

4.14

Business Builder
Teacher Resource Series

Product launch: WOW! Clothing

Teacher's Notes

This role-play is for single-nationality groups or at least groups where all members come from the same market area (e.g. Europe). This is because all the students need to be aware of the same media opportunities at agenda items 6 and 7.

AIM

To practise chairing and participating in meetings in the context of a meeting about planning a marketing campaign for launching a new brand of clothing.

TIME

40–50 minutes

PREPARATION

Make one copy of the worksheet for each student in the class.

PROCEDURE

- 1 Read out from the worksheet the first paragraph in the box. Let the students react and elicit a few issues that they might have to discuss (e.g. see agenda on worksheet).
- 2 (Option) Consider whether you need to re-elicite any language that you have recently worked on in class. Consider also whether you need to re-elicite any language for the chairperson (see stage 1 of Teachers Notes for worksheet 4.12). Leave these phrases on the board for the students to refer to in the meeting.
- 3 Give out a copy of the worksheet to every student. Read the information in the box again and refer to **section A**, the background information and agenda. Discuss with the class who the main competitors are (e.g. Gap/Benetton/Tommy Hilfiger) and ask them to fill in this information on the sheet. Explain that during the preparation the pairs don't need to make any definite decisions. Allow 10 minutes for this preparation. Divide the class into pairs and circulate, helping with vocabulary.
- 4 Refer to **section B**. Appoint a chairperson for the meeting. If necessary, explain that you are 'invisible' and they should deal with anything that happens in the meeting on their own, as they would in real life. You might occasionally supply a word but apart from that they should ignore you. Start the activity, sit away from the students, and make a note of good/bad language use.
- 5 Hold a short feedback slot.

Using the role-play with different numbers of students

- 7+ students: Divide the class into more than one group. Split pairs who worked together at the preparation stage. Hold simultaneous meetings.
- 2–6 students: Follow the instructions above.
- 1:1 lesson: Follow stages 1 and 2 above as normal. Then give the student a few minutes working alone to read the worksheet and prepare some ideas. Ask them to introduce the meeting as chairperson and go through the agenda. Come in yourself as another participant. Record the discussion onto cassette for later feedback and reformulation.