



e3comms BUSINESS ENGLISH COURSE SYLLABUS

Course Syllabus – Sales & Marketing Module

Lesson Nr.	Topic	Content/Context	Overall and Subsidiary Aims of Class
1	People	The workplace	Assess participants' oral skills in English; making introductions; creating a friendly and comfortable learning environment; providing course syllabus and relevant information; introducing the general theme of management within the organization
2/3	Companies	Describing and presenting companies	Review and expand students' knowledge and English language skills around the general topic of companies and brands
4/5	Buying and Selling	Doing business	Review and expand students' knowledge and English language skills around the general topics of negotiating, product management and advertising
6/7	Cultures	The global market	Review and expand students' knowledge and English language skills around the general topic of international business and exporting to foreign countries
8/9	Advertising	Elements of Marketing	Review and expand students' knowledge and English language skills around the general topic of good and bad advertising
10/11	Communication	Cross-functional and cross-departmental communication within the organization	Review and expand students' knowledge and English language skills around the general topic of internal and external communication
12/13	Jobs	Roles and responsibilities within the organization	Review and expand students' knowledge and English language skills around the general topic of professional networking and business development
14/15	Leadership	Personal qualities of good leaders/role models in the workplace	Review and expand students' knowledge and English language skills around the general topic of leadership and personal qualities that aid performance in the workplace
16	Change	Attitudes to change	Review and expand students' knowledge and English language skills around the general topic of change

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