

Gegenstand: Betriebswirtschaft

Thema: Marketing

2. Discussing main messages [= analyzing] 3. Gap-filling, revising new content [= remembering] 4. Creating a TV commercial [= creating] 5. ligsaw-reading, collecting information [= understanding] 6. Debriefing, completing notes [= understanding] 7. Writing a product/service review [= applying] 8. Role-playing [= applying] 9 pair Sx 50 min. Procedure step 1, 2, 3,) 2. Students watch a video and take notes 2. Students identify and discuss core messages presented in the video 3. Students complete parts of the video transcript using given words 4. Students write a script for a TV-commercial and produce a video 5. Students write a script for a TV-commercial and produce a video 5. Students write a product reviews 6. Students write a product review of their own 8. Students role-play customer relations situations on the phone Resources (handout, book,) Resources (handout, book,) Resources (handout, brook,) Product review template: Ezine Articles, Product Review Article Template https://en.oxforddictionaries.com/vriting-help/writing-a-product-review (30/05/2019, shortened and simplified by using Rewordify.com) Product review template: Ezine Articles, Product Review Article Template https://blog.ezinearticles.com/2011/11/product-review-article-template.html (30/05/2019) Content-Related	Activity Type/Method	. Watching a video, note-taking (= understanding)	individual	
Classroom Format group work, pair vork, 3. Gap-filling, revising new content (= remembering) pair pair or group 4. Creating a TV commercial (= creating) pair or group 5. Ilgsaw-reading, completing notes (= understanding) individual + pair group 6. Debrefing, completing notes (= understanding) group 7. Writing a product/service review (= applying) individual 8. Role-playing (= applying) pair 5x 50 min. 7. Students watch a video and take notes 2. Students watch a video and take notes 3. Students watch a video and take notes 4. Students watch a video and take notes 5. Students watch a video and take notes 6. Students watch a video and take notes 8. Students complete parts of the video transcript using given words 9. Students watch a video and take notes 1. Students watch a video and take notes 2. Students complete parts of the video transcript using given words 4. Students watch a video and take notes 5. Students watch a video and take notes 5. Students watch a video and take notes 6. Students watch a video and take notes 8. Students value	· · · ·			
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Farbcode:

Blau hinterlegt. = Bloom'sche Taxonomie angewandt.

Grün hinterlegt = Scaffolding angewandt

