

Progress Lesson

- Final

Complete two out of the three following tasks. If you have time, you may complete all three.

Lesson flow

0-10 min: Mark level up written test

10-30 min: Complete 2-3 of the tasks below

30-40 min: Provide assessment and feedback for the student

Task 1

You receive a phone call in English, but the person who the caller wants to speak to is out of the office. Take a message and be sure to get the following information:

1. The caller's name
2. Who they want to talk to
3. What it is regarding
4. What their message is
5. What actions are required

Task 2

You and your partner work in the marketing department of a domestic luxury goods retailer. Hold a meeting to decide the marketing plan for the launch of your new range of fragrances. You should decide:

1. What channels to sell the products through
2. How to price the product
3. What promotion to run
4. If you need a celebrity endorsement
5. What kind of launch event to hold

Task 3

As a sales representative for your company you are trying to sell your latest product to your partner. Try to persuade them to buy it by listing;

1. What it is and what it is made from
2. Some adjectives to describe it
3. Its size and weight
4. Its functions
5. Why it is better than competing models