

Veranstalter	Annette Deutschendorf
Thema	Iconic Brands and their Marketing Strategies
Art der Veranstaltung	Business English/English for other occupational purposes B [LAA17, AA-W, AA-WB]
Veranstaltungsnummer	53-637
Zeit	2st. Di 14-16
Raum	siehe Stine Eintrag
Beginn	15. Oktober 2019

Course description:

In this seminar we are going to look at iconic brands from English-speaking countries that are embedded in popular memory, at what put them at the top of their category and at the marketing strategies they used to build 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 from an English-speaking country. The development of iconic brands is closely related to the sociocultural context of their time – there may be some interesting insights here!

Presentations will be recorded to enable you to benefit even more from our feedback. Presentation sessions will alternate with sessions aimed at developing your writing skills to provide knowledge and skills for the essay that you are expected to write at the end of the course.

Reading assignments and other tasks will be set as homework to provide further input and language practice.

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

ERASMUS students: Please note that a high B2 level is expected for this course

Course requirements:

- LAB students: You need to have completed module LAA 4 (IELS + Oral Performance and Study Skills). It is strongly recommended that you take the A-course before taking this course, which is more demanding in terms of reading and writing skills.
- presentation + handout, handout to be submitted before the presentation
- regular attendance and active participation (discussions, homework)
- end-of-term essay (ca. 2000 words), on a brand related to your specialization ('Berufsfach') in the case of LAB students

Sprechstunde während der Vorlesungszeit:	nach Vereinbarung per email
Sprechstunden während der vorlesungsfreien Zeit:	Nach Vereinbarung per e-mail