

Title : Business correspondence and marketing

Subject Area: Economics

Topic Focus: Business correspondence/Advertising/ marketing/contracts

Level: B1 3LES

Time: 4/5 hours

Learning Aims and outcomes:

- to be able to communicate using a business language
- to understand the role of the buyer and the seller
- to be aware of the power of marketing
- think critically about purchases
- debate and write about

Cognitive skills:

- Lots (identifying, defining, classifying, remembering)
- Hots (reasoning, creating)

Language skills:

BICS (negotiating)

CALP (making a presentation)

Reading (interpreting info, scanning for specific info, researching)

Listening comprehension (listening to understand specific information)

Writing (taking notes, writing an an email, creative writing)

Speaking (discussing, agreeing or disagreeing, reporting)

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BUSINESS CORRESPONDENCE AND MARKETING

1. Form four groups and look at the picture(s).



NIKKOLETTE'S MACARONS ARE MADE WITH GLUTEN FREE INGREDIENTS
Keep macarons refrigerated, serve at room temperature

 DARK CHOCOLATE dark chocolate ganache	 VANILLA vanilla white chocolate ganache	 RASPBERRY raspberry white chocolate ganache	 PISTACHIO pistachio white chocolate ganache
 ORANGE orange orange ganache	 PASSION FRUIT passion fruit ganache	 SALTED CARAMEL, CAPPUCCINO caramel white chocolate ganache	 LEMON lemon white chocolate ganache
 STRAWBERRY & VANILLA strawberry vanilla cream and butter	 BANANA banana cream and butter	 BLUEBERRY CHEESECAKE blueberry cream cheese filling	 PEANUT BUTTER peanut butter ganache



Write your answer on a paper sheet:

Do you like these things?

Where would you buy them?

Who would you contact to purchase them and/or to get more information?

What would you ask? (e.g. price, size,)

Remember: These “special” questions are called INQUIRY ... And your answer is called REPLY!

Remember: if you **buy** - or purchase - something you are a **B_ _ _ _**, or a CUSTOMER.

2. Now exchange your answers with another group and answer the following questions:

Remember: if you **sell** something you are a **S_ _ _ _**, or a **SUPPLIER**.

The other group's sheet contains an inquiry for one or more of the objects represented in the pictures.

What characteristics are indicated?

Let's recollect some ideas



Which words do you already know?

For any help look at the enclosed word list.

3. Complete the text with the words in the box

supplier	delivery	offer	contact	e-mail	sell	enquiry
		order	buy	telephone	discount	

Tom wants to _____ new summer shoes for his shoe shop. So he looks for a good _____ and he decides to _____ Jerry, who produces and _____ wonderful and coloured shoes and sandals. He calls him by _____ to have some information, but Jerry is out of office, so Tom sends him an _____ to ask for a catalogue.

When Jerry comes back to his office, he reads Tom's _____ and replies sending him his _____ together with the new catalogue with the new collection. In the offer he indicates the sale _____; he offers a special 20% _____ if Tom places a minimum _____ of 100 pairs of shoes. The _____ can be made within 10 days.

Tom is really satisfied when he reads Jerry's proposal and sends his order.

Remember: the agreement stipulated between the buyer and the seller is called

C _ _ _ _ _

4. Watch this video about commercial correspondence:

<http://multidict.net/wordlink/?navsize=1&sl=en&url=http://multidict.net/clilstore/page.php?id=1859>

5. Now it's your turn!

SUPERWATCH 2000

INFO CHART

PRICE: £ 98.00

DISCOUNT:

- **old customers**
usual discount
for orders of over
10 pieces
- **new customers**
no discount



AVAILABILITY:
only from next month

DELIVERY TIMES:
one week from order

Antonia Baldin calls Ben Davis to enquire about a watch. Read the instructions and act out the dialogue.

Antonia Baldin: ask for the price of SuperWatch 2000. You want to know whether you can have your usual 15% discount. You would like to send an order of 20b pieces immediately, so ask whether the product is available and when it can be delivered. Accept the delivery date. You are going to send the order by e-mail. Remember that the goods have to be shipped by courier as usual.

Ben Davis: Look at the info chart about SuperWatch 2000 and answer the customer's enquiries. Confirm the requested shipping way.

MARKETING

1. Form four groups and look at the picture(s)





Write your answer on a paper sheet:

What can you see on the pictures? Do you like these things?

What attracts you? Do you recognize the products? Why?

2. Look at the word cloud



What are the most important words? Mark them in the cloud

Express your opinion.....what is marketing? What is its purpose?

For help look at the enclosed word list.

4. Watch this video about

<https://www.youtube.com/watch?v=i1xz5Kv-7VY>

As you have seen, four main factors are involved in marketing a product: match each one with its most important characteristics:

Category	Main features
Place	Its most important characteristics are type, design, quality, size, packaging and name. The brand is the unique name of a product, which makes it different from other products. Brand products are usually more expensive than unbranded ones.
Product	It is determined taking in consideration three main elements: the costs of manufacturing and selling the product, the prices charged by the competitors for similar products and market research to find out what the potential buyers are prepared to buy.
Promotion	It gives the customer information about the product. There are different methods of promoting products, such as advertising (on magazines, TV, etc), sales promotion (discounts, special offers, ...) sponsorship, trade fairs ...
Price	Companies must carefully choose the right channel of distribution to make sure that the products are in the right place, at the right time to be bought by customers.

And now It's your turn!

You have acquired some useful marketing instruments, so now you can develop your marketing competence!

Promote "your" product with the most appropriate marketing strategies: who will be not tempted to buy it???





Glossary

- Billboard** *a flat surface on which large advertisements or notices are posted*
- Brand** *a type of product made by a particular company*
- Buyer** *a person who buys; a purchaser*
- Contract** *an agreement between two or more parties for the doing or not doing of something specified; an agreement enforceable by law*
- Customer** *A person or an organization that buys sth from a shop or business; a person who purchases goods or services from another*
- Delivery** *a shipment of goods from the seller to the buyer*
- Discount** *an amount deducted from the usual list price; a reduction in price*
- Enquiry** *a request for information*
- Incoterms** *The Incoterms rules or International Commercial Terms are a series of pre-defined commercial terms published by the International Chamber of Commerce (ICC). They are widely used in International commercial transactions or procurement processes. A series of three-letter trade terms related to common contractual sales practices, the Incoterms rules are intended primarily to clearly communicate the tasks, costs, and risks associated with the transportation and delivery of goods.*
- Invoice** *a bill, typically listing the goods sold or services provided, along with prices, the total charge, and the terms.*
- Label** *a piece of paper etc..that is attached to sth and that gives information about it; a flat surface on which large advertisements or notices are posted*

Launch	<i>to make a product available to the public for the first time</i>
Leaflet	<i>a printed sheet of paper or a few printed pages that are given free to advertise or give information about sth</i>
Negotiation	<i>formal discussion between people who are trying to reach an agreement</i>
Offer	<i>to present or provide, as for sale</i>
Order	<i>a request to make or supply goods</i>
Penalty	<i>punishment for breaking a law, rule or contract</i>
Product	<i>all the goods or services that a company produces; a thing that is grown or produced, usually for sale</i>
Reply	<i>an answer given in words or writing</i>
Seller	<i>a person who sells sth</i>
Supplier	<i>a person or company that provides with goods</i>
Terms	<i>conditions that people offer, demand or accept, when they make an agreement or a contract</i>
Warranty	<i>a written agreement in which a company selling sth promises to repair or replace it if there is a problem within a particular period of time</i>

Griglia valutazione CLIL

CRITERI	4. ECCELLENTE	3. BUONO	2. SUFFICIENTE	1. INSUFFICIENTE
USO DEI TERMINI/ LANGUAGE (bics and calp)	Tutti i nuovi termini sono utilizzati in modo appropriato in frasi semplici	Alcuni nuovi termini sono utilizzati in modo appropriato in frasi semplici	Si usa un linguaggio semplice	Le capacità comunicative non sono adeguate
CAPACITA' DI LAVORARE IN GRUPPO/CREATIVITA'	Lo studente si comporta costantemente come buon membro del gruppo, mostrando iniziativa, organizzando le attività e sostenendo tutti gli altri membri del gruppo	Lo studente si comporta spesso come buon membro del gruppo, mostrando iniziativa, organizzando le attività e sostenendo tutti gli altri membri del gruppo	Lo studente si comporta a volte come buon membro del gruppo, mostrando iniziativa, organizzando le attività e sostenendo tutti gli altri membri del GRUPPO	Lo studente riconosce l'appartenenza al gruppo ma si impegna poco per contribuire a realizzare il successo di gruppo
CONTENT/ CONTENUTO DISCIPLINARE	Ha acquisito tutti i concetti di base relativi all'argomento	Ha acquisito quasi tutti i concetti di base relativi all'argomento	Ha acquisito buona parte dei concetti di base relativi all'argomento	Ha acquisito pochi concetti di base relativi all'argomento