

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.

Available in:	Cape Town
Lessons per week:	20 lessons = 15 hours
Lesson length:	45 minutes
Lesson schedule:	Mornings or afternoons
Class size max:	12 students
Course length:	2 weeks
Starting dates 2017:	13 Feb, 17 Jul, 09 Oct
Levels:	B1 Intermediate and higher

SAMPLE TIMETABLE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
Topic: The role of marketing Describing what an organisation does Describing the role of marketing within an organisation	Topic: Marketing plans Outlining a marketing plan Carrying out a marketing audit / Using PESTEL, SWOT and Five Forces analysis	Topic: Market research Explaining research needs Formulating and explaining a market research plan	Topic: New product development (NPD) and branding Developing an idea into a concept Creating a brand	Topic: Digital marketing Digital marketing techniques Discussion of digital marketing objectives and tools Meeting role play: suggestions, agreeing and disagreeing
		BREAK		
Discussing marketing tasks using verb-noun collocations Explaining and giving examples: querying and giving examples	Planning and discussing the marketing mix Presenting the marketing budget Writing a marketing strategy	Market research techniques Describing a company's marketing problems How to moderate a discussion Focus group discussion	Analysis of a typical brief to a branding agency Analysis and discussion of key findings from a market research report Writing a brief for a brand identity	Positive and negative results of a digital marketing strategy How to write good web copy Using keywords Analysis: a travel guide website