



Speaking

Discussing Marketing Analytics Findings (pg.55)

Activities

1. Group discussion.

Step 1. Look at this data from a company:

- Age Group 18-25: Prefers eco-friendly gadgets (40% of sales).
- Age Group 26-35: Buys high-tech devices but is price-sensitive (35% of sales).
- Social Media Ads: Best for 18-25 age group.
- Email Campaigns: Best for 26-35 age group.

Step 2. Talk about the data with your group. What does it show?

- Example: "The 18-25 group likes eco-friendly products. We can create more ads for them".

Step 3. Explain how the company can use this data to improve its marketing. Use modal verbs (can, should, must).

- Example: "We must focus on social media ads for younger customers".
- Example: "We should offer discounts in emails to the 26-35 group".

2. Role-Play.

Step 1. In pairs, one student is the Marketing Analyst, the other is the Marketing Manager.

Step 2. The analyst explains the data findings.

- Example: "We can see that younger customers prefer eco-friendly gadgets. We should focus ads on them".
- Example: "We must send special offers to the 26-35 age group because they are price sensitive".

Step 3: The manager gives feedback and suggests ways to improve the marketing campaign.

- Example: "I agree, we should increase social media ads for the 18-25 group".

Remember to use clear language when discussing data and also to explain why certain strategies, should be used. Focus on the needs of each customer group for better results.



Answer Key

Group Discussion and Role-play rubric:

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)	Score
Use of Modal Verbs (can, should, must)	The student uses modal verbs correctly and frequently in the discussion and role-play, offering clear, well-structured suggestions.	The student uses modal verbs correctly but less frequently. Suggestions are clear.	The student uses modal verbs but sometimes incorrectly or less clearly.	The student rarely uses modal verbs, or they use them incorrectly.	
Understanding of Data	Demonstrates a strong understanding of the data and offers detailed, relevant insights.	Demonstrates a good understanding of the data with some relevant insights.	Demonstrates basic understanding of the data with minimal insights.	Struggles to understand the data or offers irrelevant insights.	
Clarity of Explanation	The student explains ideas and suggestions clearly and confidently, using simple and accurate language.	The explanation is mostly clear, with a few minor mistakes or unclear points.	The explanation is sometimes unclear or incomplete. Basic ideas are communicated but with some errors.	The explanation is unclear or confusing, making it difficult to understand the main points.	
Engagement in Group Discussion	Actively participates in the discussion, listens to others, and builds on group ideas.	Participates well but occasionally does not contribute new ideas or responds less often.	Participates but only provides minimal input or does not engage fully.	Rarely participates, does not engage with others, or only responds when directly asked.	
Role-Play Interaction	The student fully engages in the role-play, responds appropriately to the partner, and suggests improvements confidently.	Engages in the role-play but with minor hesitations or unclear responses.	Limited engagement in the role-play, with unclear responses or lack of participation.	Minimal engagement in the role-play, with little or no interaction.	
Use of Customer Insights	Shows deep understanding of customer preferences and offers strong, data-driven marketing strategies.	Shows good understanding of customer preferences and offers relevant marketing strategies.	Provides basic customer insights, but marketing strategies are less clear or relevant.	Lacks clear understanding of customer preferences or offers weak, unclear marketing strategies.	

Total Score: ____ / 24

Comments:



Answer Key

- Strengths.
- Areas for Improvement.

Cultural Insights

Data Privacy in Europe (pg.58)

Activities

1. In small groups of 3-4:

Step 2. Data Protection Role-Play Challenge.

In your group, choose one of the following scenarios to act out. Each person in your group should take a different role (company, customer, etc.). You will act out how the company should or should not ask for permission to use personal data. You can use simple phrases and ideas from your discussion.

Scenarios:

- Scenario 1: A social media app asks you to create an account and gives you options about sharing your data.
- Scenario 2: You are shopping online and the website asks for your email, but doesn't explain why they need it.
- Scenario 3: A mobile game asks for your location information. They give you the choice to say "Yes" or "No" to share this data.

Step 3. Group Sharing - The Data Detective Report

- After discussing and acting out the role-play, each group should choose a spokesperson to present their findings to the class.
- What to share:
 - One example of how a company asks for data.
 - Why it's important for companies to explain how your data is used.
 - How you would feel if a company used your information without asking.

Rubric for GDPR Activity:

Criteria	4 - Excellent	3 - Good	2 - Satisfactory	1 - Needs Improvement
Step 1: Discussion	Thoroughly answers all questions with clear and	Provides clear answers to the questions, but with few	Provides basic answers but lacks detail and depth.	Fails to answer the questions clearly or doesn't



Answer Key

	relevant examples. Responds to group members' ideas and builds on them.	details. Engages in discussion but with minimal input from other members.	Participates with limited engagement in the discussion.	participate in the discussion.
Step 2: Role-Play	Fully engages in role-play with clear and accurate representation of roles. Uses relevant GDPR vocabulary and simple language.	Participates actively, though some details or roles may be unclear. Uses some GDPR vocabulary.	Participates but with minimal effort. Some roles or language are unclear. Very little use of GDPR vocabulary.	Little to no participation in the role-play. Fails to use relevant GDPR vocabulary.
Step 3: Group Sharing - Data Detective Report	Clearly presents group findings with strong explanation of examples and feelings. Addresses all questions with depth and confidence.	Presents group findings with some explanation of examples and feelings. Addresses most questions with adequate clarity.	Shares basic findings, but lacks detailed explanation or clear examples. May miss key points.	Struggles to present findings clearly. Fails to answer key questions or provide examples.
Collaboration & Teamwork	Works well with all group members, sharing ideas and contributing equally to the task.	Works well with most group members but could engage more. Contributes regularly to the task.	Contributes to the task but does not fully engage with all group members.	Does not collaborate effectively with the group. Contributes minimally or not at all.
Use of Language	Uses simple, clear language throughout the discussion and role-play. Employs key vocabulary effectively.	Mostly uses clear language. Occasionally needs to clarify but uses key vocabulary.	Uses unclear or incomplete language at times. Limited use of key vocabulary.	Struggles with language. Fewer or no key terms used, and communication is unclear.

Scoring Guide:



Answer Key

- 16-20 points (Excellent): The student shows excellent understanding and participation in the activity. They clearly and confidently answer the questions, engage fully in the role-play, and collaborate well with their group.
- 11-15 points (Good): The student participates well in the activity, but with some minor issues in clarity or depth. They show a solid understanding of GDPR and contribute to the group effort.
- 6-10 points (Satisfactory): The student completes the activity but with limited engagement or detail. There are gaps in understanding or involvement.
- 1-5 points (Needs Improvement): The student struggles with the activity, offering minimal input, and demonstrating poor understanding or communication.

Writing 2

Writing Detailed Marketing Analytics Reports (pg. 59)

1. In pairs, write the key sections of your marketing report using the following headings as a guide:

- **Introduction:** Explain the purpose of the report and the marketing campaign you are reporting on.
- **Results:** Provide the data from the campaign, such as sales growth, website visits or survey responses. Include visuals like graphs.
- **Analysis:** Explain what the results mean. Did the campaign succeed? What worked well? What could be improved?
- **Conclusion and Recommendations:** Sum up the results and suggest the next steps for the company.

2. Create a visual representation.

- **Charts and Graphs:** Create simple charts to show key data from the campaign (e.g., sales numbers, clicks on ads).
- **Interpret the Data:** After creating the visual, write a short paragraph explaining what the chart or graph shows.

3. Present your report to the rest of the class.

Sample report:

Introduction:

This report looks at a Marketing campaign to increase sales and brand awareness for our company. The goal was to attract more customers and improve our online presence.

Results:

- **Sales:** Total sales were \$50,000, showing a 20% increase from the previous summer.



Answer Key

- Website traffic: We had 10,000 visitors. The bounce rate was 40%, and the conversion rate was 5%.
- Ads: The ads had a click-through rate (CTR) of 3% and a cost per click (CPC) of \$2.50.
- Social media: We received 500 shares, 1,000 likes, and a 10% follower growth.
- Email: The email open rate was 25%, with a CTR of 8%.
- ROI: For every \$1 spent, we earned \$3 in revenue.

Visual representation:

(Students can insert a simple bar graph showing sales, website traffic, and social media engagement here)

Analysis:

The campaign was successful in increasing sales and online engagement. The 20% increase in sales indicates that more customers purchased our products. However, the 40% bounce rate suggests that some visitors left the website quickly, which means we need to improve the content on our website to keep visitors interested. The 5% conversion rate shows that we need to enhance our strategies to turn visitors into customers.

Conclusion and recommendations:

In conclusion, the Campaign achieved its goals of increasing sales and brand awareness. Here are some recommendations for the next campaign:

- Improve Website Content: We should create more engaging content to keep visitors longer on our site.
- Increase Social Media Ads: More ads could help us gain more engagement and followers.
- Try New Email Strategies: We need to find ways to increase our open rates and CTR.

By following these recommendations, we can enhance our next marketing campaign and achieve even better results.

Rubric:

Criteria	4 - Excellent	3 - Good	2 - Satisfactory	1 - Needs Improvement
Introduction & Clarity	Clear and detailed explanation of the campaign purpose. Easy to follow.	Good explanation but lacks some detail. Mostly clear.	Basic explanation but unclear in some parts.	Very little explanation or unclear purpose.



Answer Key

Results Presentation	Well-organized results with clear visuals. All data is easy to understand.	Results are clear, but visuals could be better explained or are somewhat unclear.	Results are presented, but visuals are missing or confusing.	Results are unclear or missing key data.
Analysis	Thorough analysis with strong connections to data. Shows deep understanding.	Good analysis, but some points could be clearer. Provides a basic understanding.	Basic analysis with some unclear connections.	Weak analysis with little to no understanding of the data.
Recommendations	Strong, actionable recommendations based on data. Shows forward thinking.	Good recommendations but lacks some specificity or detail.	Basic recommendations but lacks depth or clear connection to data.	Recommendations are vague or missing.
Use of Visuals	Excellent use of visuals. Charts and graphs are easy to read and clearly labeled.	Good use of visuals. Some charts or graphs are unclear.	Visuals are used, but they are not well-organized or difficult to read.	No or poor use of visuals.
Presentation Skills	Clear, confident, and well-organized presentation. Engages the audience.	Clear presentation, but less confident or engaging.	Adequate presentation but lacks clarity or engagement.	Unclear presentation. Lacks engagement or organization.

Scoring Guide:

- 16-20 points (Excellent): Comprehensive and well-organised report, clear visuals, strong analysis, and detailed recommendations.
- 11-15 points (Good): Solid report with minor issues in clarity or detail. Good use of visuals and understanding of data.
- 6-10 points (Satisfactory): Basic report with some unclear areas or missing key elements. Visuals or analysis may be incomplete.
- 1-5 points (Needs Improvement): Weak report with missing or unclear information. Very limited use of visuals or recommendations.



Professional Challenge

In this challenge, you will work in pairs to give feedback on the marketing campaign you just studied. Here's what to do:

Discuss in Pairs: Look at the campaign data (sales, website visits, ads) and talk about what went well and what could be better.

Write an Email: Each pair will write a short email to your boss explaining:

- What was good about the campaign (e.g., sales increase, more website visits).
- What could be improved (e.g., more ads, better targeting).

Send and Share: After writing the email, share it with another pair. They will read your email and give feedback.

Group Discussion: After sharing emails, discuss as a class what ideas could make future campaigns even better.

Sample answer:

Subject: Feedback on the Marketing campaign

Dear [Boss's Name],

I hope this email finds you well. We wanted to share our feedback on the recent Summer Campaign.

What Went Well: The campaign was a success! We saw a 20% increase in sales, which shows that more customers bought our products. Additionally, we had 10,000 website visitors. This means our ads and promotions were effective in attracting people to our site.

What Could Be Improved: However, we believe there are areas for improvement. The bounce rate was 40%, which means some visitors left the site quickly. We should consider improving the content on our website to make it more engaging. Also, our click-through rate for ads was only 3%. We should increase the number of ads and better target our audience to get more clicks.

Thank you for considering our feedback. We believe these changes can help us achieve even better results in future campaigns.

Best

[Student

[Student 2 Name]

1

regards,
Name]



Answer Key

Rubric:

Criteria	Excellent (4)	Good (3)	Fair (2)	Needs Improvement (1)
Content & Completeness	Provides a clear and complete analysis of the campaign's strengths and weaknesses. Includes detailed feedback on sales, website, ads, and social media.	Provides good analysis but may miss one area of feedback or be slightly less detailed.	Provides basic analysis with limited detail and might miss one key aspect of the campaign.	Provides minimal feedback or does not address key aspects of the campaign.
Clarity & Organization	Email is very well organized with clear headings for each section (What Went Well, What Could Be Improved). Ideas are logically presented and easy to follow.	Email is organized with clear sections, but some ideas may not flow as smoothly.	Organization is unclear or ideas are not fully developed, making it harder to follow.	Email lacks clear organization, making it difficult to understand the main points.
Language & Grammar	Uses correct grammar, spelling, and punctuation with minimal errors. Sentences are varied and appropriate for A2.2-B1.1 level.	Few grammar, spelling, or punctuation errors, but they do not distract from meaning.	Some noticeable grammar, spelling, or punctuation errors that slightly affect clarity.	Frequent errors in grammar, spelling, or punctuation that affect the overall understanding.
Tone & Professionalism	Maintains a professional tone throughout the email. Polite,	Maintains a professional tone but may occasionally sound informal.	Tone is somewhat casual or less professional at times.	Tone is informal or unprofessional.



Answer Key

	clear, and business-like.			
Use of Specific Data	Includes specific data from the campaign (e.g., sales increase, CTR, bounce rate) with clear analysis and recommendations based on data.	Uses some data from the campaign but could provide more detailed analysis or recommendations.	Mentions some data but lacks clear analysis or recommendations based on the data.	Little or no use of data from the campaign to support feedback.
Recommendations for Improvement	Provides specific, practical suggestions for how to improve future campaigns, based on data and analysis.	Provides good suggestions, but they are somewhat general or lack strong connection to the data.	Suggestions are vague or do not clearly relate to the campaign data.	No clear suggestions for improvement or the suggestions are not related to the campaign.

Scoring Guide:

- 16-20 Points (Excellent): The email provides a clear, complete, and professional analysis with specific data and actionable recommendations.
- 11-15 Points (Good): The email provides a good analysis but may lack in clarity or detail in some areas.
- 6-10 Points (Fair): The email has some good points but lacks detail, organization, or has noticeable language issues.
- 1-5 Points (Needs Improvement): The email is incomplete, unclear, and lacks professionalism or sufficient data analysis.

PROFESSIONAL CHALLENGE

Project: Ad Analysis & Creative Marketing for Industry Innovation (SDG 9) (pg.61)

Sample answer:



Answer Key

Executive Summary.

Our marketing plan is for a new eco-friendly packaging for a food company. This packaging is made from plants and can be recycled easily. Our goal is to help reduce plastic waste. This will support SDG 9 by making the food industry more sustainable and using innovative materials.

Assessment of Current Ads.

We looked at some current ads for eco-friendly packaging. Many ads show why eco-friendly is better than plastic. These ads often use green colours and nature photos to show a “clean” feeling. However, some ads do not explain how using eco-packaging helps the planet, which we think could be clearer.

Goals:

1. Make people understand the benefits of eco-friendly packaging.
2. Increase sales of eco-packaged food by 20% in 6 months.
3. Use online ads to reach more young people interested in sustainable choices.

Strategy:

We will use social media and posters in stores. Our social media ad will show a video about how eco-friendly packaging is made. Our sample ad will have a short message: “Choose Green, Save the Planet.” We will use colours like green and blue and show the eco-packaging with fresh food inside to make it look attractive.

Implementation Plan.

- Timeline:
 - Month 1: Make social media ad and poster design.
 - Month 2: Start posting ads on social media and put posters in stores.
- Resources: We need a designer for the ad, some budget for online ads, and stores to put up posters.

Measurement & Evaluation.

- KPIs: We will check if we get more likes and comments on our social media posts. We will also look at sales of eco-friendly packaged products each month to see if there is an increase.
- Improvement: If we don't see more sales, we will try more promotions or different ad designs.

Presentation Summary.

This eco-friendly packaging plan helps support SDG 9 by reducing plastic use and promoting sustainable materials. It will help food companies show they care for the environment. The benefits are clear: less plastic, a healthier planet, and more satisfied eco-friendly customers.



Answer Key

Rubric for evaluation:

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Executive Summary	Clear, concise, and fully aligns with SDG 9, promoting innovation and sustainable industries.	Clear and aligns with SDG 9, but lacks some detail or depth.	Provides a summary but with limited alignment to SDG 9, and the connection to innovation or sustainability is weak.	Incomplete or lacks alignment with SDG 9. Does not clearly show how the plan promotes innovation or sustainability.
Identification of Involved Parties	Clearly identifies and explains the roles of all relevant parties (companies, consumers, communities, etc.) with strong understanding of stakeholders.	Identifies most parties and explains their roles but lacks some clarity or depth.	Identifies some parties but roles are not clearly explained or key stakeholders are missing.	Does not clearly identify the involved parties or their roles. Significant misunderstanding of stakeholders.
Link to SDG 9 (Innovation & Sustainability)	Strong explanation of how the plan promotes innovation and sustainable industries. Shows a deep understanding of SDG 9.	Explains how the plan promotes innovation and sustainability but lacks depth or detail in some areas.	The explanation of SDG 9 is vague or incomplete. The link between the plan and sustainability or innovation is unclear.	Little or no explanation of how the plan supports SDG 9. Does not show an understanding of innovation or sustainability.
Goals & Strategies	Goals are clear, measurable, and directly aligned with SDG 9. Strategies are well-thought-out, actionable, and promote innovation and sustainability.	Goals are clear but may lack precise measurement. Strategies are mostly actionable but need minor refinement.	Goals are vague or only partially aligned with SDG 9. Some strategies are unclear or not directly actionable.	Lacks clear or measurable goals. Strategies are unclear, unrealistic, or not actionable.



Answer Key

Criteria	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Implementation Plan	Timeline is clear, detailed, and resources are well allocated. Action steps are realistic and aligned with goals.	Timeline is clear but may lack some detail or some resource allocation needs improvement.	Timeline is vague or missing. Some resource needs are unclear or unrealistic.	Lacks a clear timeline or resource allocation. The implementation plan is unrealistic or incomplete.
Measurement & Evaluation	KPIs (Key Performance Indicators) are well-defined and an ongoing review process is planned to assess progress and make adjustments.	KPIs are defined but the review process lacks detail or the plan needs some refinement.	KPIs are vague or the review process is not well outlined. There is little detail about how progress will be measured.	Lacks clear KPIs or a plan for ongoing review. The approach to measurement and evaluation is missing or unclear.
Presentation Quality	Report and presentation are well-organized, professional, and engaging. Visuals and content effectively communicate key ideas and goals.	Report and presentation are clear and professional but may need some refinement to enhance clarity or engagement.	Presentation is somewhat clear but lacks engagement or structure. Some sections may be unprofessional or difficult to follow.	Presentation is unclear, unorganized, or poorly delivered. Missing key points and does not effectively communicate the plan.