ESCUELA COMERCIAL CÁMARA DE COMERCIO

CASO PRÁCTICO No. eleven



SUBJET: English V GROUP: 53 “A”

TEACHER: María Isabel Mendoza Arvizu. October 30, 2017.

|  |  |  |  |
| --- | --- | --- | --- |
| UNIT THREETHEME:Word and Career. | OBJECTIVE: Students design and complete their Credit Card.Decide on the key features, make their ideas interesting and be realistic. Book page 37 | INTRODUCTION:Create and ad for your credit card to appear in a magazine. Describe the image that will appear in your ad and write a short text like the ads in exercise A.Remember who your audience is.Check ECO-CARD and GOLD PLUS, page 36, to form your own idea.Check: How to say:Raising objections:Yes, but you have to remember that….That’s a good point, but …….Making suggestions:You’re interested in…so, you think you should….Wouldn’t you like to…?  | ACTIVITY:Your aim is persuade as many people as you can to sign up for your Credit Card.Look at the example:NEW PRODUCT PROFILEName of card …………………………………………………………………………Key features………………………………………………………………………..Possible objections………………………………………………………………………Type of people who will use the card…………………………………………………………………….EVALUATION: The class vote. Which credit is the best.  |