



English for Marketing and Sales - B-4.30

2020

Entry Dates 2020			Duration: 2 to 4 weeks				
January	6, 20	April	14, 27	July	6, 20	October	12, 26
February	3, 17	May	11, 26	August	3, 17	November	9, 23
March	2, 16, 30	June	8, 22	September	1, 14, 28	December	7*

For groups, other dates can be arranged on request.

* 2 weeks only



30 lessons per week

including:

20 lessons of structured English language tuition and practice in Intensive Course G-1.20*

10 lessons in English for Marketing and Sales

This course is designed for:

- directors, executives and management staff
- marketing and sales personnel
- business consultants and advisers
- students of marketing and sales

The 10 specialised lessons cover the essential language used in areas such as:

- marketing and social media strategies
- sales promotion
- advertising
- product awareness and building communities
- marketing and sales presentations
- meetings, conferences and negotiations
- contracts and agreements
- market research, surveys and statistics
- forecasts and projections
- effective oral and written communication



Guest speaker/Educational Visit:

Guest speakers and educational visits will be arranged once every two weeks.

Additional study:

Homework (written assignments, preparation and revision) is an integral part of the course. We also recommend that some time should be devoted to additional study in the Multi-Media Learning Centre. An extensive selection of computer programs, listening materials, CD Roms, films and reference material is available for private use, including free access to the Internet. Wireless Internet Access is also available on campus.



* Course participants may elect to take their 20 lessons of general English language tuition in the Executive Centre (Course B-4.30E) with an average of 2 students (maximum 4) at extra cost. Full details are in the 2020 Prospectus on page 27.

Language level	: Intermediate to Advanced
Average group size	: General English: 10 (maximum 15) Specialised Tuition: 5 (maximum 8)
Minimum age	: 18 (no upper limit)
Further Information	: Please refer to our 2020 Prospectus for fees and other information.

Accredited by the

 for the teaching
 of English in the UK



A TYPICAL WEEK'S TIMETABLE

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This timetable gives an indication of a typical week's programme. The nature and sequence of the various activities will change from week to week, and the content of the programme may vary in accordance with the needs of the participants.

	Monday	Tuesday	Wednesday	Thursday	Friday
Lesson 1 0845 - 0930	Grammar Study: Introduction and Practice of a new Structure	Text Study: Development of Vocabulary and Usage	Grammar Study: Dialogue Building	Text Study: Development of Vocabulary and Usage	Grammar Study: Revision and Practice of Structures
Lesson 2 0930 - 1015	Development of Listening Skills	Grammar Study: Revision and Practice of Structures	Language Laboratory: Pronunciation and Intonation	Grammar Study: Introduction and Practice of a new Structure	Development of Reading Skills
1015 - 1045 1015 - 1030	Morning Break Personal Teacher available for consultation				
Lesson 3 1045 - 1130	Development of Reading Skills Using Authentic Material	Oral Practice: Colloquial Speech and Idiomatic Expression	Fluency Development: Student Present- ations on Video	Oral Practice: Situational Dialogues	Development of Listening Skills
Lesson 4 1130 - 1215	Activating Vocabulary	Follow-up Activities Including Reading and Writing	Analysis of Students' Recordings for Correction and Discussion	Development of Writing Skills: Guided Practice	Progress Test and Review
1215 - 1400 1330 - 1400	Lunch Break Multi-Media Learning Centre available				
Lesson 5 1400 - 1445*	The Language of Marketing: Sales and Advertising	Reading and Speaking: Marketing and Social Media Strategies	Fluency Development: Marketing and Sales Presentations	Vocabulary Extension: Describing Products and Services	Reading and Speaking: Analysis of Sales Negotiation Skills
Lesson 6 1445 - 1530*	Vocabulary and Discussion: Television Adverts	Integrated Skills: Sales Promotion and Telephoning Skills	Listening and Speaking: Market Research	Integrated Skills: The Language of Contracts and Agreements	Role-play and Oral Practice: Closing a Sale
1530 - 1630	Multi-Media Learning Centre available				

* **Specialised Programme** (These times may vary slightly and will be confirmed on the first day of your course)

Anglo-Continental, 29-35 Wimborne Road, Bournemouth BH2 6NA, England

Telephone:

National 01202 55 74 14
International (GB Code) +1202 55 74 14

Fax:

National 01202 55 61 56
International (GB Code) +1202 55 61 56

Email / Website:

english@anglo-continental.com
www.anglo-continental.com