

# English for Sport Marketing

## Goals of this course unit

- *Develop general English comprehension and expression skills (reading, writing, listening & speaking).*
- *Acquire specific technical vocabulary related to marketing and sport*

# Themes

- Branding
- Market research
- Advertising (Marketing distribution tools)
- Business Meetings and Communication

# Evaluation

## Continuous assessment

- Oral presentation
- Written/ listening test

Attendance – should be regular, please justify absences. Pas de rattrapage for oral presentations or tests without justification

# Oral presentation 10-15'

Give an oral presentation in English on:

- a) The brand endorsements and public image of a sports personality
- b) The advertising and media campaign of a sports product or sporting event.

Work with a partner, each student should speak for 5' minimum

# Oral presentation

- **Speak clearly and slowly** from notes – **do not read a written text/ read from slides**
- **Format** – PowerPoint. Don't put too much information on the slides (titles, vocabulary, photos, short videos) they are to help you present the talk and for the other students to follow you.

# Oral presentation

## **Evaluation –**

- a) content quality and presentation plan
- b) quality of your English (grammar, pronunciation, vocabulary)
- c) quality of communication

# Oral presentation

**Preparation** – research specialist vocabulary, you should explain difficult key words during your talk to help the other students. Check your pronunciation and spelling, use monolingual and bilingual online dictionaries, for example:

**Oxford learner's dictionary**

<http://www.oxfordlearnersdictionaries.com>

**Collins Reverso**

<http://dictionary.reverso.net/english-french/>

# Oral presentation

- **Questions/ group participation** – ask the group 3-5 questions (not too easy) about your talk. Students will get “bonus” marks for active participation.
- **Documentation** – work directly in English, don't translate from French, this is a waste of time and results in low quality work which is often incomprehensible.



# Written test

- Written comprehension and expression exercises related to the themes studied
- Time: 45 '

# Calendar

- **Oral presentations start week 3 (4 students/week)**
- **Written test week 4**

A few websites to help you practice your English!

- **BBC learning English** – website and app for your phone
- **VOA** (voice of America) **learning English** – website and app
- **TEDS** talks conferences on all subjects
- **BBC sports** website and app

# Certification for your CV

- TOEIC = Test of English for International Communication
- Get in touch with Mrs Bastide for more details if you're interested!

## Interviews & self-assessment

– speak, listen, write ...

**Interview a partner IN ENGLISH, you can take notes about their answers but do not write down complete sentences**

**a) Discuss the following questions**

- « Catch up » Find out what your partner has been doing over the summer.
- What sports are you interested in? (playing or watching)
- What do you imagine you will be doing in 5 years time?
- What do you do to practice your English?
- How do you estimate your level of English? (use the chart given to you by the teacher, you may give different levels for different skills e.g. B2 comprehension, B1 expression).

**b) Write a paragraph** about your partner based on his/her answers to the questions. Give your estimated level of English (you can also ask your partner to give their opinion about this. **GIVE YOUR WRITTEN WORK TO THE TEACHER ON PAPER**