

B2 Integrated English for the Sales & Marketing Professionals

Course Title:	Integrated English for the Sales & Marketing Professionals (CEFR B2)
Reference Number:	GER/200/2040
Level:	B2
Guided Learning Hours	360

Duration: 25–32 Weeks

Total Study Hours per Week: 15 hours

Course Level: B2 (Upper-Intermediate)

Target Audience: International sales and marketing professionals who need to improve their English proficiency for business communication in sales, marketing, and related fields.

Course Overview

This course combines a general English curriculum with sales and marketing-specific language skills to help professionals communicate effectively in English-speaking business environments. The course enhances reading, writing, listening, and speaking skills at the B2 level (CEFR), with a focus on industry-specific vocabulary, persuasive language, negotiation skills, and professional writing relevant to the sales and marketing field.

Learning Outcomes

By the end of this course, students will:

1. **Achieve B2-level proficiency** in general English with a focus on professional applications.
2. **Utilize industry-specific vocabulary and expressions** essential for sales and marketing contexts.
3. **Craft persuasive and clear communication** for various sales and marketing purposes.
4. **Engage in professional conversations** with clients, colleagues, and partners confidently.

5. **Write, edit, and critique marketing materials** such as emails, reports, and promotional content.
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Course Structure

The course consists of four main modules, each building on general English skills while gradually integrating sales and marketing-specific language and scenarios.

Module 1: General English Fundamentals

Duration: Weeks 1–8

Focus: Establish a strong foundation in core English language skills at the B2 level, ensuring students have the necessary grammar, vocabulary, and fluency for business communication.

- **Topics:**
 - Grammar and vocabulary review and enhancement
 - Reading comprehension of business articles and case studies
 - Writing clear and structured content (emails, reports, summaries)
 - Listening and speaking skills with a focus on accuracy and fluency
 - **Key Activities:**
 - Grammar and vocabulary workshops
 - Listening exercises using authentic business content
 - Structured writing assignments focused on clarity
 - Speaking practice on general and business topics
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Module 2: Sales and Marketing Vocabulary and Communication

Duration: Weeks 9–16

Focus: Introduce vocabulary, expressions, and scenarios specific to sales and marketing, building students' capacity for communication in these fields.

- **Topics:**
 - Vocabulary for advertising, branding, and market research
 - Describing products and services persuasively
 - Language for building and maintaining customer relationships
 - Industry-specific terminology and jargon
 - **Key Activities:**
 - Vocabulary exercises on sales and marketing topics
 - Role-playing client interactions and product presentations
 - Listening comprehension exercises with sales presentations and advertisements
 - Writing assignments, including product descriptions and social media posts
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Module 3: Professional Communication Skills for Sales and Marketing

Duration: Weeks 17–24

Focus: Develop professional communication skills required in sales and marketing contexts, such as negotiation, persuasive speaking, and cross-cultural understanding.

- **Topics:**
 - Language for negotiating and handling objections
 - Creating and delivering effective presentations
 - Writing persuasive emails, proposals, and marketing reports
 - Cross-cultural communication in global marketing
 - **Key Activities:**
 - Negotiation role-plays and objection handling scenarios
 - Presentation practice with feedback from peers and instructors
 - Writing tasks focusing on persuasive language for sales and marketing
 - Group discussions on adapting marketing strategies for different cultures
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Module 4: Applied Skills for Advanced Sales and Marketing Communication

Duration: Weeks 25–32

Focus: Apply language skills in advanced sales and marketing scenarios, preparing students for real-life applications and challenging business communications.

- **Topics:**
 - Crafting brand stories and campaign messages
 - Language for data analysis and reporting
 - Communicating in sales meetings, pitches, and business events
 - Understanding and applying digital marketing terminology
 - **Key Activities:**
 - Case studies on brand campaigns and their messages
 - Data interpretation exercises and report writing
 - Mock sales pitches and marketing presentations
 - Final project involving a comprehensive marketing plan or campaign proposal
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Assessment Methods

1. **Formative Assessments** (ongoing):
 - Weekly vocabulary quizzes and comprehension exercises
 - Participation in role-plays and group discussions
 - Written assignments on sales and marketing-related topics
2. **Summative Assessments:**
 - **Module-End Tests:** Assessing vocabulary, reading comprehension, and writing proficiency for each module
 - **Final Project:** A comprehensive marketing plan or sales pitch, including a written proposal and oral presentation

3. Oral Assessments:

- Simulated client or team interactions
 - Final oral presentation of a marketing concept or campaign
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Weekly Schedule Example

Each week includes 15 hours of study, typically divided as follows:

- **Day 1:** Vocabulary building (industry-specific and general English)
 - **Day 2:** Reading and text analysis (marketing content, reports)
 - **Day 3:** Writing practice (emails, social media content, proposals)
 - **Day 4:** Speaking and role-playing (negotiation, presentations)
 - **Day 5:** Listening and comprehension exercises (marketing podcasts, interviews)
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Student Support and Resources

- **Tutoring Sessions:** Available for additional support on language challenges and industry-specific topics.
 - **Digital Resources:** Access to marketing and sales content for practice.
 - **Library Access:** Books on marketing, sales, branding, and communication.
 - **Language Lab:** Pronunciation practice and listening exercises.
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Career and Academic Benefits

This course is designed to empower students with the English language skills required for success in international sales and marketing roles. Students will be able to:

- Engage confidently in business discussions with clients and partners.
- Craft persuasive communication to attract and retain customers.
- Understand and analyze marketing trends, contributing effectively to campaign planning and strategy.
- Build relationships and navigate multicultural environments, enhancing their professional appeal in the global marketplace.