

**Gegenstand:** Betriebswirtschaft  
**Thema:** Marketing

<b>Activity Type/Method and Classroom Format</b> (group work, pair work, ...)	<ol style="list-style-type: none"> <li>1. Watching a video, note-taking (= understanding) <i>individual</i></li> <li>2. Discussing main messages (= analyzing) <i>pair</i></li> <li>3. Gap-filling, revising new content (= remembering) <i>pair</i></li> <li>4. Creating a TV commercial (= creating) <i>pair or group</i></li> <li>5. Jigsaw-reading, collecting information (= understanding) <i>individual + pair</i></li> <li>6. Debriefing, completing notes (= understanding) <i>group</i></li> <li>7. Writing a product/service review (= applying) <i>individual</i></li> <li>8. Role-playing (= applying) <i>pair</i></li> </ol>
<b>Time</b>	5x 50 min.
<b>Procedure</b> (step 1, 2, 3, ...)	<ol style="list-style-type: none"> <li>1. Students watch a video and take notes</li> <li>2. Students identify and discuss core messages presented in the video</li> <li>3. Students complete parts of the video transcript using given words</li> <li>4. Students write a script for a TV-commercial and produce a video</li> <li>5. Students read about product reviews</li> <li>6. Students present, compare and combine their findings</li> <li>7. Students write a product review of their own</li> <li>8. Students role-play customer relations situations on the phone</li> </ol>
<b>Resources (handout, book, ...)</b>	<p>Video (02:04 min.), transcript: Jack Vanderlee, <i>The Marketing Minute</i>  <a href="https://www.youtube.com/watch?v=5vDLdZVP4RQ">https://www.youtube.com/watch?v=5vDLdZVP4RQ</a>  (30/05/2019, transcript shortened)</p> <p>Four different texts: Oxford Dictionaries, <i>Writing a product review</i>  <a href="https://en.oxforddictionaries.com/writing-help/writing-a-product-review">https://en.oxforddictionaries.com/writing-help/writing-a-product-review</a> (30/05/2029, shortened and simplified by using Rewordify.com)</p> <p>Product review template: Ezine Articles, <i>Product Review Article Template</i>  <a href="https://blog.ezinearticles.com/2011/11/product-review-article-template.html">https://blog.ezinearticles.com/2011/11/product-review-article-template.html</a>  (30/05/2019)</p>
<b>Content-Related Learning Outcome</b>	<ul style="list-style-type: none"> <li>• Students basically understand the AIDA principle for advertising</li> <li>• Students know about the influence of product reviews</li> <li>• Students know how to make/deal with complaints on the phone</li> </ul>
<b>Language-Related Learning Outcome</b>	<ul style="list-style-type: none"> <li>• Students know basic marketing words and terms</li> <li>• Students know how to write a product review</li> </ul> <p>Possible follow-up task:</p> <ul style="list-style-type: none"> <li>• Students know how to make/deal with complaints on the phone</li> </ul>

**Farbcode:**

**Blau** hinterlegt. = Bloom'sche Taxonomie angewandt.

**Grün** hinterlegt = Scaffolding angewandt