

LAL Language Centres

English for Marketing



This course is for anyone who needs to develop the specialised language required for working in a marketing, advertising or public relations environment. Using authentic texts and analysing real companies, you will cover areas such as consumer behaviour, market research, branding, market trends, sales, digital marketing, negotiating with clients and suppliers, the language of persuasion, and making presentations.

Course content sample

- New product development and branding
- Defining the marketing objective
- Interpreting market research reports
- Marketing strategies
- Presenting the marketing budget
- Market segmentation
- International customer communications
- Adapting messages for new markets
- Presenting the marketing plan
- The language of positive and negative feedback
- Giving feedback on the marketing plan
- Public relations: creating the right message
- Public relations: damage limitation when things go wrong
- Market research
- Focus group discussions
- Explaining survey data
- Emotive language for copywriting

Lessons per week: 20 (15 hours)
Schedule: Mornings or afternoons
Class size max: 12 students
Course length: 2 weeks
Levels: B1+
Available in: Cape Town
Start dates (2017): 13 Feb, 17 Jul, 09 Oct