

<b>Veranstalter</b>	<b>Annette Deutschendorf</b>
<b>Thema</b>	<b>Studying and Teaching Customer-oriented Communication</b>
<b>Art der Veranstaltung</b>	<b>Wirtschaftsenglisch E</b> [ENG-22]
<b>Veranstaltungsnummer</b>	<b>53-645</b>
<b>Zeit</b>	<b>2st., Fr. 10-12 Uhr</b>
<b>Raum</b>	<b>Phil 701</b>
<b>Beginn</b>	<b>13. April 2012</b>

**Course description:**

Few, if any, companies can afford to lose customers because of communication errors.

In this course we will try to develop teaching materials for customer-oriented communication in emails, phone calls, meetings etc. Of course, we also need to familiarize ourselves with the main ideas on the topic as we work on the materials.

Materials could be, for example, a role play task, a text with exercises, a worksheet to use with a film clip or a listening comprehension exercise. You are welcome to pick authentic materials related to your professional background or the school where you are doing your Kernpraktikum. We are also going to try some of the tools you can find on the Internet to make our materials more appealing to students at schools (and which can perhaps help us teachers to use our time more effectively).

**Course requirements:**

- This course is open to Master students (Lehramt Berufliche Schulen)
- Regular attendance and active participation

Sprechstunde während der Vorlesungszeit:	Montag, 16-17 Uhr, Phil 1157
Sprechstunden während der vorlesungsfreien Zeit:	Nach Vereinbarung per e-mail