

# ADVERTISING COURSE



## Modules

1. **What is Advertising?** Describing your business ? Talking about an advertisement ? (1.5 Hours)
2. **Advertising Terminology.** Pronunciation, common idioms, meanings and use. (1.5 Hours)
3. **Types of Advertising.** Types of advertising i.e. T.V., Newspaper, Print Ads, Online, Traditional, Paid, Organic, etc. and how to speak effectively about each type. (15 Hours)
4. **Writing an effective sales pitch.** Common phrases, grammar, e-mail format, letter format. (1.5 Hours)
5. **Advertising Elements.** Elements of an effective advertisement, being politically correct, mareas of taboo. (1.5 Hours)
6. **Public Relations.** Cultural awareness, how to interact with clients, small talk, speaking politely. (1.5 Hours)
7. **Planning and Strategies.** How to write a plan, discussing strategies, negotiation, declining politely. (1.5 Hours)
8. **Market Research.** How to discuss facts and figures, describing graphs, passive voice for presentations? (1.5 Hours)

9. **Case Studies.** We will take a look at some famous examples from the advertising world using the elements discussed. (3 Hours)

10. **Presentation Element.**

Presentation of an advertising campaign. (1.5 Hours)

- Each course is designed for 3 -5 students and consists of 30 hours of study with a presentation element at the end
- The goal of this course is to go over the elements need to work effectively in English in the Advertising field.
- Students will become familiar with the different terminology used in this field, effective techniques such writing a letter or discussing facts and figures, as well as a case study and presentation element to improve their overall English use in this field.

**Intensive course** | on the **first Monday of every month starting October 2013**



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