| **LP.** | **TEMATY LEKCJI DO PODRĘCZNIKA:** ***ANGIELSKI W MARKETINGU, PROMOCJI I REKLAMIE. INSIGHTS INTO MARKETING VOCABULARY: LEARN, MANAGE, AND CREATE.*** **Malwina Dietrich, Alicja Fandrejewska. wyd. Poltext****Opracowała: Aneta Kornet / 05.2020** | **ROZDZIAŁ** | **ILOŚĆ GODZIN** |
| --- | --- | --- | --- |
| 1 | Zapoznanie z zasadami BHP i oceniania na lekcjach jęz. angielskiego | - | 1 |
| 2 | Contemporary marketing. We’re all learning here. Reading and comprehension. Nowoczesny marketing. Czytanie i słownictwo.  | 1 | 1 |
| 3 | Contemporary marketing. We’re all learning here.Marketing quiz and case study. Studium przypadku. | 1 | 1 |
| 4 | The insightful arsenal. Marketing research. Reading and comprehension. Badanie marketingowe. Czytanie i słownictwo. | 2 | 1 |
| 5 | The insightful arsenal. Marketing research. Marketing quiz and case study. Studium przypadku. | 2 | 1 |
| **6** | **Test Chapters 1 - 2** | 1-2 | 1 |
| 7 | Four-seven-four. The marketing mix revised. Reading and comprehension. Utrwalenie mieszanki marketigowej. Czytanie i słownictwo. | 3 | 1 |
| 8 | Four-seven-four. The marketing mix revised. Marketing quiz and case study. Studium przypadku. | 3 | 1 |
| 9 | Fine feathers make fine birds. Brand image and customer value. Reading and comprehension. Wizerunek firmy i wartość klienta. Czytanie ze zrozumieniem. | 4 | 1 |
| 10 | Fine feathers make fine birds. Brand image and customer value. Marketing quiz and case study. Studium przypadku. | 4 | 1 |
| **11** | **Test Chapters 3 - 4** | 3-4 | 1 |
| 12 | The battle for loyalty. Brand loyalty. Reading and comprehension. Lojalność marki. Czytanie ze zrozumieniem. | 5 | 1 |
| 13 | The battle for loyalty. Brand loyalty. Marketing quiz and case study. Studium przypadku. | 5 | 1 |
| **14** | **Review one.** Chapters 1–5. Utrwalenie wiadomości rozdział 1-5 | 1-5 | 1 |
| **15** | **Test chapters 1 - 5** | 1-5 | 1 |
| 16 | All for one and one for all. Brand communities. Reading and comprehension. Społeczności marki. Czytanie ze zrozumieniem. | 6 | 1 |
| 17 | All for one and one for all. Brand communities. Marketing quiz and case study. Studium przypadku. | 6 | 1 |
| 18 | A marriage of convenience. Influencer marketing. Reading and comprehension. Marketing przez wpływ. Czytanie ze zrozumieniem. | 7 | 1 |
| 19 | A marriage of convenience. Influencer marketing. Marketing quiz and case study. Listicle checklist. Studium przypadku. | 7 | 1 |
| **20** | **Test Chapters 6 - 7** | 6-7 | 1 |
| 21 | Get up and grind. Personal brand. Reading and comprehension.Marka osobista. Czytanie ze zrozumieniem. | 8 | 1 |
| 22 | Get up and grind. Personal brand. Marketing quiz and case study. Studium przypadku. | 8 | 1 |
| 23 | Doing well by doing good. Corporate social responsibility. Reading and comprehension.Odpowiedzailność społeczności korporacyjnej. Czytanie ze zrozumieniem. | 9 | 1 |
| 24 | Doing well by doing good. Corporate social responsibility. Marketing quiz and case study. Studium przypadku. | 9 | 1 |
| **25** | **Test Chapters 8 - 9** | 8-9 | 1 |
| 26 | Don’t turn a blind eye. Public relations. Reading and comprehension.Czytanie ze zrozumieniem. | 10 | 1 |
| 27 | Don’t turn a blind eye. Public relations. Marketing quiz and case study. Studium przypadku. | 10 | 1 |
| **28** | **Review two.** Chapters 6 – 10 | 6-10 | 1 |
| **29** | **Test chapters 6 - 10** | 6-10 | 1 |
| **30** | **Review chapters 1-10** | 1-10 | 1 |
| 31 | Marketing wins. Political marketing. Reading and comprehension. Marketing polityczny. Czytanie ze zrozumieniem. | 11 | 1 |
| 32 | Marketing wins. Political marketing. Marketing quiz and case study. Studium przypadku. | 11 | 1 |
| 33 | Think global, act local. Glocalization. Reading and comprehension. Globalna lokalizacja. Czytanie ze zrozumieniem. | 12 | 1 |
| 34 | Think global, act local. Glocalization. Marketing quiz and case study. Studium przypadku. | 12 | 1 |
| **35** | **Test chapters 11- 12** | 11-12 | 1 |
| 36 | Possession obsession. Consumerism. Reading and comprehension. Konsumpcjonizm. Czytanie ze zrozumieniem. | 13 | 1 |
| 37 | Possession obsession. Consumerism. Marketing quiz and case study. Studium przypadku. | 13 | 1 |
| 38 | Have we crossed the line? Marketing ethics. Reading and comprehension. Etyka marketingowa. Czytanie ze zrozumieniem. | 14 | 1 |
| 39 | Have we crossed the line? Marketing ethics. Marketing quiz and case study. Studium przypadku. | 14 | 1 |
| **40** | **Test chapters 13- 14** | 13-14 | 1 |
| **41** | **Review chapters 11- 14** | 11-14 | 1 |
| **42** | **Review three.** Chapters 1–14 | 1-14 | 1 |