

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	digital via Agora und MS Teams
Beginn	3. November 2020

Course description:

In this class we are going to look at iconic brands from English-speaking countries and why they 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 will start with an introductory unit that provides the theoretical input you should base your presentation and essay on.

Each participant will be asked to present the story behind an iconic brand from an English-speaking country in a short presentation (10-15 minutes) and to write an essay on a different brand in the lecture-free period. The development of iconic brands is closely related to the sociocultural context of their time – there may be some interesting insights here! To help you develop your skills as a writer, we will have several sessions that combine input on the topic with a writing skills focus.

Some information on the format of the presentations: Internet connections may not always be reliable enough concerning the bandwidth needed for live presentations. You will be asked to prepare and upload a PowerPoint presentation with your own audio commentary instead. I will provide tutorials that show you how to do so. This solution worked well for the past course.

Reading and writing assignments 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. IAA and Erasmus students who are interested in business topics are very welcome.

Please note that this course assumes you have already achieved a high B2 level, also in terms of your writing skills.

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. The B-course is more demanding in terms of reading and writing skills.
- presentation (PowerPoint with recorded audio commentary) + summary
- active participation
- short writing assignments ('Studienleistungen'), end-of-term essay (ca. 2000 words, graded) on a brand related to your specialization ('Berufsfach')

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