.

The Right Media to Promote Your Business

Lesson Objective:

To present vocabulary and expressions used when talking about promotional strategies for a company.

Lesson Content:

Students will listen to a business meeting where participants give ideas and opinions about promotion methods.

They will also have the opportunity to repeat what they hear to practice pronunciation.