

TEACHING ENGLISH FOR BUSINESS COMMUNICATION MARKETING AND SALES

Course for Teachers or self-study

Level: intermediate/upper-intermediate

Course duration: 30 hours

- Unit 1 Working with a New Client
- Unit 2 Setting up an Appointment with a Potential Client
- Unit 3 Company and Product/Service Presentation
- Unit 4 Bargain and Proposal
- Unit 5 Terms and Conditions
- Unit 6 Target Market: Product, Service, Brand
- Unit 7 Marketing Strategy
- Unit 8 Advertisement
- Unit 9 Successful Sales Presentation
- Unit 10 Sales Forecast

Audio materials

Answer Key for Teachers (TASKS)

Answer Key for Students (TASKS)

Marking Scheme