



Module: Sales and Marketing (Business)

Sku: PC324

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 attending a trade fair, dealing with clients and contracting services.

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 modal verbs, narrative tenses and future forms are used to carry out tasks such as giving presentations, online security and ways to promote a business.

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

A Trade Fair – Watch Out for Your Competitors

Lesson Objective:

Learn how to set up a stand at a trade fair and understand how competitors react to the company's product campaign.

Key Vocabulary and Concepts:

- Trade fairs and marketing stands
- Pros and cons
- Deciding tasks and responsibilities

- Standard procedure at trade fairs
- Unique selling points (USPs) for marketed products

Lesson Content:

The student will practise vocabulary related to the topic and use everyday language for definitions and clarifications in context.

Presenting a Company

Lesson Objective:

Introduction to the language of presentations, focusing on referring to graphics and charts.

Lesson Content:

Learners listen to a teacher giving examples of the most useful language and structures. There is also guided speaking practice on presenting a small company using given information.

Dealing with Clients

Lesson Objective:

Extended speaking practice on making and handling complaints over the telephone.

Useful Expressions:

- Making suggestions: *We could..., How about...?, What if...?*
 - Apologising: *I'm terribly sorry, I'm afraid, I agree, I see your point*
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How Much?!

Lesson Objective:

Practice using large numbers and saying complete dates.

Lesson Content:

Includes a role-play of a face-to-face meeting to negotiate prices.

Negotiating Phrases:

- *We could agree to that if...*
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- *Would you be prepared to...?*
 - *That sounds fair enough*
 - *I think that's reasonable*
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Getting Connected – Contracting Services

Lesson Objective:

Learn how companies outsource to provide more efficient business services.

Lesson Content:

The student will practise vocabulary to make offers and to ask for and provide prices for products and services.

Would You Buy It?

Lesson Objective:

This lesson explores ways of talking about advertising and using modal verbs to speculate about products.

Language Focus:

- Modal verbs for speculation: *could be, may be, might be, must be*

Lesson Content:

The learner will also learn to interpret advertising language, giving reasons and opinions.

Just a Click Away

Lesson Objective:

Discuss the positive and negative aspects of e-commerce and describe how to buy something online.

Key Vocabulary:

- Secure payments
 - Sign in / sign out
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- Refund
 - To send something back
 - P&P (postage and packaging)
 - Shopping basket
 - Checkout
 - Feedback
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Signposting

Lesson Objective:

Learn how to guide an audience through a presentation effectively.

Speaking Practice:

- Referring to charts and graphs
 - Ordering and structuring a short talk using given information
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The Right Media to Promote Your Business

Lesson Objective:

Explore different media available to advertise a business and discuss their pros and cons.

Lesson Content:

- Vocabulary related to marketing, especially internet advertising
 - Describing the effect of new technology on various media such as television, radio, and the internet
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