

Map of the course

Topic: International marketing	Lesson	Focus	Language	Input: Reading / Listening	Output: Speaking / Writing
Unit 1: Market entry strategies	1.1 Theory	An overview of market entry strategies	Market entry terms and concepts	Interview with Dr Dennis De, ESB Business School / <i>An Introduction to International Marketing</i> by Keith Lewis and Matthew Housden, University of Greenwich	Select an appropriate market entry strategy for a private university
	1.2 Practice / Case study	Entering the global market	Adding emphasis to explanations	<i>Quintessentially Group</i> Interview with Paul Drummond, Co-founder and Group Commercial Director	Select a franchise partner in a new country market
	1.3 Skills	Brainstorming	Strategies for moving discussions forward	Recording of a management training session on brainstorming	Brainstorm a new brand slogan
Unit 2: Standardisation and differentiation	2.1 Theory	Different approaches to international marketing	Word formations and word partnerships	Two perspectives on international marketing – Dr Marieke de Mooij, University of Navarra and Dr Jim Blythe, University of Glamorgan	Adapt advertisements to fit different cultures
	2.2 Practice / Case study	Standardisation and differentiation of a product in different markets	Language to describe brands, products and markets	<i>Piaggio Vietnam</i> interview with Costantino Sambuy, CEO	Decide where to position a brand in a specific market
	2.3 Skills	Time management	The language of time management	Extract of a lecture by Randy Pausch, Virginia University / meeting extract to discuss time management at an IT company	Advise an employee on better time management

▶◀ Watch Sequence 1 on the DVD to find out more about International marketing.

Writing 1	Writing notes for presentation slides	Create effective notes for presentations	Language for preparing presentation slides	Presentation materials from Eye to Eye Television	Prepare and deliver a welcome presentation
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Topic: Competition and entrepreneurship	Lesson	Focus	Language	Input: Reading/Listening	Output: Speaking/Writing
Unit 3: Competition within industries	3.1 Theory	Porter's Five Forces Theory of Competition	Different ways of making comparisons	Interview with Dr Alex Muresan, London Metropolitan University	Analyse and present an industry's competitive forces
	3.2 Practice / Case study	Competition within an industry	Noun phrases	<i>The UK budget hotel industry</i> article from <i>Daily Mail</i>	Present a hotel chain to potential investors
	3.3 Skills	Making a sales pitch	Persuasive language	Extract from a sales presentation by <i>Bizantra</i>	Make a persuasive e-presentation of a product or service
Unit 4: Entrepreneurship	4.1 Theory	Ways of fostering entrepreneurship	Language for giving informal advice	Interview with Dr Shai Vyakarnam, Cambridge Judge Business School, University of Cambridge	Propose a project to foster entrepreneurship in schools
	4.2 Practice / Case study	Entrepreneurship in action	Quantifying data	<i>Jack Ma (Alibaba)</i> Extract from <i>The Inside Story Behind Jack Ma and the Creation of the World's Biggest Online Marketplace</i>	Explore ideas for starting a business in China
	4.3 Skills	Collaborative and aggressive negotiation strategies	Negotiating language	Extract from a negotiation between a manufacturer and a supplier	Negotiate on price

▶◀ Watch Sequence 2 on the DVD to find out more about Competition and entrepreneurship.

Writing 2	Business plan and executive summary	The structure of a business plan	Key features of an executive summary	Advice on writing a business plan from <i>Royal Bank of Canada</i>	Write an outline business plan
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1.3 Skills: Brainstorming

Learning outcomes

- Understand key principles for running brainstorming sessions.
- Use fluent pronunciation features to keep discussions moving.
- Use brainstorming techniques to create a brand slogan.

Introduction

1 Brainstorming is usually done in groups and is a creative approach to problem-solving using a variety of techniques in a relaxed, informal and fun environment. Read the following stages of a brainstorming session and put them in the correct order.

- 1 Select the most promising ideas
- 2 Clearly present or explore the problem
- 3 Plan how to implement ideas
- 4 Do an icebreaker (optional depending on group)
- 5 Use lateral-thinking techniques to generate ideas

2 An 'icebreaker' is generally a short 5–10 minute activity. It can have many purposes including energising the group and helping people get to know each other. In small groups, take one of these three everyday objects – a pen, a key or a coin – and place it on the table in front of you. Now brainstorm as many uses of this object as possible in two minutes. The winning team is the one that generates the most uses for this object.

Listening 1: Principles of running a classic brainstorming session



1.06

Listen to a training manager teaching other managers in a company how to run brainstorming sessions in their work teams. Answer the questions below.

1 Which of the following guidelines does the manager mention for running a brainstorming session?

- 1 You need a facilitator who clearly presents the problem.
- 2 Get contributions from everyone present.
- 3 Keep atmosphere fun, lively and informal.
- 4 You need a 'scribe' to record people's ideas.
- 5 You need a whiteboard or flipchart and marker pens.
- 6 Build on other people's ideas.
- 7 No premature evaluation (no prejudging or criticising people's ideas).
- 8 'Anything goes' approach (all ideas accepted).
- 9 Encourage unusual or 'crazy' ideas.
- 10 Quantity breeds quality (the more ideas, the better).
- 11 Set a time limit.
- 12 If possible, run the session away from the office.



2 Discuss the following questions.

- 1 The manager uses a sporting metaphor from the world of wrestling, 'no holds barred', which means without restrictions or rules. Which guideline does this refer to?
- 2 The manager mentions that after the initial brainstorming phase, there is a 'selective phase'. What do you think people do in this phase?
- 3 Which of these brainstorming guidelines did you follow when you did your icebreaker mini-brainstorming session?

Listening 2: A problematic brainstorming session



1.07

1 Listen to an office manager setting up a staff brainstorming session for travel consultants working for a tour operator. What is the aim of this session?

2 Listen again. What is wrong with the way this brainstorming session is being set up? Discuss with a partner and look at the audio script below if necessary.

Audio script

1.07

Manager: ... that's the situation. Erm, what I'd like to do is now if maybe ... if you can kind of work in groups or perhaps two or three of you on the ... on the flipchart. List down reasons why you think that we need to be consistent with the way we deal with customer enquiries. Anything that goes through your head, such as the need to follow a company standard. Also, remember the customer feedback was that we are inconsistent in answering calls. That was particularly ...