

(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
phrasal verb build up	the act of increasing	Construct a sentence using “ build up ”. Tutor's sample sentence: Given the tough competition in the market, we need to consistently <u>build up</u> our brand.
phrasal verb bottom up	to reach the lowest point	Construct a sentence using “ bottom up ”. Tutor's sample sentence: We have to propose a new marketing strategy, or watch the sales <u>bottom up</u> .
n. contingency plan	a backup plan	Construct a sentence using “ contingency plan ”. Tutor's sample sentence: In setting an action plan, creating a <u>contingency plan</u> is necessary.
idiom ballpark figure	an estimate	Construct a sentence using “ ballpark figure ”. Tutor's sample sentence: As long as the total expenses has not been released yet, we need to rely on the <u>ballpark figure</u> .
n. website traffic	the amount of data sent and received by a website	Construct a sentence using “ website traffic ”. Tutor's sample sentence: By installing a <u>website traffic</u> checker, we can track the number of visitors to a website.

(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 public relations officer at a travel agency.
Your company would like you to present the website traffic for the month of January.

Make sure to follow the format below in your explanation.

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

Website Traffic for the month of January 2017



(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 decline of website traffic as shown in the graph in Activity 2.)

During your presentation of the graph, your supervisor wants you to propose an impromptu action plan to increase the website traffic. How would you design your action plan with social media as your main tool?

Sample Answer:

I would use online platforms like social media to increase website traffic at no cost. It's possible to create interactive campaigns which will improve audience engagement. Regular Facebook posts can surely increase our brand popularity. Having and maintaining a social media account can make us more connected with potential visitors.

(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.

▶ In setting an action plan, it's important to have a contingency plan.

Sample:

It's important to have a contingency plan as part of the action plan. By doing so, if plan A fails, it won't be necessary to start from scratch, which could only incur more costs and delays to the process.

▶ In the planning phase, a ballpark figure is acceptable.

Sample:

A ballpark figure should be required in the planning phase to help make predictions regarding the company's progress and sales.

▶ Employees must be able to give spontaneous action plans.

Sample:

Employees are not only expected to foresee the risks, but also prepare an alternative course of action to deal with it. They should act as problem solvers instead of problem seekers.