

M1 ALT 2020/21

SEMESTER 1

Communication Strategy / Influencer strategy / Influencer Marketing

Navigating a New Media Landscape: how to communicate effectively and clearly in a new context

TOEIC for the groups -750

Class materials you can use:

English vocabulary:

<https://learnenglish.britishcouncil.org/intermediate-b1-reading/social-media-influencers>

<https://learnenglish.britishcouncil.org/sites/podcasts/files/LearnEnglish-Reading-B1-Social-media-influencers.pdf>

<https://influencermarketinghub.com/what-is-an-influencer/>

You could do vocabulary test using these words :

<https://topdogsocialmedia.com/social-media-dictionary/>

<https://blog.hubspot.com/marketing/social-media-terms>

<https://www.geekpoweredstudios.com/digital-marketing-glossary/>

The Guardian article

<https://www.theguardian.com/media/2019/apr/05/its-genuine-you-know-why-the-online-influencer-industry-is-going-authentic>

Influencer Marketing in 2019

<https://blog.influencerdb.com/state-of-the-industry-influencer-marketing-2019/>

<https://blog.hootsuite.com/influencer-marketing/>

How to become an Influencer

<https://www.quicksprout.com/a-process-you-can-follow-to-become-an-influencer-in-your-industry/>

TED TALK about Influencers:

<https://www.youtube.com/watch?v=0-Rmto2rgMw>

https://www.ted.com/talks/rachel_david_how_influencers_have_transformed_modern_marketing

https://www.ted.com/talks/seth_godin_on_sliced_bread

How to Become a Social Media Influencer/ interview with Gary Vaynerchuk

https://www.youtube.com/watch?v=lu9_88_svC8

Why Are Brands choosing to work with Influencers? / The business of Influence/ Forbes

<https://www.youtube.com/watch?v=yaDgaRI79YE>

Documentary –New Kings: The power of Online Influencers (Influencer Marketing)

<https://www.youtube.com/watch?v=JiYdBLB90IM>

You could organize a DEBATE on the subject : *Is influencer marketing worth the investment?*

CC PROJECT

- ✓ They must come up with an idea for the content of Instagram account (however by the school rules we CAN NOT force them to set up an account)
 - ✓ They must decide on a strategy for their content and present in the class. (If they set up an account, they can monitor the different reactions they get to it.)
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SEMESTER 2

Negotiation

Students will learn a basic negotiation skills covering negotiation strategy/ the psychology of negotiation/ how to prepare a strategy/ how to negotiate/ how to prepare a post mortem analysis of the negotiation.

TOEIC for the groups -750

Class materials you can use:

Introduction to negotiation

<https://www.teachingenglish.org.uk/article/negotiations-1-building-relationships>

https://www.teachingenglish.org.uk/sites/teacheng/files/Negotiations%20Positions%20and%20interests_worksheet.pdf

https://www.teachingenglish.org.uk/sites/teacheng/files/Negotiations%20Bargaining_worksheet.pdf

https://www.teachingenglish.org.uk/sites/teacheng/files/Negotiations%20Clinching%20the%20deal_worksheet.pdf

<https://www.englishclub.com/business-english/negotiations-preparation.htm>

<https://www.englishclub.com/business-english/negotiations-process.htm>

Vocabulary

<https://www.englishclub.com/business-english/negotiations-vocabulary.htm>

<https://www.englishclub.com/business-english/negotiations-vocabulary-quiz.htm>

Negotiation Strategy

<https://www.businessenglishpod.com/2008/06/07/bep-98-adv-negotiating-negotiation-strategy-part-1/>

<https://www.businessenglishpod.com/2008/06/14/bep-99-adv-negotiating-negotiation-strategy-part-2/>

Asking for a pay rise / You can use for TOEIC Listening Part

<https://www.businessenglishpod.com/2009/11/29/bep-147-adv-asking-for-a-pay-raise-part-1/>

<https://www.businessenglishpod.com/2009/12/06/bep-148-adv-asking-for-a-pay-raise-part-2/>

CC PROJECT:

Teacher gives students the scenario and ask them to prepare the credible negotiation strategy.
