



 **B1 - B2**

Intermediate to Upper Intermediate
60 hours course

Cambridge English for Marketing

Cambridge English for Marketing is for intermediate to upper-intermediate level (B1-B2) learners of English who need to use English in a marketing environment. Learners will develop the special language and communication skills needed for a wide range of marketing-specific activities.

The Cambridge English for Marketing course is endorsed by the Chartered Institute of Marketing (CIM), this short course comprises of 10 units that uses practical tasks and realistic scenarios. Students practice carrying out marketing results using SWOT, PESTEL and Five Forces analyses; planning the marketing mix, preparing marketing campaigns; organizing events and exhibitions; and developing digital marketing strategies.

With all ten units of the book based around a case study, learners are motivated to improve being that it is related to real-life. This intermediate level course is the most practical for professionals working in the Marketing field.

Course Contents

Unit 1: The Role of Marketing

Describing your skills and qualifications.
Talking about what an organisation does.
Describing the role of mk within an organisation.
Identifying stakeholders.

Unit 2: Marketing Plan 1: Audit and Objective

Outlining a marketing plan.
Carrying out a mk audit and 3 types of analyses: a PESTEL, a SWOT and Five Forces analysis.
Setting marketing objectives.

Unit 3: Marketing Plan 2: Strategy and Tactics

Writing marketing strategy.
Planning and discussing the marketing mix.
Presenting the marketing budget.
Writing an executive summary.

Unit 4: International Customer Communications

Respecting differences in cultural attitudes and behaviours.
Summarising a meeting.
Describing a target market segment.
Adapting a message for a new market.
Presenting and giving feedback on concepts.

Unit 5: Market Research

Explaining research needs
Formulating and explaining a market research plan.
Moderating a focus group.
Writing survey questions; explaining survey data.

Unit 6: New Product Development (NPD) and Branding

Discussing possibilities in an idea generation meeting.
Developing an idea into a concept statement.
Creating a brand.
Writing a brief for a brand identity.

Unit 7: Product Launch and Promotion

Creating and presenting a marketing message.
Presenting the promotional mix.
Communicating effectively to internal stakeholders.
Planning and writing a press release.

Unit 8: Digital Marketing

Talking about results.
Making your point persuasively.
Discussing digital mk objectives and tools.
Writing good web copy.

Unit 9: Agencies and Suppliers

Responding to a request for information from a potential client.
Pitching informally to a potential client.
Choosing a supplier based on selection criteria.
Evaluating good copy.

Unit 10: Exhibitions and Events

Booking a stand at an event.
Dealing with a visitor to the stand.
Networking at a social event.
Writing a follow-up email.

