



BUSY SUMMER

Seminar Title:

Kauf mich! –German for marketing

Level according to CEFR:

B1/B2

Short Description of the Course Goals:

- mastering the marketing expressions used in Germany
- giving a convincing marketing presentation
- being able to discuss and argue about possible marketing solutions for your company

Main Contents:

- learning and practising specific German vocabulary and expressions needed for marketing related topics
- learning and practising the vocabulary and expressions for presentations, specifically relating to marketing
- practising the language of discussion and argument, again relating to marketing

Possible TELC Exam, if required:

Zertifikat Deutsch (B1)
Zertifikat Deutsch für den Beruf (B2)

Observations:

We recommend that you bring along your laptop and a memory stick. We're also happy to lend you this equipment.



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