English: Digital Marketing

Sku: PC327

Horas: 15

OBJETIVOS

In this course students are introduced to the main themes around the topic of Digital Marketing. The course begins with an introduction to the area with some key vocabulary on the topic of marketing and social media. The folowing units use reading and listening exercises to look at more specific aspects of digital marketing such as: * SEO (Search Engine Optimisation) with the common words and expressions and a reading text with comprehension questions. * SEM (Social Engine Marketing), the typical vocabulary and a listening exercise with gaps. * Social Media and Email Marketing and their roles in modern marketing strategies. * Comparing marketing strategies looks at the uses of the various marketing methods available to companies. The course ends with a comprehensive review of the vocabulary and topics in the course dealt with unit by unit in order to aid the recal and retention of the information covered.

CONTENIDOS

Digital Marketing Introduction

- Vocabulary: Common business terms related to technology

- Skills: Listening – gap-fill, matching

Talking about Social Media and Technology

- Vocabulary: Social media

- Skills: Listening – comprehension, dictation

SEO

SEO – Vocabulary

- Vocabulary: Keywords related to SEO and internet searches

- Skills: Reading comprehension, sentence matching

SEO – Reading

- Vocabulary: SEO

- Skills: Reading comprehension

SEM

SEM – Vocabulary

- Vocabulary: Search engine marketing keywords

- Skills: Listening, dictation, gap-fill

SEM – Listening

- Vocabulary: Technology, SEM

- Skills: Listening – comprehension, dictation

Social Media

Social Media Marketing I

- Vocabulary: Social media, marketing, technology

- Skills: Listening, reading, multiple choice

Social Media Marketing II

- Vocabulary: Social media, marketing, technology

- Skills: Matching, reading comprehension

Email Marketing

Email Marketing – Vocabulary

- Vocabulary: Email, marketing, technology

- Skills: Reading

Email Marketing

- Vocabulary: Email marketing, technology

- Skills: Reading comprehension, error correction

Comparing Marketing Strategies

The Right Media to Promote Your Business

- Description:
  In this lesson students will learn about the different mediums available to advertise a business and the pros and cons of each.
  In addition, students will learn vocabulary related to marketing that includes the area of internet advertising and will practice the language of market campaigning in context to describe the effect of new technology on different media such as television, radio or the internet.

You've Got Mail

- Description:
  In this section, the student will answer the spoken questions the tutor has prepared and will plan and write an email following the tutor's written instructions.
  The tutor will give feedback on this work.

Marketing Techniques – Dictation

- Description:
  In this lesson, students follow the dictation of a text on marketing techniques.
  Students practice their listening and writing skills, including sub-skills such as spelling and punctuation.
  This dictation also enhances vocabulary, syntax, grammar, and proofreading.
  The text is divided into phrases or sentences that the student listens to and writes down.
  They can listen as many times as needed and request help.
  After each paragraph, they re-read it while listening to the audio before continuing.

Revision

Revision – Working with Technology

- Vocabulary: Technology, blogs

- Skills: Dictation

Revision – SEO

- Vocabulary: SEO, marketing, technology

- Skills: Reading – summary

Revision – SEM

- Vocabulary: Technology, marketing

- Skills: Dictation

Revision – Social Media Marketing

- Vocabulary: Social media, technology, marketing

- Skills: Reading – matching

Revision – Email Marketing

- Vocabulary: Technology, email marketing

- Skills: Reading

Revision – Comparing Marketing Strategies

- Vocabulary: Marketing, technology

- Skills: Dictation, Listening – gap-fill