

Business English for Specific Needs – Marketing & Advertising

Period TBA

Instructor Information

Instructor

TBA

Email

info@viadolorosalanguage.com

Office Location & Hours

TBA

General Information

Description

This course is aimed at anyone who works in marketing and advertising. The course covers all the essential responsibilities of marketing and advertising departments. There is particular emphasis on the relevant: vocabulary and speaking skills needed to work efficiently in English. Telephoning, emailing, meetings are practiced, alongside the important vocabulary relating to branding, market research, advertising rates, direct marketing, and public relations.

Expectations and Goals

The programme is flexible and tailored to the specific personal/ organisational needs of each client. However, core subject areas for the Business English for Marketing & Advertising course will include:

- Finding customers
- Marketing strategies & tools
- Creating ads
- Trade fairs
- Improving customers experience
- Utilizing Internet
- Keeping customers
- Brand developing

Required Materials

Materials are customized with topics focusing on English for Marketing & Advertising.

Optional Materials

Other handouts for participants will be delivered to each during the meetings if necessary.

Course Schedule

| Lesson | Topic | Details |
|-----------|---|---|
| Lesson 1 | Introduction to Marketing & Advertising | Jobs and responsibilities, Corporate identity, Talking about Job Descriptions |
| Lesson 2 | Marketing Strategies pt. I | Holistic Approach to Marketing, Marketing in Challenging Times |
| Lesson 3 | Marketing Strategies pt. II | Marketing Plan, The Four Ps, Writing emails |
| Lesson 4 | Marketing Strategies pt. III | Pricing & Positioning Strategies, Writing positioning strategies, Giving short presentation |
| Lesson 5 | Brands pt. I | The Value of Brands, Developing a Brand Identity that Lasts, Logos |
| Lesson 6 | Brands pt. II | Turning Round a Brand Image, Improving Customer Experience |
| Lesson 7 | Creating Ads pt. I | The AIDA model for Advertising, working with an Ad Agency, Discussing an Ad campaign, Giving Feedback |
| Lesson 8 | Creating Ads pt. II | Advertising Channels, Internet Advertising, Global Advertising Campaign |
| Lesson 9 | Creating Ads pt. III | Sponsorship Deals for Promoting Brands, Viral Advertising Campaign |
| Lesson 10 | Marketing Tools pt. I | Distribution Channels, Types of Discount, Types of retailer |
| Lesson 11 | Marketing Tools pt. II | Telemarketing, Direct Marketing, Telephoning – Getting through, Writing to Customers (direct emailing) |
| Lesson 12 | Public Face Presentation pt. I | Public Relations, Websites as a Marketing Tool, Getting Customer Quotes, Writing Press Releases |
| Lesson 13 | Public Face Presentation pt. II | Sponsoring, Effective press releases, Writing a Holiday Letter |
| Lesson 14 | Marketing Through Trade Fairs | Giveaways, Organizing events, The Language of Trade Fairs, Socializing, Reporting on a Trade Fair Visit |
| FINAL | Tests | |
| Duration | | 120 mins / meeting |

Price & Other Details

| Program | Investment | Package price |
|---|---|--------------------------|
| BE – Insurance (min. 10 delegates) | IDR 4,500,0000 / delegate | IDR 45,000,000 / package |
| BE – Insurance (min. 14 delegates) | IDR 4,250,000 / delegate | IDR 59,500,000 / package |
| BE – Insurance (min. 16 delegates) | IDR 4,000,000 / delegate (max. 18 delegates) | IDR 64,000,000 / package |
| Materials | | Included |