

(Read this direction silently.)

- Ask your student to read aloud the vocabulary words. Then, ask your student to read aloud and complete the sentences. Note that your student cannot see the underlined words.

see eye to eye (idiom)

expound (v.)

proposition (n.)

target market (n.)

ahead of the curve (idiom)

1. The target market had been defined by the manager so we carry out our advertising plans right away.
2. Robbin stands by his proposition to air advertisements on TV.
3. When asked to expound on his idea, he made no comment.
4. My father's business has always been successful because he's always ahead of the curve in business.
5. They seem to see eye to eye on most important issues in their company.

(Read this direction silently.)

- Read the whole dialogue with your student.
Make sure your student fills in the blanks using the words in Activity 1.
Note that your student cannot see the underlined words.

TUTOR Good morning, Ms. Amber. Is everything fine?

STUDENT Hi, Ruth. I'd like to discuss with you the upcoming campaign of our newest product.

TUTOR I see. May I know the (1) target market?

STUDENT We will introduce our new deodorant to females ages from 18- 35.
I'm thinking of advertising this product on the radio. What do you think?

TUTOR I'm afraid I can't agree with your (2) proposition. We should use appropriate media that our target market are most likely to interact to. I recommend to have placements on print and television.

STUDENT I don't quite follow you. What exactly do you mean?
Kindly (3) expound your suggestion.

TUTOR Well, our target market are more exposed on print and television.
We should put our advertisements on television since women like to watch dramas at night. They are also highly exposed on print media especially magazines.

STUDENT I must admit I never thought about the media of advertisement that way before.
I am thankful that you were able to share your ideas.
You made me see a new perspective on this.

TUTOR We need to be (4) ahead of the curve with our competitors. Since we are going to promote our newest deodorant, we need to make our target market learn about its benefits & how this particular product fits with their lifestyle.

STUDENT I (5) see eye to eye with you on that. That was a great recommendation, Ruth.
Let's discuss our next steps on this campaign next week.

TUTOR Thank you, Ms. Amber. I am glad that I was able to help you.

(Read this direction silently.)

➤ Read aloud the following passage to your student twice. Then, ask the question below.

Please listen carefully as I read a passage.

We may find it difficult to get our opinions across in meetings, interviews, or, one-on-one conversations at work. To make your opinions heard, it is important to find the right way to offer your thoughts and think of a good introduction to frame your opinion. Patience also helps by making sure to allow the people to finish making their point before yours. That way you can expect the same courtesy from others. Also, remember to acknowledge the opinions of other people.

Please answer the following question:

According to the passage, how are you going to make your opinions heard?

(Read this direction silently.)

➤ Ask your student to read the text aloud. Then, ask the question below.

Please read the text.

During a meeting in your department, the Human Resources Director announced that she will be proposing to the CEO the idea of having a flexible time schedule in the company. You completely disagree on her idea since you think that having a flexible time schedule would make the employees inefficient in their work. The Human Resources Director asked for you to explain your idea.

Please answer the following question:

How do you deal with the situation?