

Marketing and its elements

Objectius

- To learn some specific content from the Economy curriculum through English.
- To read, write and talk about Marketing in English.
- To develop cognitive skills in a CLIL context.
- To engage students positively in a CLIL environment to benefit both from the learning of the content and the learning of the language.

Descripció de la proposta

This Economy unit is designed to be developed in 1st of Batxillerat. This project introduces the students in the subject of enterprise Economy. The main objective is that students know the Market.

Aspectes didàctics i metodològics

This project is structured in 3 units: the first one is *Introduction to marketing* (3 lessons), the second one is *Marketing mix* (4 lessons) and the third one *Merchandising* (1 lesson).

Recursos emprats

This didactic sequence contains downloadable worksheets addressed to students and ready to use materials and resources for teachers (ppt presentations, flashcards, games, videos, etc.).

Competències i continguts que es treballen de forma destacada

The lesson plans of this didactic sequence have been designed taking into account the specific skills of the two subject areas involved plus some transferable competences.

Alumnat a qui s'adreça especialment

These CLIL materials are suitable for students of upper secondary education.

Interdisciplinarietat, transversalitat, relacions amb l'entorn...

This didactic sequence combines content from the English language curriculum and the Economy curriculum.



Documents adjunts

The materials of this didactic sequence are structured as follows:

- **Introduction** to the didactic sequence with information about the context and the development of the units.
- **Lesson plans:** detailed information of the different units contained in the sequence with the teaching objectives, learning outcomes and assessment criteria.
- **Students' worksheets:** downloadable ready to use materials in pdf files.
- **Teaching notes:** step by step instructions to implement the didactic sequence.
- **Support teaching resources:** supplementary materials to support the teaching of the didactic sequence.

All these materials are accessible at:

http://www.xtec.cat/monografics/cirel/pla_le/nile/pedro_fernandez/

Autoria

This material was developed by Pedro Fernández Sánchez in a paid study leave of the Catalan Department of Education, run by Norwich Institute for Language Education in the 2010-2011 academic year.

