



Inglés para profesionales:

/ VENTAS Y MARKETING

**/ Método educativo
progresivo y natural.**

**/ Recursos educativos
adicionales de gran
valor que sirven de
apoyo a las lecciones.**

**/ Un entorno virtual
que integra las últimas
tendencias tecnológicas
aplicadas a los cursos
de idiomas.**

/EL CURSO

En este curso se proporciona al alumno una amplia práctica en el área de ventas y marketing del inglés comercial. Los alumnos aprenden a negociar, a hacer presentaciones referidas a tablas y gráficos, a tratar con clientes, así como a analizar datos y el lenguaje de la prensa comercial.

Los distintos campos léxicos se presentan a través de una práctica más libre en simulaciones, llamadas telefónicas y conversación general; animando al alumno a recurrir a su experiencia personal para dar una práctica significativa y contextual.

En este curso también se presentan estructuras gramaticales simples y más complejas, como los verbos modales para especular y otras expresiones utilizadas para hacer sugerencias. A lo largo del curso se hace hincapié en la independencia del alumno a través de la exposición al uso correcto de la lengua meta con atención a las situaciones prácticas y el uso de modismos y phrasal verbs.

Además, el alumno aprende vocabulario relacionado con las ferias y las campañas de marketing, así como vocabulario relacionado con el ámbito de la publicidad en Internet y el lenguaje de las campañas de mercado en contexto para describir los efectos de las nuevas tecnologías en diferentes medios de comunicación como la televisión, la radio o Internet.

Duración y lecciones del curso:

/ 12 lecciones

/ 30 horas lectivas



Tecnología que mejora el **autoaprendizaje del Inglés:**



Reconocimiento por voz



Audios MP3 descargables



Videos con Story Telling



Test de nivel por destrezas



Grupos de conversación



Certificado de aprovechamiento

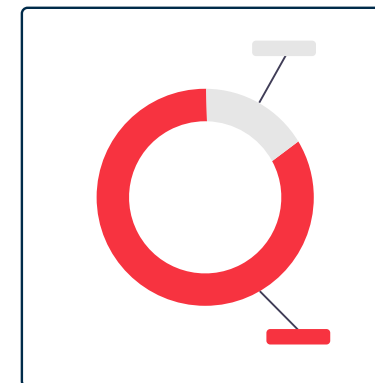
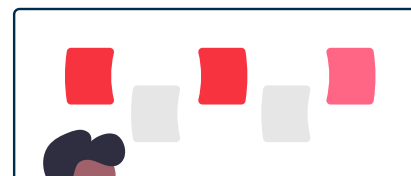


Para todos los dispositivos



Speaking, reading, listening, writing

Nuestros cursos online de inglés incorporan las **últimas tecnologías** para el autoaprendizaje. Tenemos cursos para todos los niveles del Marco Común Europeo de Referencia.



/Sales and Marketing

1- A trade fair – Watch out for your competitors (British version):

In this lesson the student will learn about how to set up a stand at a trade fair and how competitors react to the company's product campaign.

-In addition the student will practice the vocabulary related to this topic, which presents and consolidates the language of trade fairs and marketing stands, pros and cons, deciding tasks and responsibilities, standard procedure at trade fairs and unique selling points for the products they market and sell, in context using everyday language of definition and clarification.

You've got mail:

-In this section the student will answer the spoken questions the tutor has prepared and plan and write an email following the tutor's written instructions.
-The tutor will give feedback on this work.

2- A trade fair – Watch out for your competitors (American version):

-This lesson will show the learner how a group of trade fair staff discuss positioning and setting up their stand and planning their work at a trade fair.

-The student will listen and watch the staff discuss issues connected with law, product protection and security.

-The learner will see and understand the reaction to a complicated situation that requires calling security for help.

-The student will dub and record the talent of choice in the movie to practice intonation, stress and pronunciation. In this way the student will be involved in a real life dialogue that improves intonation and emphasis.

-The vocabulary in this unit presents and consolidates the language of trade fairs and marketing stands, pros and cons, deciding tasks and responsibilities, standard procedure at trade fairs and unique selling points for the products they market and sell in context, using everyday language of definition and clarification.

-At the end of the lesson the learner completes the tests to see what was learned from the unit with different activities that match images, useful words and expressions.

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3- Presenting a company:

-An introduction to the language of presentations, referring to graphics and charts.

-Listen to an example of a short presentation.

-Guided speaking practice: presenting a small company using given information..

4- Dealing with clients:

-Extended speaking practice. Making and dealing with complaints over the telephone.

-Making suggestions: We could..., how about...? What if...?

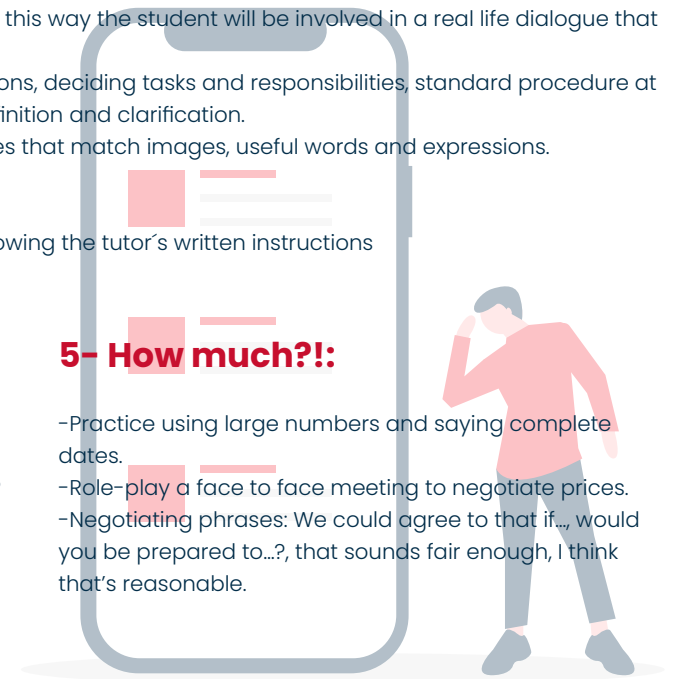
-Apologising: I'm terribly sorry, I'm afraid, I agree, I see your point.

5- How much?!:

-Practice using large numbers and saying complete dates.

-Role-play a face to face meeting to negotiate prices.

-Negotiating phrases: We could agree to that if..., would you be prepared to...?, that sounds fair enough, I think that's reasonable.



/Sales and Marketing

6- Contracting services (British version):

- In this lesson the student will learn how companies out-source to provide more efficient services for their business.
- In addition the student will practice this vocabulary to make offers and ask for and provide prices for products and services.

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7- Contracting services (American version):

- In this lesson the student will watch a real life situation where a team of people at work decide their needs and negotiate appropriate deals to find the right price for the services they want.
- The learner will watch them make offers and counter offers and use the existing relationships they have with suppliers to find the best deal.
- The student will dub and record the talent of choice in the movie to practice intonation, stress and pronunciation. In this way the student will be involved in a real life situation that improves intonation and practices understanding.
- This lesson extends and consolidates the language of discussing options, making offers and counter offers, budgeting, deciding conditions and negotiating payment and contract terms in context using everyday language related to pricing and terms of deals.
- At the end of the lesson the learner completes the tests to see what was learned from the unit with different activities that match images, useful words and expressions.

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8- Would you buy it?:

- Talking about advertising and using modal verbs to speculate about the product: could be, may be, might be and must be.
- Interpreting advertising language, giving reasons and opinions.

9- Just a click away:

- Discussing the positive and negative aspects of e-commerce and describing how to buy something on the internet.
- Vocabulary: secure payments, sign in/out, refund, to send something back, P&P, shopping basket, checkout, feedback.

10- Signposting:

- How to guide an audience through a presentation.
- Speaking practice: referring to charts and graphs, ordering and structuring a short talk from given information.



/Sales and Marketing

11- The right media to promote your business (British version):

-In this lesson students will learn about the different mediums available to advertise a business and the pros and cons of each.

-In addition the student will learn vocabulary related to marketing that includes the area of internet advertising and presents and practices the language of market campaigning in context to describe the effect of new technology on different medias such as television, radio or the internet.

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12- Contracting services (American version):

-In this lesson the student will hear a marketing team discuss the success of a current campaign where the uses of new tendencies and new media are compared and contrasted to existing kinds.

-The learner will hear descriptions and definitions of commonplace marketing tools and techniques and arguments for and against them.

-The student will dub and record the talent of choice in the movie to practice intonation, stress and pronunciation. In this way the student will be involved in a real life situation that improves intonation and practices understanding.

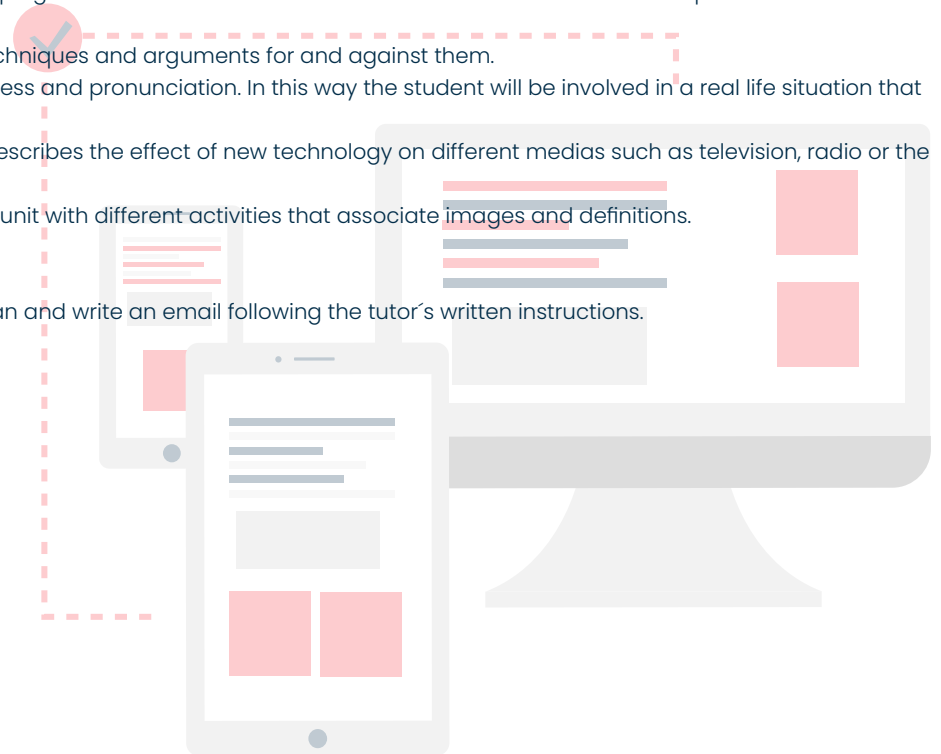
-This lesson presents and practices the language of market campaigning in context and describes the effect of new technology on different medias such as television, radio or the internet.

-At the end of the lesson the learner completes the tests to see what was learned from the unit with different activities that associate images and definitions.

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-The tutor will give feedback on this work.





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