

Veranstalter	Annette Deutschendorf
Thema	Iconic Brands and Institutions
Art der Veranstaltung	Wirtschaftsenglisch B [ENG-16, AA-W]
Veranstaltungsnummer	53-637
Zeit	2st. Mo 12-14
Raum	Phil 1263
Beginn	13. Oktober 2014

Course description:

In this seminar we are going to look at iconic brands and institutions (like hospitals or hotels) that are embedded in popular memory, at what put them at the top of their category and at the way they built a brand image that transcends their functional benefits.

We can all list brands like Coca Cola that intuitively qualify as 'iconic' – but what defines this status? We will begin by exploring criteria that have been suggested for distinguishing these brands from brands that are 'just' popular or doing well. Presentation teams (or individual presenters) will present the story behind an iconic brand or institution. Ideally, this brand should be related to your professional background. The development of iconic brands is closely related to the sociocultural context of their time – there may be some really interesting insights here!

You will be asked to decide on a brand/institution you'd like to research in depth at the beginning of the course (pick from a list or suggest one). Presentations will be videotaped to enable you to benefit even more from our feedback. These presentation sessions will alternate with language workshops filled with language practice activities to help you expand your vocabulary as well as work on your language correctness.

Reading assignments and short writing tasks will be set as homework to provide further language practice.

The seminar is mainly aimed at students of "Lehramt Oberstufe Berufliche Schulen" with English as a subject and at IAA students who wish to work on their business English skills.

Participants from other departments with good language skills and an interest in the topic are welcome. You should have, for example, completed an "Englisch-Leistungskurs" with good or excellent results.

Course requirements:

- This seminar can be taken in the same term as Business English A.
- presentation + handout, handout to be handed in before the presentation
- regular attendance and active participation (discussions, homework)
- end-of-term exam

Sprechstunde während der Vorlesungszeit:	Montags 16-17 Uhr, Phil 1151
Sprechstunden während der vorlesungsfreien Zeit:	Nach Vereinbarung per e-mail