



AI English: Digital Marketing

Sku: PC389

Horas: 30

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 following 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. Each topic has writing and speaking assignments to offer extended practice with the language covered. 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 recall and retention of the information covered. There are also role-plays covering some of the topics explored in the course, providing an opportunity for free practice.

CONTENIDOS

Working with Technology

- Introduction
Common business terms related to technology.
- Talking about Social Media and Technology
Vocabulary and expressions for discussing social media.
- Working with Technology: A Personal Account
Reading a first-hand account of how technology changed someone's work.
- Writing Assignment: Then and Now
Writing task based on the first part of the unit.

- Speaking Assignment: My Relationship with Technology
Speaking task based on the first part of the unit.
 - Working with Technology
Vocabulary practice through listening and reading exercises.
 - Writing Assignment: Instructions
Writing instructions to help someone connect to their email account.
 - Speaking Assignment: Answer the Questions
Practice answering questions on the topics covered.
 - Pronunciation Assignment: Working with Technology
Recording reading a short text.
 - Role-play: Working with Technology
Speaking practice about technology topics.
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SEO (Search Engine Optimization)

- SEO - Vocabulary
Common vocabulary and expressions related to SEO and internet searches.
Skills: reading comprehension and sentence matching.
 - SEO - Reading
Texts on SEO with comprehension exercises.
 - Writing Assignment: Article
Writing task based on the first part of the unit.
 - Speaking Assignment: Explanation
Speaking task based on the first part of the unit.
 - SEO Practice
Vocabulary practice through listening and reading exercises.
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- Writing Assignment: Email
Writing an email responding to a friend needing digital marketing help.
 - Speaking Assignment: SEO
Recording answers to SEO questions.
 - Pronunciation Assignment: SEO
Reading a text about SEO aloud.
 - Role-play: SEO
Speaking practice on SEO topics.
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SEM (Search Engine Marketing)

- SEM - Vocabulary
Vocabulary and expressions related to SEM.
Skills: listening, dictation, gap-fill.
 - SEM - Listening
Extended listening practice on SEM.
Skills: comprehension and dictation.
 - Writing Assignment: Email
Writing task based on the first part of the unit.
 - Speaking Assignment: Advice for a Friend
Speaking task based on the first part of the unit.
 - SEM Practice
Vocabulary practice through listening and reading exercises.
 - Writing Assignment: Text
Writing a short text about SEM using key vocabulary.
 - Speaking Assignment: SEM
Recording answers to SEM-related questions.
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- Pronunciation Assignment: Advert
Reading a text aloud to practice pronunciation.
 - Role-play: SEM
Speaking practice on SEM topics.
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Social Media Marketing

- Social Media Marketing I
Key vocabulary on social media marketing and technology.
Skills: listening, reading.
 - Social Media Marketing I - Practice
Extended practice on social media marketing and technology.
Skills: matching, reading comprehension.
 - Writing Assignment: Essay
Writing task based on the first part of the unit.
 - Speaking Assignment: Influencer
Speaking task based on the first part of the unit.
 - Social Media Marketing Practice
Vocabulary practice with listening and reading exercises.
 - Writing Assignment: Summary
Writing a summary on how to use social media to increase sales.
 - Speaking Assignment: Influencers
Talking about the role of influencers and user-generated content.
 - Pronunciation Assignment: Social Media
Reading a short text about social media.
 - Role-play: Social Media
Speaking practice on social media topics.
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Email Marketing

- Email Marketing - Vocabulary
Key vocabulary on email marketing and technology.
Skills: reading.
- Email Marketing Practice
Extended practice on email marketing topics.
Skills: reading comprehension, error correction.
- Email Marketing: How to Grow Your Email List
Tips on encouraging more people to join mailing lists.
- Writing Assignment: Tips
Writing task based on the first part of the unit.
- Speaking Assignment: Pros and Cons
Speaking task on email marketing.
- Email Marketing Practice
Vocabulary practice with listening and reading exercises.
- Writing Assignment: Email Campaign
Writing an email to advertise company services.
- Speaking Assignment: Email Marketing
Recording answers about email marketing.
- Pronunciation Assignment: Email Campaign
Reading a publicity email for a tech repair company.
- Role-play: Email Marketing
Speaking practice on email marketing topics.

Comparing Marketing Strategies

- The Right Media to Promote Your Business
Learning about advertising mediums, their pros and cons, and related vocabulary.
Focus on internet advertising and effects of new technology on media (TV, radio, internet).
 - Writing Assignment: Complaint
Writing task based on the first part of the unit.
 - Speaking Assignment: Recommendations
Speaking task based on the first part of the unit.
 - Marketing Techniques - Dictation
Listening and writing practice using a marketing techniques text.
Skills: spelling, punctuation, vocabulary, grammar, proofreading.
 - Writing Assignment: Marketing Strategies
Writing about different marketing strategies available today.
 - Speaking Assignment: Advertising
Answering questions about personal attitudes towards advertising.
 - Pronunciation Assignment: Marketing Strategies
Reading a short text about marketing strategies.
 - Role-play: Comparing Marketing Strategies
Speaking practice on different marketing strategies.
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Revision

- Revision - Working with Technology
Review of key vocabulary related to working with technology.
 - Revision - SEO
Review of key vocabulary on SEO and technology.
 - Revision - SEM
Review of key vocabulary on SEM.
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- Revision - Social Media Marketing
Review of key vocabulary on social media, technology, and marketing.
 - Revision - Email Marketing
Review of key vocabulary on email marketing.
 - Revision - Comparing Marketing Strategies
Review of key vocabulary on marketing and technology.
 - Role-play: Digital Marketing
Practice explaining common digital marketing terms.
 - Role-play: Talking about Advertising
Conversation practice about different aspects of digital marketing.
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Final Test

- A series of questions testing vocabulary and topics from the entire digital marketing course.