

Marketing English Course, from Level B1

Here are possible topics for a Marketing English course:

Marketing & Advertising

Introduction to marketing and advertising Jobs and responsibilities
Corporate identity, logos
Branding, talking about job descriptions, Presenting your ideas

Finding the customer

Market research, Customer profiles, Data collection
A telephone survey, Giving and asking for opinions
Agreeing and disagreeing
Market research terms, asking questions, Writing reports

Planning a marketing strategy

The marketing plan, The five Ps
Pricing and positioning strategies Writing emails
Writing a positioning strategy, Giving a presentation

Creating ads

The AIDA model for advertising
Working with an ad agency, Advertising channels
Discussing an ad campaign, Giving feedback

Marketing tools

Distribution channels, Types of discounts, Types of retailers
Telemarketing
Direct marketing Telephoning – getting through, Writing to the customer (direct mailings)

Presenting your public face

Public relations, Websites as a marketing tool
Sponsoring, Effective press releases
Getting customer quotes
Writing a press release, Writing a holiday letter

Marketing through trade fairs

Giveaways, organizing events, Attending a trade fair
The language of trade fairs, Socializing
Reporting on a trade fair visit

Common European Framework of Reference for Languages (CEF)

ADVANCED LEVEL	C2	At the end of level C2 you can understand and use colloquial and idiomatic expressions and use the language for challenging, academic contexts both orally and in writing.
	C1	At the end of level C1, you can lead complex conversations spontaneously and effortlessly, understand technical articles and technical instructions, express yourself in written form clearly and precisely at an adequate language level.
INTERMEDIATE LEVEL	B2	At the end of level B2 you can follow longer contributions on abstract topics and understand news broadcasts. Orally you can communicate spontaneously and fluently and in writing you can comment on content personally and formally content.
	B1	At the end of level B1 you can understand the essentials of a discussion when clear standard language is used and when familiar, concrete content is used. You can cope with most everyday situations, report on experiences and justify opinions.
ELEMENTARY LEVEL	A2	At the end of level A2 you will be able to understand frequently used expressions, when it has to do with simple information about daily life such as shopping, work, and family. You can describe your circumstances and things in simple terms and describe everyday life.
	A1	At the end of level A1 you will be able to understand and use familiar expressions and simple sentences. You can introduce yourself, communicate information to persons and communicate in a simple way when a partner speaks slowly and is ready to help.