

The Vientiane College Diploma - Module Overview

DIPMA112 Marketing and Advertising

Overview of the module

In today's business world, working in marketing and advertising means you need English to do your job. Whether you are meeting with international associates, discussing new product advertising or creating a marketing plan – English will be an essential part of your world.ⁱ In this module you will learn and work individually and in groups on finding and understanding the core customer and basic marketing tools, influencer and social media marketing, planning marketing strategies, presenting and pitching ideas, creating advertisements, performing creative product advertisements and presenting your public face.

Key questions explored in the module

- What is the difference between marketing and advertising and how are they connected?
- What makes an advertisement successful and how can that be changed to fit different situations?
- What is the public face of a brand or company and why is it important?
- How is the public face created?
- How does social media marketing play a role today?

Skills

This module will help you improve your English language skills with a special emphasis on:

- using key vocabulary and collocations related to marketing and advertising
- learning, employing and discussing marketing tools
- professionally presenting ideas and plans related to relevant content
- understanding and engaging with public image building and branding
- identifying and analyzing potential pitfalls in marketing and advertising campaigns

Performance Tasks

Throughout the module you will:

- maintain a critical marketing and advertising journal
- participate in improvised marketing role plays
- brand and create an advertisement for a product that is intended for public view
- pitch a marketing strategy and advertising campaign for a product, using three different mediums.



ⁱ Gore, S. (2007) English for Marketing and Advertising: Oxford. p.4.