

# INGLÉS COMERCIAL B2



## DURACIÓN

200 horas (2 meses)



## METODOLOGÍA

Formación online a través de plataforma



## PRECIO

Gratuito



## REQUISITOS FINALIZACIÓN

- Visualización: + 75% contenidos en plataforma
- Evaluación final: Realizar prueba



## TITULACIÓN OBTENIDA

Diploma acreditativo



## OBJETIVOS

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.



# Programa

## **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.

## **2.- A TRADE FAIR - WATCH OUT FOR YOUR COMPETITORS.**

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.

## **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.

## **6.- GETTING CONNECTED - CONTRACTING SERVICES.**

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.

## **7.- GETTING CONNECTED - 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.

## **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.

## **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.

## **12.- THE RIGHT MEDIA TO PROMOTE YOUR BUSINESS.**

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.

## **- FINAL TEST.**

