**Business English 1-day Workshop:**

***Marketing Concepts, Strategies, Processes & Best Practices (B2 Level)***

**Workshop Objectives**

* Understand core **marketing concepts** and how they drive business success.
* Analyze and apply **marketing strategies** to attract and retain customers.
* Explore **marketing processes**, including market research, branding, digital marketing, and customer engagement.
* Discuss and evaluate **best practices** in marketing communication and campaign management.
* Improve **business English communication skills** related to marketing through case studies, discussions, and role-plays.

**Ideal for:**

* CEFR Business English B2 Level Students
* ESL Marketing Executives that need an English Marketing Concepts ***Refresher***
* Non-Marketing Executives
* Junior to Mid-level Management

**Workshop Schedule Overview**

| **Session** | **Activity** |
| --- | --- |
| **Welcome & Introduction to Marketing** | Marketing Trends & Discussion |
| **Market Research & Consumer Behavior** | Case Study + Group Analysis |
| **Branding & Positioning Strategies** | Workshop & Practical Application |
| **Digital Marketing & Social Media Strategies** | Interactive Exercise & Campaign Design |
| **Customer Engagement & Marketing Communication** | Role-Play + Best Practice Analysis |
| **Final Reflection & Business English for Marketing** | Q&A + Professional Language Coaching |

*Also available as a Course, Speaking Clubs or Individual classes*

**Contact us:**