

<b>Veranstalter</b>	<b>Annette Deutschendorf</b>
<b>Thema</b>	<b>Iconic Anglo-American Brands and Marketing Strategies</b>
<b>Art der Veranstaltung</b>	<b>Wirtschaftsenglisch B Business English/English for other occupational purposes B [ENG-16, LAA17, AA-W, AA-WB]</b>
<b>Veranstaltungsnummer</b>	<b>53-637</b>
<b>Zeit</b>	<b>2st. Di 14-16</b>
<b>Raum</b>	<b>Phil 1172</b>
<b>Beginn</b>	<b>18. Oktober 2016</b>

### Course description:

In this seminar we are going to look at iconic brands 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. 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 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, the marketing units from the coursebook and short writing tasks will be set as homework to provide further language practice. ( → Coursebook: If you don't have a copy from the A-course, you could use the copy in our library.)

*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 "Englisch/erhöhtes Niveau" at school with good or excellent results.*

### Course requirements:

- LAB students who started in October 2014: You need to have completed module LAA 4 (IELS and Oral Performance and Study Skills) and Business English/English for other occupational purposes A before taking this course.
- presentation + handout, handout to be handed in before the presentation
- regular attendance and active participation (discussions, homework)
- end-of-term essay (5-6 pages)
- We are going to continue using the **coursebook from the A-course:**  
Paul Emmerson  
Business Vocabulary Builder: Intermediate to Upper-intermediate  
ISBN-13: 978-3190327225, Hueber/Macmillan

Sprechstunde während der Vorlesungszeit:

nach Vereinbarung per email

Sprechstunden während der vorlesungsfreien Zeit:	Nach Vereinbarung per e-mail
--	------------------------------