

INTELLIGENT BUSINESS, upper-intermediate

MO/TUE, 28th February/1st March

COURSEBOOK, p. 73, listening: CAREER SKILLS - **Complete the gaps with the words you hear**

Jack: As you can see from the slide here, we are going to 1. _____ (4 words) all our directly operated stores in line with the new brand image of 2. _____ (2 w). This will 3. _____ (4w) the media campaigns and should lead to a considerable increase in sales!

Catherine: Yes, it is a good idea, but I 4. _____ (3w) where the budget for this is going to come from.

J: Yes, I was going to come to that. We will of course have to cut the 5. _____ (1w) budget, and I feel we should 6. _____ (5w). A better targeted print campaign, supported by the new...

C: Hold on, what do you mean, 7. _____ (1w) the TV campaign? Why didn't you tell me? We did so much research for that, you know, and that campaign will get us extra sales we need. I'm sorry, but I...

J: Look, 8. _____ (4w) – it isn't that your idea is bad, it's just that this is clearly the best way to...

COURSEBOOK, P. 74, The two faces of Burberry, **Reading: answer the following questions:**

1. Describe the beginnings of the company.
2. Who were the original target customers of Burberry?
3. When did the company face the crisis?
4. Who was responsible for the revamp of the image?
5. How was the revamp achieved?
6. Was this marketing strategy successful?
7. Did the marketing strategy manage to reach other than intended target audience?
8. What are opinions on Burberry's future strategy?

COURSEBOOK, P. 74, **Listening: fill in the blanks with words or phrases you can hear**

This is a tricky situation indeed, though not unusual. Managing success in the luxury brand business is almost as difficult as getting to the top in the first place. With the sales of brands like Burberry increasing as they are, 1. _____ (3w). I mean, look at the CEO at Dior – he 2. _____ (4w) in six years, and that shows it is possible to expand a brand and keep it exclusive. However, the Burberry case is a little more complicated, as some of the new 3. _____ (2w) are famous for bad and even sometimes dangerous behaviour. I think though, they should 4. _____ (1w) the new markets. The increased sales 5. _____ (5w)! And it doesn't look like alternative markets 6. _____ (5w). Their website does note its "broad appeal" in its "About us" section, even though it only features people who look very wealthy and conventional. For the moment, they seem to be 7. _____ (6w). I think they should fully exploit these new market opportunities while they 8. _____ (1w), but I guess they are too afraid 9. _____ (5w).