

(Read this direction silently.)

➤ Let your student read aloud the following words and definitions. Check your student's pronunciation. Then, ask your student to construct his/her own sentence using each word on the list.

If the student is unable to construct a sentence, you may read the sample sentence provided and ask the student to repeat. You may provide short scenarios to aid the student in understanding the words.

Word/Expression	Definition	Sample Sentence
idiom. corner a market	to dominate a particular market	Construct a sentence using “corner a market” . Tutor's sample sentence: McDonald's has <u>cornered a market</u> on fast food chains. They have a large percentage of market share.
adv. perhaps	used to express uncertainty or possibility	Construct a sentence using “perhaps” . Tutor's sample sentence: <u>Perhaps</u>, we will not have to take the examination, but I doubt it.
n. venture	a risky undertaking	Construct a sentence using “venture” . Tutor's sample sentence: She has no <u>venture</u> at the present.
phrasal verb. catch on	to understand what is meant	Construct a sentence using “catch on” . Tutor's sample sentence: I couldn't <u>catch on</u> the details that he presented to us earlier.
phrasal verb. draw up	prepare a plan, proposal, agreement or document in detail	Construct a sentence using “draw up” . Tutor's sample sentence: The lawyer was able to <u>draw up</u> a contract.

(Read this direction silently.)

➤ Read the text below to your student. Let your student study the given data below.
Ask your student to interpret the data. Then, discuss.

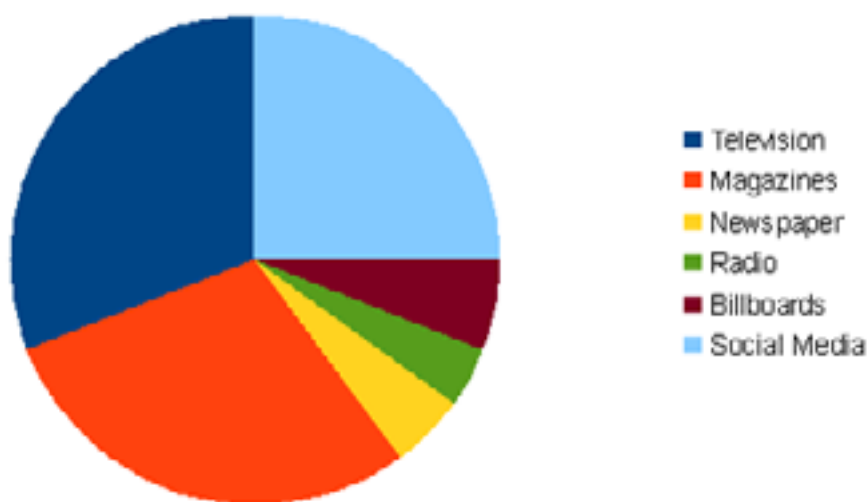
If the student cannot interpret the data, you may provide a brief explanation or background.

You are a business unit director in an advertising agency. Your client asked you to present the media habits and consumption of the target market of his product. The information will be useful in creating strategies and tactics for the upcoming advertising campaign of his product. The target market of the product is the group of males from class ABC ages 18 to 35 years old.

Make sure to follow the format below in your presentation.

- introduce the general idea
- enumerate main points
- make a conclusion

Media Habits and Consumption
Males ABC 18-35 y/o



(Read this direction silently.)

- Let your student read the passage below silently. Then, discuss with your student. Ask your student how he/she would deal with the situation.

(For the upcoming advertising campaign of his product as shown in the graph in Activity 2)

During your presentation, your client asked for your recommendation. Propose the top 3 most appropriate media for the latest advertising campaign of their product based on the media habits and consumption of the target market.

Sample Answer:

To make sure that our upcoming advertising campaign reaches the right target market, we should put our advertisements on any medium where the target market will most likely to interact with. Based on the given media habits and consumption of our target market, they consume their time heavily on television, magazines and social media. I recommend the mentioned media for our advertising campaign to increase our brand recognition and retain the customer satisfaction.

(Read this direction silently.)

➤ Let your student read the text below silently. Make sure your student answers in 4-5 sentences.

You may ask your student to choose from the following:

(a) Answer each question verbally. One minute is allotted per question.

Feedback will be given after each item.

(b) Answer all three questions in written form. Send it to your tutor via chat.

Feedback will be given after the activity.

▶ I practice my presentation.

Sample:

It is important to practice for the presentation. I will feel more confident in doing the presentation if I was able to prepare for it ahead of time.

▶ Reading notes while doing the presentation is good.

Sample:

It's okay to use notes but we shouldn't over-rely on it. It should only serve as a guide.

▶ I should make an eye contact with my audience.

Sample:

Making eye contact with the audience will make the speaker engage better with his/her audience. It may also lessen the nervousness that the speaker may feel during the presentation.