LUMSA BUSINESS ENGLISH NOTES

Welcome everyone

First lesson: 25.feb.2015

[www.youtube.com/davidcrystal/english](http://www.youtube.com/davidcrystal/english)is English puts people off….

Not user friendly, spelling difficult, pronunciation

Not user friendly

Economic power: power is money

Being in the right place at the right time

Idioms in business are published on mi page of the LUMSA

* Planned obsolescence= definition

Second Lesson Feb. 26, 2015

1. What do you do?

What type of company do you work for?

Company, business, firm, Society vs societa’

 R&D, HR, Biotech, IT = definitions

 What does your job involve? = Job Description

 Do you have a job? A new job?

I work for…..

 My job is…..

 I do …

 How much do you earn? Get paid?

 What field are you in?

 My job involves…..

 I manage I supervise

 I report to…

1. Pyramidal organization chart: top mgmt. to rank and file workers
2. Horizontal org. chart: line mgmt..

HI TECH………FAMILY BUSINESS…….LARGE MULTINATIONAL

MONOPOLY VS LARGE MULTINATIONAL

EMPLOYEES VS FREE-LANCE (CONSULTANTS)

Depends on company policy and providing there is no “conflict of interest”

Training ….flexibility….

 UNIONS

Entrepreneurs =self made success stories = ambition,risk, ideas, perserverance, motivation, limited resources… courage…

Ferrero

Ingvar Kamprad IKEA

Steve Jobs

Bill Gates

Diego Della Valle

Rockefeller

Glossary: Page 147 of your text book

Does a private company have any shareholders?

What is a merger?

Vs takeover….” Spoil system”

Venture capital group

Producer of solar energy vs user or consumer

Manufacturer= produces goods for someone to buy

Ex. Factory production of shoes, furniture, cars, etc.

1. What are you doing? (at the moment)

Correct verb use in academic, business and other fields:

Generally we use 'do' for activities like academics, chores or daily tasks, ex. do housework, do the shopping, do research, etc. and we use make for processes like make shoes, make a bed, make a cake…etc.

Unfortunately, there are many exceptions…..AND THEY JUST GET LEARNED THROUGH PRACTICE.

SOME EXAMPLES ARE:

Academics:

Do an exam

Do homework

Do research

Do an exercise

Do an exam

Get good grades/a degree

Do a job

Do harm

Do business

Do a favour (do someone a favour)

do the dishes

do housework

do good

do harm

do your best

do a favor

do 50 mph

do business

do your duty

do your hair

do a deed

do right / wrong

do enough

do Berlin, do Singapore, do St. Petersburg, (for travel experiences)

Do time (in prison)

Do everything, do nothing, do something, etc.

make plans
make an exception
make arrangements

Make a bundle (make lots of money)

make an appointment

make a point
make a telephone call
Make a speech

Make an effort

make an offer

make an exception

make peace / war

make love

make money / a profit

make a phone call

make an effort / attempt

Make a mistake

Make a commitment

To make a disposition (legal)

make a suggestion

make use of

make a decision

make an excuse

make a noise

make progress

make arrangements

Legal terms:

To bear witness vs to testify

To award legal custody

To plea

To press charges (against)

Give a sentence

Unit 2 Getting things done (on time)

 Fastest, easiest, best, the most efficient way,

Organize…prioritize (make a list= create an agenda),

need resources, meet deadlines

Urgent???

Important?

Less urgent? Vs more urgent?

Less important? Vs more important?

THE Least urgent? Vs the most urgent?

Least important? vs the most important?

Retail = selling products to the public from a store or on the internet

Merchandise = products themselves (goods)

Merchandizing = act of selling or promoting the goods

 Through ads, marketing, promoting, pricing, producing, innovating

Wholesale= in a warehouse (deposit)

Company profile= present tense

Is, does, provides, gives, foresees, takes, achieves, makes, employs, dedicates,

E-mail language???

Professional….more informal style compared to a formal business letter…

Persuasive, direct style..cultural implications???

Re: Most urgent …help me!

Can you provide?

I need…

Get me an estimate

Management styles: Set an example/Team work

EFFECTIVE LEADERSHIP

 Lead by example

 Be realistic

 Delegate effectively

 Motivate

 Listen

 Involve others

 Communicate

ROLE MODELS

INCENTIVES MOTIVATIONS= “Employee of the Month”

Role play in class w/ 2 scenarios: a. Replace all desks in the office

 b. Party for a colleague who is leaving

Training day in and organization to teach new procedures

 PUSH TO MEET A DEADLINE

 PRIORITIZE

 SET AN AGENDA = MAKE A LIST

Motivation = intrinsic vs extrinsic

We need the right mix to function properly.

Say these numbers out loud….

15-20%= 15 to 20 percent

13 – 30% t sound vs d sound

14-40

15-50

16-60

17-70

18-80

19-90

0= say zero

Ratios and team sport scores…..6:1 (said six to one)

Letters for spelling….use Christian names

Maria

Homework:

Page 19…. collocations of verbs with nouns…

I am in need of your help!

Over budget vs under budget (not meeting the costs)

Profit sharing

Objective= goal = aims

Things we strive to reach or levels we aspire to attain

>Getting things done, done on time

Being solicitous= polite and encouraging them to do what we want them to do

Wandering around vs wondering if/ whether

Mail = snail mail

Unit 8

Finance

Money makes the world go round

The bottom line

Where is the beef?

In the red = the company is without money

in the black = the company has money

* Assets
* Goods
* Stocks

Airline: stock, airplanes, personnel, real estate

Performance and companies that do not tell the truth…

>corporatetransparency…quarterly p&l (budget, financial report or statement)

>corporatesustainability

Unit 8 pg 68 p&l statements

Tasks and role play: financial services

and presentations Corporate structures

 Pg. 22 Mission Impossible

 Task 1 & 2

Lesson 5 March 11, 2015

Transparency in financial sectors = Financial records that report the truth

In the red= in debt

In the black = have money in the bank

Cash vs assets= liquidity or investments

Sustainability= PROVIDING IP CONSULTANCY OR RAW MATERIALS TO SUSTAIN A BUSINESS

PROFIT vs NON PROFIT VS SOCIAL BUSINESS

 GRAMEEN BANK

MUHAMMED YUNUS

Grameen BANK and Danone

Vitamin enriched YOGURT drink (joint venture between Grameen and Danone)

Definition of joint-venture….

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is a trend?

Fashion, customs, habits, style GLAM

Popular (currently popular) cool

Trendy ….

Contemporary = not forever= come and go

Baggy jeans

Low waist jeans

Lady GAGA shoes

Tattoos/piercing

How do we describe trends:

Level off = averaged (median quota or number)

Grow vs decline = decrease

Go down vs Go up = increase

Drop

Fall= plunge = plummet= nosedive= slide

Dip

Economic boom vs economic bust

Using adverbs, too!

SLIGHTLY = GRADUALLY VS DRAMATICALLY = SIGNIFICANTLY

Youtube videos of Steve Jobs and Grameen Bank Social Business Model MuhammedYunus

Lesson 5 March 12, 2015

Review of lesson IV Presentations and Trends descriptions

Pie charts x what type of statistics or reporting on sectors to show segments of a 100% population

Line graph…to show growth or decrease over a period of time….

Bar chart also to show growth or decrease over a period of time…

There was a dramatic jump in turnover last year.= Turnover jumped dramatically…..

Europe’s Enron page 70 + 71

BROKE VS BROKEN

Enron

Parmalat

WorldCom

Royal Ahold

Lehman Brothers

Argentinian Government Bonds

MADOFF… = MADE OFF

Homework presentations on the 5 above

How, what, where, when and why

And what legal action should be taken against these people?

Who are the guilty people?

What about the governmental inspection

Agencies???

Lesson VI

[**Fraudster’s False BriberyClaims - Corriere.it - Corriere della Sera**](http://r.search.yahoo.com/_ylt%3DA9mSs2o1pgFVTRAA2f4bDQx.%3B_ylu%3DX3oDMTE0bXNodDExBHNlYwNzcgRwb3MDMgRjb2xvA2lyMgR2dGlkA1VJSVRDMDFfMQ--/RV%3D2/RE%3D1426200246/RO%3D10/RU%3Dhttp%3A//www.corriere.it/english/14_novembre_18/fraudster-s-false-bribery-claims-0bc8c230-6f16-11e4-a038-d659db30b64c.shtml/RK%3D0/RS%3DeYD5ukGqygV0EhjANQeAb99ZI2c-)

[www.**corriere**.it/.../**frauds**ter-s-false-bribery-claims-0bc8c230-6f16](http://www.corriere.it/.../fraudster-s-false-bribery-claims-0bc8c230-6f16)...

http://wn.com/madoff\_investment\_scandal

Lesson 8 March 19, 2015

SOCIAL BUSINESS PRESENTATION NOTES

The first thing that comes to mind when we think of business is profit vs non profit.

But what about SOCIAL BUSINESS? (not to be confused with BUSINESS CONDUCTED ON OR THROUGHOUT TODAY’S SOCIAL NETWORKS!!!)

Profit sharing= dividing the profits among the employees..

Stockholders receive dividends

Some definitions of social business:

**1. \* Socialbusiness** transforms the organization from the inside out, connecting the internal with external, enhancing relationships, creating shared value for all.

\* Source: www.pammarketingnut.com/...**definition**-of-**social**-**business**

# 2. The definition of social business [June 25, 2012](http://www.beingpeterkim.com/2012/06/the-definition-of-social-business.html) by [Peter Kim](http://www.beingpeterkim.com/author/pkim/)

After months of discussion and debate with my Dachis Group colleagues[Jeff Dachis](http://twitter.com/jeffdachis), [Kate Niederhoffer](http://twitter.com/katenieder), and [Ellen Westcott](http://twitter.com/ellenbwestcott), in January 2009, I was the first person to publish and use the phrase “social business” in a blog post. That post, titled “[It’s Time To Transform](http://www.beingpeterkim.com/2009/01/social-business.html),” touched on the fundamental need for a new concept—something that would get us past incremental changes in marketing and technology, and would unlock much greater value creation for businesses.

(Note: The phrase “social business” was in use prior to January 2009 in reference to[the work of Professor Muhammad Yunus](http://en.wikipedia.org/wiki/Social_business). That definition is quite different than our use of the term as applied to evolutionary marketing and technology strategies.)

Later that year, with [David Armano](http://twitter.com/armano) and [Jevon MacDonald](http://twitter.com/jevon) on board, we wrote about the concept of[Social Business Design](http://www.dachisgroup.com/social-business-design/), which explained what social business is, why it matters, and where to apply it in the organization.

Meritocracy..by Abravanel

In brief: Social business draws on trends in technology (e.g., powerful mobile devices, widespread availability of high-speed Internet access, low cost of data storage), work (e.g., always-on culture, globalization), and society (e.g., propensity to share or give back).

Companies should care about social business because they can improve business outcomes (i.e., increase revenue or decrease costs). The core principles touch on all areas of a business, whether for business-to-customer engagement, employee-to-employee collaboration, or supply chain optimization.

Making social business work requires focus on a company’s culture, connections, content exchanges, and measurement and analytics.

Let’s pause for a second. As you can see, the definition of “social business” is already unwieldy.

### Why You Should Care About the Definition

Here’s where we get to the part that explains why you should care about the definition of social business.

The thing about social business—and what is true to its original definition—is that it’s a BIG IDEA. Again, go back to that original blog post, and see that social business intends to transform marketing and technology. Companies have always listened to customers and have empowered employees.

Companies have also been exploring new media and implementing new technology for decades.

But here’s the difference: Social business harnesses the trends in market today, helping us change business models of yesterday and driving brands forward into the operating modes of tomorrow.

[Dion Hinchcliffe](http://twitter.com/dhinchcliffe)and I wrote a book called[*Social Business By Design*](http://amzn.com/1118273214) to explain how to make social business work. A graphic model for thinking about the concepts in this post is included

Social business is huge, and it’s not going away. Three years after the phrase “social business” was coined, at least [101 examples of social business ROI](http://www.beingpeterkim.com/2012/01/social-business-roi-examples.html) exist. Momentum is building. Companies are using the core social business principles to create competitive advantage and drive business results.

\* Source: <http://www.beingpeterkim.com/2012/06/the-definition-of-social-business.html>

### 3. [Social enterprise - Wikipedia, the free encyclopedia](http://r.search.yahoo.com/_ylt%3DA0LEVx0FBghVbDsAdrVXNyoA%3B_ylu%3DX3oDMTEzdXVpcHZiBGNvbG8DYmYxBHBvcwM0BHZ0aWQDU1dJTUMwXzEEc2VjA3Ny/RV%3D2/RE%3D1426617990/RO%3D10/RU%3Dhttp%3A//en.wikipedia.org/wiki/Social_enterprise/RK%3D0/RS%3DjPhjgTPg1gRZCVA0YfN3gcLnvDs-)

en.wikipedia.org/wiki/**Social**\_enterprise

A **social** enterprise is an organization that applies commercial strategies to maximize improvements in human and environmental well-being, rather than maximizing ...

CSR= CORPORATE SOCIAL RESPONSIBILITY

IMAGE + TELLING THE TRUTH

Not greenwashing

### 4. [IBM Social Business - IBM - United States](http://r.search.yahoo.com/_ylt%3DA0LEVx0FBghVbDsAfrVXNyoA%3B_ylu%3DX3oDMTEzZ2gwYWhpBGNvbG8DYmYxBHBvcwM4BHZ0aWQDU1dJTUMwXzEEc2VjA3Ny/RV%3D2/RE%3D1426617990/RO%3D10/RU%3Dhttp%3A//www.ibm.com/social-business/us/en//RK%3D0/RS%3DppuNn7QAmdphLVyyQEqx9E9x160-)

www.ibm.com/**social**

IBM **SocialBusiness** solutions put people and the value of human connections at the center of your **business**.

Is Social Business the new business model? Why? Why not?

Will it replace profit vs non-profit businesses? Should it? Can it? Is it only a dream?

Can we see the dream of MuhammedYunus’s slogan “Poverty will be seen in museums.” come true?

Facts abour MY:

Bangladesh born

Fulbright Scholar

Ph.D. from Northwestern University in Economics

Founder of Grameen Bank

Social business concept idealizer

Nobel prize winner for peace in 2006

Danone and Grameen bank project for healthy vitamin enriched yoghurt

Social business California chamber of commerce

Videos of Muhammad Yunus on [www.youtube.com](http://www.youtube.com)

<https://www.youtube.com/watch?v=0C3XQ3BTd4o>

<https://www.youtube.com/watch?v=V2lXpKq_Jqw>

# Muhammad Yunus’s slogan "Creating a World Without Poverty"

Nobel Peace Prize recipient Muhammad Yunus talks about using micro-credit to help the poor around the world - including in the U.S. - improve their lives. Mr. Yunus spoke at an event held at George Washington University's Lisner Auditorium.

<https://www.youtube.com/watch?v=T8lMhj2w874>

ROLE PLAY IN CLASS USING:

Page 30 Harley Davidson Case KEY WORDS used in strategy change planning:

Brink of bankruptcy

Rejiuvinate image/company???

Buy into the Harley experience

Bring in a younger audience

Lesson 9 March 25, 2015

LANGUAGE CHECK PAGES 31 + 32

British Council REPORT “WHAT WILL SOCIAL ENTERPRISE LOOK LIKE IN

 EUROPE BY 2020?”

PG 31 + 32 HOMEWORK REVIEW……

WHO RUNS THE BUSINESS? SHAREHOLDERS OR CEO?

WILL = 30-70%

IS GOING TO = (MORE PROACTIVE IN STATEMENT OF A CHORE OR STRATEGIC POSITION) UNCERTAINTY IS LESS…..98-2%

DESCRIBING JOBS AND FUNCTIONS:

SHE REPORTS TO

I’M RESPONSIBLE FOR

MY JOB INVOLVES = MY JOB CONSISTS IN

I WORK FOR

Getting things done = Asking for help in the workplace

LAST 2 LESSONS WE DISCUSSED STRATEGY ex. Harley Davidson role play exercise….

SOME ESSENTIAL TIPS X BRAND STRATEGY ARE:

1. DEFINE YOUR BRAND
2. YOUR BRAND IS YOUR BUSINESS MODEL
3. CONSISTENCY, CONSISTENCY, CONSISTENCY…and then some!
4. START FROM THE INSIDE OUT
5. CONNECT ON THE EMOTIONAL LEVEL
6. EMPOWER BRAND CHAMPIONS
7. STAY RELEVANT AND FLEXIBLE
8. ALIGN TACTICS WITH STRATEGY
9. MEASURE THE EFFECTIVENESS
10. CULTIVATE YOUR COMMUNITY
11. KEEP YOUR ENEMIES CLOSER
12. PRACTICE BRAND STRATEGY THINKING

TO SUM UP OR TO SUMMARIZE:

HAVING A BRAND STRATEGY WILL BRING CLARITY AND MEANING TO YOUR BRAND SO YOU CAN FOCUS ON MAKING, CREATING AND SELLING THINGS THAT PEOPLE REALLY CARE ABOUT.

Lesson 9 March 25, 2015

Awareness about World Water Day March 22, 2015 …began in 1993

 Did any of you think about it?

 Did any of you hear about it this year?

 Did any of you hear about it in the past?

 Do you think about water?

 Do you think about water management?

 Do you waste water?

UN = WATER AND SUSTAINABLE DEVELOPMENT

 TO APPEAR LIKE GOOD GUYS FOR

BRAND IMAGERY = GREENWASHING

http://www.businessinsider.com/facts-about-the-water-crisis-2012-6?op=1&IR=T

Unit 5 – Preservation

What about sustainability, transparency, greenwashing, etc?

Nigerian Delta exploitation and BP petroleum leak….ecosytem ruined, jobs, livelihoods, etc.

IN Peru it will be the same? What do you think?

HOMEWORK PAGES 43-45 AND ANSWER THE QUESTIONS

Under budget

Meeting budget

Over budget

Manufacturing plant= factory

Not to be confused with farm=fattoria

The Grameen bank= social business = micro credit

Issue= problem

The tabacco concern was threatened.

Infrastructure = definition and why is it important for development in a country?

Something is likely or unlikely. Probability…will occur or not occur….can be avoided or is unavoidable …..

Modals to use x this: will, going to, should, would, could, must, have to, might, may, ought to,, need…

1. Is going to 99% sure= certain
2. Will 70-30% assurance possibility
3. Might or may 50-50%
4. May 50-50%
5. Would 99% certainty
6. Should – posssibility
7. Must be = has (have) to be = absolute certainty

Modals are used for persuasion, obligation, advice, probability, etc.

Other uses?????

To hold out some hope= to give hope

video of JACK MA FOUNDER AND CREATOR OF ALIBABA

<https://www.youtube.com/watch?v=O8gFSntSwr0>

Lesson 11 April 1, 2015

Role play with Camisea project at the World Earth conference

Pg 48 in text

What does “strike a balance mean”? image, culture, religions, interests, protecting what is true or right, ethics and sensitivity to the same to create a harmonious business atmosphere

See the whole picture..big picture

Page 47 dealing with unclear situations…?

Role play of scenarios on page 48..

Presentations in class

Homework x April 8, 2015

Lesson 12 April 8, 2015

Marketing Chapter 6, and Review 2 Language Check pages 57 + 58

THE 4 Ps OF A GOOD MARKETING MIX: PRICE, PRODUCT, PROMOTION AND PLACE

For a competitive advantage…..successful brand management

Lesson 13 April 9, 2015

Unit 6 Marketing and seducing the masses…..

Logos…no names necessary anymore???….we recognize them

Penetrate a market

COME UP WITH=CREATE

ATTITUDE TO / TOWARD(S) S.T. OR SOMEONE: like, don’t like or indifferent….trust it if you know it but what about German Wings airline?

WORD COLLOCATION EXERCISE FROM UNIT 6 WORKBOOK FOR MARKETING TERMINOLOGY

COMPARE THE LINDT EASTER BUNNY WITH THE FERRERO EASTER BUNNY

Fotos on the internet…..

BRAND DEFINITION::::n. noun

* 1. A trademark or distinctive name identifying a product, service, or organization.
* 2. A product or service so identified. bought a popular brand of soap.
* 3. An association of positive qualities with a widely recognized name, as of a product line or celebrity. The company tried to improve its brand by donating money to charity.

tr.v.

* 1. To mark with a hot iron, as to show ownership. branded the steer.
* 2. To provide with or publicize using a brand name or other readily recognized identifier. a line of cars branded with mythological names.
* 3. To consider or label as disgraceful or infamous; stigmatize. branded the deserters as cowards.

What is a Brand, Anyway? TOP BRANDS????

Language is supposed to illuminate meaning, but it doesn’t always work that way.  As usage evolves, definitions become unmoored, and different people start using the same word to mean entirely different things.

I think “brand” is one of those words that is widely used but unevenly understood.  What does “brand” mean, and how has the word’s application changed over time?

The first definition of “brand” is the name given to a product or service from a specific source.  Used in this sense, “brand” is similar to the current meaning of the word “trademark.”

More than a century ago, cattle ranchers used branding irons to indicate which animals were theirs.   As the cattle moved across the plains on their way to [Chicago](http://www.forbes.com/places/il/chicago/) slaughter houses, it was easy to determine which ranches they were from because each head of cattle was branded.

With the rise of packaged goods in the 19th century, producers put their mark on a widening array of products—cough drops, flour, sugar, beer—to indicate their source.  In the late 1880s, for example, as the [Coca-Cola](http://www.forbes.com/companies/coca-cola/) Company was getting started, there were many soda producers in every market.  Before Coca-Cola could get a customer to reach for a Coke, it needed to be sure the customer could distinguish a Coke from all the other fizzy caramel-colored beverages out there.

In the first sense of the word, then, a brand is simply the non-generic name for a product that tells us the source of the product.  A Coke is a fizzy caramel-colored soda concocted by those folks in [Atlanta](http://www.forbes.com/places/ga/atlanta/).

In earlier times, we referred to these non-generic names as “brand names.”  When Baby Boomers like me were growing up, marketers might have said that Proctor & Gamble sold a laundry detergent under the brand name Tide.  Nowadays, people would simply say P&G sells the Tide brand of laundry detergent.  Problem is, the shorthand suggests there’s no difference between a brand name and a brand.  But, in contemporary marketing, there is.

Beginning in the later part of the 20th century, marketers began to grasp there was more to the perception of distinctive products and services than their names—something David Ogilvy described as “the intangible sum of a product’s attributes.”  Marketers realized that they could create a specific perception in customers’ minds concerning the qualities and attributes of each non-generic product or service.  They took to calling this perception “the brand.”

Put simply, your “brand” is what your prospect thinks of when he or she hears your brand name.  It’s everything the public thinks it knows about your name brand offering—both factual (e.g. It comes in a robin’s-egg-blue box), and emotional (e.g. It’s romantic).  Your brand name exists objectively; people can see it.  It’s fixed.  But your brand exists only in someone’s mind.

In fact, one of the ways we sometimes see that a brand is growing stronger is when its customers start referring to it by something *different* from its brand name.  Think “[FedEx](http://www.forbes.com/companies/fedex/)” or “Tar-jé.”  This only happens when customers feel enough of a relationship with a product to bestow it with a nickname—which, in the cases I just mentioned, happily reinforce the brand attributes Federal Express and [Target](http://www.forbes.com/companies/target/) seek to promote:  speed and efficiency for the former and affordable chic for the latter.  But sometimes, customer perceptions can be a headache for brand managers.  Natural and organic food retailer Whole Foods Market has been struggling for years to shed the moniker “Whole Paycheck,” which captures public perceptions of what it costs to shop in the store.

From now on, I’ll use “brand name” to refer to the name signifying the source of a product or service, and “brand” to refer to the perception customers have about that product or service.

Brand Management Job Description

Brand managers are the key people behind the success of any brand or product. They are responsible to improve the value of their brands or products, which in turn generate profitable returns for the company and shareholders. Many multinational companies spend millions on brand management and employ professional brand managers to develop, plan and implement marketing activities to increase the value of their brands.

Industries such as Fast Moving Consumer Goods (FCMG) for example, invest heavily in their products or brands in order to build their brands’ equity that will in turn generate significant sales and gain customer loyalties. Brand management is now no longer exclusive only to FCMG but is widely adopted in almost every industry be it automotive, fashion, cosmetics, computer or sports industry to name just a few.

Professionals who are responsible for brand management functions in their company are called brand managers, product managers or product development managers.

Brand Management Job Responsibilities

Brand management is more than a marketing job. Brand managers are responsible for the overall performance of their brands, which includes managing and developing their brands P&L (Profit and Loss), image and positioning in relation to their competitors. They are the key persons to plan, develop and implement marketing initiatives and activities for their brands or products.

Brand managers lead market research efforts to understand customers’ perception and behavior and formulate effective marketing strategies to ensure their brands receive maximum visibility and perform better than their competitors.

Brand managers are also required to be creative and be updated with latest marketing trends as the job also involves coordinating events, marketing projects and advertisement campaigns for their brands or products.

Brand managers work with a wide network of people such as advertising and media professionals, contractors and sales agents as well as their own internal marketing team members. As such they have to exhibit strong leadership abilities, good communication and social skills, strong analytical skills and the ability to multi task.

Brand managers are also a member of the management team, having to report weekly results and activities during management meetings as well as to integrate corporate objectives into their brand management strategies.

Training and Education Requirements

Brand managers are required to have core knowledge about marketing-related subjects such as advertising, consumer behavior, marketing strategy, market research as well as some knowledge about accounting and finance.

Almost all colleges and universities offer bachelor’s degree in business with specialization in marketing. Many business schools or institutions also offer online degree courses that enable working students to pursue their education on part-time basis.

**Important news about UK desirable list of top jobs 2015- Marketing manager**

The survey combines earning potential, pay and vacancies to determine best jobs in the market today

Researchers find marketing manager is the best job. The often maligned marketing industry today gets a gold star for doing what it is paid to do. Apparently what most Britons yearn to be is a marketing manager.

A report lists the roles of marketing manager, finance manager and mechanical engineer at the very top of its list of what working people deem the 25 best occupations in the UK.

The 25 best UK jobs listed by global recruitment consultants Glassdoor are ranked according to a score determined by three factors in a series of employee surveys: earning potential, career opportunity rating and number of job openings. The results represent jobs that stand out across all three categories.

Marketing manager, with an average starting salary of £46,660, was in pole position with a score of 4.5, finance manager came second with 4.4, and mechanical engineer also scored 4.4.

In IT-related positions, the job of solutions architect (14th, score of 4.1) enjoys the highest average annual starting salary of £66,349, software engineer (10th, score of 4.2) currently has the most job openings – 14,846 – while professional services (8th) and technology (7th) were seen as the top two industries with the most jobs represented in a broad spread of roles. Accountant, traditionally a well-paid and secure springboard into various sectors, limped in at 23, with an overall score of 3.6 and an average starting salary of £29,488.

The final list of 25 predominantly office-based and IT-related jobs was whittled down from a list of 100 occupations – including retail store manager, lecturer, social worker, chef, flight attendant and bar tender.

Joe Wiggins of Glassdoor said: “Our best jobs for 2015 report analyses employee career opportunities ratings, the number of jobs available and the average salary in order to identify the top jobs that, in effect, tick all boxes for employees. This is not just about money, because the roles that ranked highly scored well across all three factors. So, for anyone looking for a job right now with a good balance of pay and prospects, these are the ones to consider.”

He urged job hunters to “ think about the bigger picture when you’re looking for a new job.” “There’s no doubt about it, job seekers are in a stronger position in 2015,” he said. “By researching employee reviews, you can get it right first time and avoid ‘buyers’ regret’.”

Stephanie Lloyd, marketing manager at Sainsbury’s Bank, has no regrets: “For me it’s the customer centric nature of the role; listening to their needs and wants and applying this insight to develop products and offers that will resonate. It’s a fast paced, dynamic role with never two days the same – it certainly keeps you on your toes.”

In December Google was named the best place in the UK to work in a [separate research study](http://www.glassdoor.co.uk/Best-Places-to-Work-UK-LST_KQ0%2C22.htm) by Glassdoor

Lesson 14 April 15, 2015

Finish Unit 6

REPEAT OF THE ESSENTIAL TIPS X BRAND STRATEGY

1. DEFINE YOUR BRAND
2. YOUR BRAND IS YOUR BUSINESS MODEL
3. CONSISTENCY, CONSISTENCY, CONSISTENCY…and then some!
4. START FROM THE INSIDE OUT..play the devil’s advocate
5. CONNECT ON THE EMOTIONAL LEVEL
6. EMPOWER BRAND CHAMPIONS
7. STAY RELEVANT AND FLEXIBLE
8. ALIGN TACTICS WITH STRATEGY
9. MEASURE THE EFFECTIVENESS
10. CULTIVATE YOUR COMMUNITY
11. KEEP YOUR ENEMIES CLOSER
12. PRACTICE BRAND STRATEGY THINKING

“SITTING ON YOUR LAURELS” seems to exist in every language represented here in the classroom!

TO SUM UP OR TO SUMMARIZE:

HAVING A BRAND STRATEGY WILL BRING CLARITY AND MEANING TO YOUR BRAND SO YOU CAN FOCUS ON MAKING, CREATING AND SELLING THINGS THAT PEOPLE REALLY CARE ABOUT.

Comparison of 10 most valuable brands According to Bloomberg and Forbes..lists are similar….

Apple, Google, IBM, Microsoft, GE, McDonald’s, Coca-Cola, Samsung, Intel and Toyota

Why are they on top? **People trust and believe in them!!!!!!**

USER GENERATED ENTERTAINMENT…..GREAT STRATEGY X DISNEY CORP TO PENETRATE THE MARKET

Bellagio Interviewing process to open hotel in Las Vegas page 77 Unit 9

Role play in class…..

Lesson 16 April 22, 2015

In the past….hiring and firing…now downsizing and outsourcing many tasks and assignments

Recruitment and Hiring for the future…BOTTOM LINE IS COST

DOES OUTSOURCING PROVIDE LESS QUALITY OF WORK?

 University MOOCS= courses on line

 Virtual jobs

 Working from home

Job migration

Off-shoring

Cutting costs x personnel and labour, operating costs and processes

GOING GLOCAL…..local expertise

Call centers outsourced to India and the Phillipines

Page 95…GOING; GOING; GONE:..E-Bay example = unique culture of electronic markets….

User-generated content= customers are product development, marketing research,

Merchandising and sales department as well as quality control (grading each transaction…each buyer and seller gave feedback)

Omidyar had a start-up= comes from nothing

Became a multi-billionaire

Sold e-bay to Microsoft

Now he wants to get rid of 99% of his fortune to help social causes ..

Now he is a philanthropist

Numbers….

70 million buyers and sellers

50,000 users contemporaneously….

World population is 11 billion

Values of E-Bay? Care about customers, broader seller/buyer base, economical advantage of buying retail, ethical approach to selling, > service minded

Down side is they do not resolve damaged property or shipping problems

Video of Jack Ma counterpart of E-Bay in China

<https://www.youtube.com/watch?v=rUwmakdaye4>

Think about THOSE numbers! They are 10 x those of E-bay….

Page position….of newspapers and home pages of websites…

Homework… Units 10+ 11

Lesson 17 ….April 23, 2015

IP (WHAT IS IT?) = intellectual property

Patent or copywrite (copywright)

INTEL with 250 IT engineers working in the R&D department…what is R&D???

Fotocopying text books = plagiarism

Downloading music (would you steal a CD from a store?)

Counterfeiting, fraud, deceit, cheating, sharp practice, deception, graft,

swizz (UK, informal), bluff, plagiarism, blackmail, money laundering, forgery

IDENTITY THEFT

CORPORATE ESPIONAGE (insider trading)

An act of deception or trickery…..swindle, hoax, scam, trick

Legal action can be processed x a “bait and switch” seen in advertising

Idiomatic expressions: To be shanghaied, to be taken to the cleaners, to be ripped off

**The person who does this is an impostor, pretender,** sham artist, con artist, ripoff artist (slang), trickster, scam man, grafter, counterfeiter, criminal, crook, deceiver, embezzler, extortionist, imposter, quack, racketeer, phony

[**Famous Fraud Cases**](http://famous101.com/famous-fraud-cases)

Fraud refers to the deliberate falsification of facts, by words or action, or to concealing the facts in order to deceive and to gain financial or some other personal gain. Cases of fraud are most common in buying and selling property, including real estate and intangible property like stocks, bonds or intellectual property. To be legally taken as a fraud, an act needs to be a false statement, a willful act, intended to deceive, verifiable through the statement of the alleged and that the act has inflicted legal injury upon the victim. Although there are complications in proving that an act of fraud contains all these elements, different States’ laws provide different laws to deal with the offense effectively. In Arizona the statute relating to fraud readsany [person](http://famous101.com/famous-novels-written-in-first-person) who, pursuant to a scheme or artifice to defraud, knowingly obtains any benefit by means of false or fraudulent pretenses, representations, promises or material omissions” is guilty of a felony.

**1. United States v. Morris, Computer Fraud Case**

Robert Tappan Morris was a student at Cornell University and, having been given access to the Cornell computer, he devised one of the first internet bugs, known as the Morris worm, after himself. The worm was released from the Massachusetts University of Technology and infected the internet through send mail, finger program and trusted hosts. the United States District Court for the Northern District of New York, found Morris guilty of violating 18 violations of the Computer Fraud and Abuse Act. He was sentenced to three years of imprisonment with 400 hours of community service and a $10,050 fine. An average infected computer required between $200 and $53,000 for corrective action.

**2. Ponzi fraud Case**

In the 1920s Charles Ponzi devised a fraudulent scheme after which many other similar schemes are called Ponzi schemes till today. He made use of the profit by buying IRCs, International Reply Coupons, cheaply from one country in exchange for more valuable stamps in another country. Ponzi resorted to rob Peter to pay Paul. He paid profits to old investors from the new investments, keeping a big chunk for himself. He became a millionaire within days, at the cost of the investors who were deprived of their heavy investments. Ponzi was awarded 86 counts of mail fraud in two federal indictments and faced life imprisonment.

**3. Stanford Financial Group fraud**

Robert Allen Stanford was the chairman of the now defunct Stanford Financial Group of Companies. The U.S. Securities and Exchange Commission (SEC) charged Stanford for a massive ongoing fraud involving $7 billion in certificates of deposit On February 27, 2009 the SEC amended its original complaint and lodged it against Stanford for being involved in a massive Ponzi scheme. The FBI had raided Stanford’s company offices in Houston, Texas and Memphis, Tennessee. On investigation, he was found guilty of multiple violations of the American SEC laws. He was convicted of almost all the charges leveled against him. He is currently serving 110 years of imprisonment at Summer County Federal Prison in Florida.

**4. The Sale of the Eiffel Tower Fraud**

The sale of the Eiffel Tower was perhaps the most [unbelievable](http://famous101.com/famous-unbelievable-medical-malpractice-lawsuits) fraud in the recorded history. The man behind this fraud was Victor Lustig, who was known as theman who sold the Eiffel Tower. He was born in Bohemia in 1890 and his first fraud was to sell a money printing machine, which took 12 hours to counterfeit a 100 dollar bill. People bought the machine for $30,000. It did deliver two bills and nothing after that. In 1920 he disguised himself as a government official and invited six metal scrap dealers. He explained to them that the maintenance of Eiffel Tower was beyond the means of the city, and therefore the government had decided to sell the tower. The scrap dealers were only too [happy](http://famous101.com/famous-major-movie-events-that-were-happy-accidents) to fill his suitcase with cash, with which he left for Vienna by train. Lustig was arrested in the U.S and was imprisoned at Alcatraz prison, where he died of pneumonia.

**5. The Poyais Island Fraud**

GregorMacGregor was involved in the all-time most fatal fraud. His fraud caused the death of at least 300 [people](http://famous101.com/famous-people-with-only-one-known-photograph) and in spite of that he was never convicted. Not only that, but also prior to his death in Caracas on December 4, 1845, he received Venezuelan citizenship with a pension as a general who fought for freedom. He created an imaginary island, Poyais, off Honduras and adopted the persona of its prince. He sold its land first in America and by the [time](http://famous101.com/famous-ancient-laws-way-ahead-of-their-time) the first 200 would-be colonizers reached the site of the nonexistent island, he was sending another ship of 200 would-be colonizers from France. All of the first 200 died on the way back, while more than half of the second group too did not survive.

**6. Fraud cases of Ferdinand Demara**

Ferdinand Demara is known as the Great Impostor on account of numerous, and amazingly successful, masquerades. He was born in Massachusetts and joined the U.S. Army in 1941 and after that whatever he did was just another fraud. During his long career of frauds he impersonated an assistant prison warden, a monk, a teacher, a lawyer, a child care expert, an editor, a deputy sheriff, a doctor of Applied Psychology and many others. The climax was his being the surgeon Joseph Cyr on the Canadian destroyer HMCS Cayuga. Robert Crichton wrote his story in his book The Great Impostor and it was a New York Times best seller.

**7. Bernard Madoff (made off) Fraud cases**

Bernard Madoff committed the largest commercial fraud in U.S. history. He is the former non-executive chairman of the NASDAQ stock market, and the currently most known white collar criminal. Through his massive Ponzi scheme, he inflicted losses of more than $18 billion to the investors. The FBI agents arrested him on one count of securities fraud. Madoff pleaded guilty to 11 federal felonies. He admitted to converting his wealth management business into a massive Ponzi scheme at the cost of the investors. On March 12, 2009 he was awarded the maximum permissible imprisonment of 150 years, which he is serving currently.

**8. Robert Maxwell Pension Fraud**

Robert Maxwell was a Czechoslovakian-born British media mogul who stole many hundreds of millions of pounds from his company’s pension funds. He slipped accidentally and was drowned or committed suicide while travelling on his luxurious yacht, the Lady Ghislaine,

**9. Frank William Abagnale, Jr.**

Frank William Abagnale, Jr. is a former impostor known for his unique frauds relating to confidence tricking, check forging and escaping prisons. He impersonated eight different versions, including a pilot, a U.S. Bureau chief of prisons and others. Currently, he is an American security consultant.

**10. United States v. Neil Scott Kramer, cell phone fraud case**

United States v. Neil Scott Kramer is a famous court case relating to the use of the cell phone by an adult to compel a minor for sex.

In addition to the frauds inflicting legal injury upon individuals, there are different kinds of frauds which are injurious to corporate bodies and even governments. Such frauds, like tax evasion or alien registration, are punishable according to the severity of the offence.

Units 12 and 13 for homework and page 89 on Conditionals

Lesson 18 April 29, 2015

PAGE 89 CONDITIONALS REVIEW

Flooding the market = MARKET OVERFLOW = MARKET GLUT

INFORMATION GLUT

If I had known it (was) were a fake, I would not have bought (into) it.

To buy into something

Anti-counterfeiting features

Protecting an ATM machine with an electronic, anti-theft mechanism

BONO= BAND AID

Ecological movements

Philanthropic movements

Pierre Omidyar= philanthropist

Lobbying= blogs?

Movements snowball (ed)

“snowball effect”

NRA= strong lobby in the USA

Greenpeace

Amnesty international

WWF

“ need a voice”

GREENWASHING = A COMPANY DOES PUBLICITY TO APPEAR ENVIRONMENTALLY FRIENDLY

WHAT IS THE MOST IMPORTANT THING FOR COMPANIES TO DO WHEN DEALING WITH THE MEDIA?

TELL THE TRUTH

FINISH ANY MESSAGE ON A POSITIVE NOTE: USE GOOD PR TACTICS

 THINK OF THE IMAGE

 GET THE FACTS

 KEEP THE PUBLIC AWARE

 PROVIDE UPDATES REGULARLY

DEMONSTRATIONS = protests

BOYCOTTS

LITIGATION=CLASS ACTION

To create awareness for or against a movement

Making a case????

 Address the issue

 Publicize news about it

 Social media use

 Press

Lobby campaign modal verbs: Need to / Have to / Must / Ought to / Should

Work on sheets x vocabulary improvement and skills on using correct word collocations….pages 48 and 49 in workbook

Philanthropist ???? = MOTHER TERESA….MARTIN LUTHER KING

 BILL GATES…NELSON MANDELA…ANGELINA JOLIE….

WALT DISNEY …. PIERRE OMIDYAR…GHANDI….BONO…MONTESSORI..etc.

To back or back up is to sustain a person or a movement through moral support or financial backing

Gov’t watchdog group?? What is a watchdog?

Conduit = a go-between in a negotiation

Gatekeeper = editor in journalism vs journalism

Media site….disclosure….journalist protection…devote to

Reading of article on Omidyar’s philanthropic activity to create a “mass media

venture” with Greenwald, Poitras and Rosen with $250mil …..

Lesson 19 April 30, 2015

Asbestos 1950s

Political campaigns…..hype….spin…is necessary to get public’s attention

Candidates run on a platform

Candidates run for office

Communication/information meltdown or overglut

STIMULUS OVERLOAD

Video on business model layout helpful x business plan preparation and presentation from STRATEGYZER.COM

http://businessmodelgeneration.com/canvas/bmc?\_ga=1.117138885.27491893.1429780431



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Unit 13 Communication

**WRITING TIPS: Choose active, precise verbs**
**Janice L. Hewitt, Ph.D.**

Choose active, precise verbs to invigorate your scientific or engineering professional papers, thesis, and reports. Frequently those choices will help you avoid unnecessary passive voice and excessive use of “is,” “are,” “was,” “were,” “I,” or “we.”

For example:

|  |  |
| --- | --- |
| **Instead of saying** | **Write** |
| “This work is a generalization of Smith’s earlier algorithm” | “This work generalizes Smith’s earlier algorithm.” |
| “This approach is an improvement on Smith’s design,” | “This approach improves Smith’s design.” |

 Source: <http://www.owlnet.rice.edu/~cainproj/writingtips/preciseverbs.html>

The Cain Project in Engineering and Professional Communication
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Here is a list of action verbs for a [press release headline](http://www.thepressreleasesite.com/how-to-write-a-press-release-headline-just-get-to-the-point-already.html):

Announces

Appoints

Unveils

Reveals

Presents

Launches

Promotes

Hosts

Upgrades

Expands

Provides

Introduces

Debuts

Offers

Improves

Selects

Reports

Supports

Joins Forces With

Unveils

Names

Is Recognized For

Invited To

Prevents (illness, major disaster, etc.)

Recognizes

Awards

Is Presented With

Opens

Features

Reports

Honors

Visits

Lesson 20 May 6, 2015 Test for who attended 70% of the classes ONLY!