

Public Relations (Business)

In the advanced section of the course the learner is provided with extensive practice in more complex areas of business English such as negotiations, presentations, analyzing data and the business press.

The various lexical fields are presented through freer practice in simulations, telephone calls and general conversation; encouraging the student to draw from personal experience to give meaningful, contextual practice.

More complex structures such as the second conditional, narrative tenses and future forms are used to carry out tasks such as giving presentations, dealing with clients and expressing opinions. Throughout the course the emphasis is on learner independence through exposure to the correct usage of the target language with attention to practical situations and the use of idioms and phrasal verbs.

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1 **Consultant**

Discuss the role of consultants and their place in modern companies.

Vocabulary: chain of command, to be in charge of/responsible for, to lead a team, give advice, efficiency, motivation, productivity, suggest solutions

Speaking practice: play the part of a consultant giving advice using should and must.

2 **Choosing a conference venue**

Expressing preferences: far better/worse than, way too+ adj...

Comparing venues and facilities in a role-play about two different conference centres.

Talking about consequences using the first conditional.

3 **Business news**

An introduction to the language of business journalism.

Practice predicting the content of news stories from the headline and re-phrasing the content of a story.

4 **Would you buy it?**

5 **Just a click away**

6 **Telecommuting**

Discussing the advantages and disadvantages of working from home.

Vocabulary: web camera, commuting, self-discipline, telepresence, teleworking, data base, paper free.

Giving one's personal opinion: in my opinion, some people aren't aware that..., it has to be said.

7 **A difficult task**

Dealing with sensitive issues at work. Expressing opinions and ideas about possible causes and the effect the illustrated problems can have on a company.

Vocabulary: Health & safety, bullying, harassment, discrimination, absenteeism, to address a problem, to speak freely.

8 **Times have changed**

Speaking practice to express changes that have occurred in the business world over the last 25 years.

Talking about different marketing techniques that are available today: B2b, B2c.

9 **Takeovers and mergers**

Defining and describing the different ways that two companies can join.

Vocabulary: merger, takeover, joint venture, restructuring, conglomerate, white knight, takeover bid, hostile/friendly takeover, predators, prey, poison pill, raid.

10 **AGM**

Reasons for holding an AGM and the typical procedure for organizing an AGM.

Common business abbreviations and acronyms.

Controlled speaking practice: reading from given information about a typical AGM.

11 **The right media to promote your business**