

# CONTENTS

Chapter	Situation	Grammar	Listening and Speaking	Critical Thinking (CT) or Language Use (LU)
<b>Unit 7</b>				
Digital Marketing pp. 1–8	Target consumers in the digital economy	How to use <i>modal verbs</i> p. 71	Strategies for digital marketing	CT: Create ideas to improve business
<b>Unit 8</b>				
Making an Ad Campaign pp. 9–16	Create effective ads using online tools	How to use <i>filler words</i> in conversation p. 72	Discuss ads which are most effective	LU: Use common business meeting phrases
<b>Unit 9</b>				
Product Life Cycle pp. 17–24	Understand each stage in the product life cycle	How to use <i>comparative adjectives</i> p. 73	Use data to create a strategy for new and existing products	CT: Develop a new marketing plan
<b>Review Units 7–9 (pp. 25–26)</b>				
<b>Project 3 Social Media Marketing (pp. 27–30)</b>				
<b>Unit 10</b>				
Corporate Finance pp. 31–38	Learn the basics of corporate finance	How to use <i>will</i> and <i>be going</i> . p. 74	Make investment decisions based on expert advice	LU: Pronounce large numbers and symbols correctly
<b>Unit 11</b>				
The Modern Office pp. 39–46	Navigate the 21 <sup>st</sup> century office space and build customer relationships	How to use <i>I wonder if / whether</i> and <i>I wonder</i> p. 75	Meet and negotiate with clients	CT: Anticipate customer questions and respond
<b>Unit 12</b>				
Goals & Productivity pp. 47–54	Set goals and manage time	How to use <i>prepositions of time</i> p. 76	Discussions with a life coach	LU: Express uncertainty in a business setting
<b>Review Units 10–12 (pp. 55–56)</b>				
<b>Project 4 The Pitch Deck 2 (pp. 57–60)</b>				
<b>Audio Scripts for Listening/Speaking (pp. 77–78)</b>				
<b>Shadowing Practice and Additional Resources (p. 79)</b>				



	Reading and Writing	Information Gap	Skill-up	Learning Outcomes Students will be able to...
	Successful online marketing campaigns Create an idea for a new drink using the 4Ps of marketing	Read and explain marketing plans for products	Methods of market research	<ul style="list-style-type: none"> <li>utilize the 4Ps of marketing in the digital economy</li> <li>reposition existing products to a new consumer group</li> <li>create a marketing plan for a new beverage</li> <li>conduct market research to make more informed decisions</li> </ul>
	Learn about digital platforms that support freelance-based work projects Opportunities to improve quality of life by working remotely	Identify various types of digital ads and analyze click-through-rate (CTR)	Use the keyword planner in Google	<ul style="list-style-type: none"> <li>understand the correct terminology to work in the field of online marketing</li> <li>discuss and compare different online advertisements</li> <li>identify which ads are more effective for businesses</li> <li>gauge viewer interest with the Google search keyword tool</li> </ul>
	Identify the stage of a product life cycle by reading about a company Research and write about a company's product life cycle	Take notes while listening to a presentation about a company	Gather information by writing effective survey questions	<ul style="list-style-type: none"> <li>define each stage of the product life cycle</li> <li>make strategic decisions based on the stage of a product</li> <li>develop a marketing plan</li> <li>design survey questions to gather market research data</li> </ul>
	Read a spreadsheet to find important information Make decisions about financing based on data	Answer questions about a business in order to get a loan	Recognize the difference between a balance sheet and an income statement	<ul style="list-style-type: none"> <li>understand corporate finance terms</li> <li>evaluate financial information to make better business decisions</li> <li>explain important financial information about a business</li> <li>fill out a balance sheet and income statement</li> </ul>
	Explore the growth of Virtual Assistants (V.A.) Employ a personal assistant for a more efficient daily life	Decide on a face-to-face meeting time with clients	Reasons people use customer relationship management (CRM) software	<ul style="list-style-type: none"> <li>know the optimal day and time to visit clients</li> <li>explain company pricing policy</li> <li>discuss supply chain issues with customers</li> <li>comprehend the shift to virtual assistants to increase productivity</li> </ul>
	Turn objectives into S.M.A.R.T. goals Create a vision statement	Work with a life coach to set S.M.A.R.T. goals	Utilize the ABCD system to prioritize tasks	<ul style="list-style-type: none"> <li>set S.M.A.R.T. goals</li> <li>make use of a coach to improve work-life balance</li> <li>create a compelling vision statement for a company</li> <li>better manage time and priorities</li> </ul>

