

ENGLISH FOR MARKETING



MODULES:

What is Marketing? Describing your job and job titles, describing and defining what marketing is, describing the various roles in the marketing business, asking and answering questions about marketing. (3 Hours)

Marketing Terminology. Definitions, phrases, idioms and acronyms. Learn key English terms for use in everyday business situations in marketing. Practice pronunciation and intonation when speaking. (3 Hours)

Interaction. Relaying information to the client, asking key questions to understand the clients' specific needs, selling to a client, discussing costs with a client or third party contractor, discussing payment options, describing a marketing campaign to a client, discussing options with a client. (6 Hours)

Presentations, Charts, Facts & Figures. Describing a graph or chart, giving an effective presentation, describing high numbers, effective communication during a presentation or sales pitch. (4 Hours)

Promotion. Describing marketing promotion options to a client, relaying effectiveness of a marketing campaign as compared to other options to a client. (2 Hours)

Problems. Dealing with problems, interacting politely, describing difficulties and solutions. (3 Hours)

Small Talk. Interacting with clients, co-workers and third party contractors informally. (3 Hours)

Case Study. Study of significant events, campaigns and people in the marketing business. (4 Hours)

Presentation. A creative marketing campaign presentation using the skills learned in this class and influence from the case studies. (2 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 improve interaction between the client, third party contractors, employees and co-workers in the marketing business and to improve speaking ability for use in the marketing industry.

Intensive course | on the **first Monday** of every month starting from January 2014