ESCUELA COMERCIAL CÁMARA DE COMERCIO

CASO PRÁCTICO No. eleven

Escuela Comercial Cámara de Comercio

SUBJET: English V GROUP: 53 “A”

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

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| UNIT THREE  THEME:  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 PROFILE  Name of card  …………………………………………………………………………  Key features  ………………………………………………………………………..  Possible objections  ………………………………………………………………………  Type of people who will use the card  …………………………………………………………………….  EVALUATION: The class vote. Which credit is the best. |