

Step 1: sur 5 semaines			
MSGN Thème 1.1 Les organisations et l'activité de production de biens et de services	Input	Tools	Output
Caractériser une organisation	CE: Recherche info sur une organisation CE: Fiche information Amazon	Voc: rebrassage (Type, taille, siège social, secteur, champs d'action géographique) Phon: prononciation oOo recurring terms, and of large numbers Gram: avoir/être, there is/ there are,	EO: présenter brièvement son organisation EE: caractériser Amazon à partir d'une fiche d'informations
Comprendre les besoins Triangle de Maslow	CE https://proechosolutions.com/understanding-your-customers/ Consumer needs / Consumer wants	Voc: marketing strategies Phon: prosody Gram: les auxiliaires modaux, few/ many/ much	EO: présenter une stratégie Donner son avis
Identifier les ressources	CE Find the terms for each type of resource Read the text and identify the resources concerned.	Voc: Company Resources Phon: prononciation of key terms Gram: rappel present simple	EO/ CO: partager avec un autre binôme
Modèle économique Tableau Modèle économique et Description	CE Market Research 10 Marketing Strategies To Attract and Retain Customers Indeed.com Match the strategies to a description	Voc: see work sheet	
Créer son entreprise	En groupes de 3, choisir le type d'organisation, choisir son rôle, penser aux ressources, écrire son business model https://www.dazzle.be/en/blog/components-business-model-canvas/		

Step 2: sur 5 semaines			
Thème 2 : Les organisations et les acteurs	Input	Tools	Output
SWOT SWOT	CE Nike versus Adidas SWOT Analysis - SWOT Examples - Marketing Skull	Voc + phon: MARKETING AND SWOT ANALYSIS VOCABULARY Flashcards Quizlet Gram: la cause et la concession	EO: Faire le SWOT pour l'organisation
RSE RSE Travail de groupe: préparer questions et réponses sur les analyses SWOT et CSR de son entreprise.	CO What is Corporate So... Case study Follow Starbucks 15 ... Our LEGO Responsib... Research a company 16 Brands Doing Corporate Social Responsibility Successfully Digital Marketing Institute	Voc: ETLV: vocabulary about CSR Flashcards Quizlet Gram: TO + le passif	Discuss what steps you can take to ensure CSR.
PRACTISE EVALUATION EOI + jury (profs + élèves)			

Step 3: sur 5 semaines			
MSGN Thème 3 : Les organisations et la société	Input	Tools	Output
Team spirit	EO good teamwork and ba...	Voc: Teamwork Vocabulary Flashcards Quizlet Gram: le conditionnel	EO imagine a conflict in your company, and the potential consequences
Work-life balance	CE Work-life balance LearnEnglish	Worksheet LearnEnglish-Reading-B2-Work-life-balance.pdf	EO Work-life balance

ATTENTION Épreuves de Spécialité	CO Work-Life Balance		Discussion Cards Teaching tool Onestopen glish
	CO Work Scenarios with Coworkers ▶ Work Scenarios with S...		
Workers' Rights	CO The Role and Responsibilities of Trade Unions (but very dodgy pronunciation :-) CO ▶ What are Unions and h... From 1.14 to 1.59 CO ▶ Why Starbucks, Apple ... To 1.37	Human Resources Vocabulary – Business English Terms	EO imagine a conflict and the resolution
	EVALUATION EO Jeu de rôle: les conflits professionnels et leurs résolutions		

Practise: L'oral d'ETLV

EO présenter: caractériser, se présenter (RH/ Dir. Commercial/ GF), présenter ses ressources

Prise de parole en continu Chaque groupe s'organise et distribue les rôles Présentation du projet		
Caractérisation de l'organisation	SWOT	CSR
Prise de parole en interaction Échange avec le jury sur l'expérience: Problèmes rencontrés + résolutions proposées		
Questions libres		

SEANCE 1: GETTING BACK INTO ETLV WHOLE CLASS

Match the category to the associated vocab (you will need to reorder!)

CATEGORY	Micro entreprise Small office/ home office (SOHO) [TPE] Small and medium companies [PME] Large corporations [GE]
SIZE	primary secondary, manufacturing tertiary, service informational , digital
HEADQUARTERS	market or non-market production local, national, international
SECTORS	city, state, country Nationality
FIELDS OF ACTION	company public organisation Charity
Pronunciation and intonation :-D	

Oo(o)	oO(o)	ooOoo
company, charity entreprise, office primary, secondary, tertiary local, national, digital satisfied services	production requirement produced	corporation manufacturing informational international nationality

Pair work: research a British/American/Australian company and then present to the class.

Name	Category	Size	Headquarters	Sector	Fleld of action

SESSION : CHARACTERISATION EOC: Characterize Amazon - use the vocab from the last session.

Caractérisation organisation : Amazon

Fiche : **Caractérisation organisation : Amazon**. Recherche parmi 270 000+ dissertations
Par [nenaag94](#) • 13 Janvier 2022 • Fiche • 260 Mots (2 Pages) • 1 325 Vues

Page 1 sur 2

AMAZON

Type d'organisation Entreprise privée

Taille de l'organisation GE (Grande Entreprise)

Statut juridique Incorporation

Nationalité Américaine

Champ d'action Internationale

Ressources Matérielles : siège social à Seattle, plus de 175 centres de distribution dans le monde

Immatrielles : site web, service de livraison, webservices, image de marque, logo

Financières : chiffre d'affaire de 322 milliards de dollars en 2020, investissement de 27,8 milliards de dollars en 2017

Humaines : effectif de 1 000 000 en 2020, PDG actuel Jeff Bezos

Finalité Lucrative

Objectifs Être l'entreprise la plus axée sur le client au monde et développer la livraison par drones.

Type de production X

Secteur d'activité Secteur de distribution

TE au tableau

Point Grammaire: be, have + there is & there are

CE Individual work: find the vocabulary in the text then answer the questions. In English :-)

besoins		consommateur	
comportement		marque	
survie		façonner	
abri		Retirer de la vente	
bonheur		formidable	
Santé mentale		efficacement	
appartenance		résoudre	
Accomplissement de soi		Se rappeler	

Consumer Needs

This is where human psychology and behavior come into play, which focuses on the premise that every human has a need. Needs can be a basic physical need critical to our survival, such as food, drink, shelter, and sleep. People also have social and emotional needs that are critical to one's happiness and mental health, such as belonging, security, esteem, love, and self-fulfillment. Needs are what motivates the behavior of people to make a decision to find a solution. [...]

Consumer Wants

People usually want particular products, brands, or services that satisfy their needs in a specific way.[....]

Usually, needs are relatively few, but wants are shaped by social influences (celebrity or influencer endorsements), past history (recalls or awesome charitable work), and consumption behavior (the product or service is practical, functional, and effectively solves a problem). It's important to remember that different people have different wants to satisfy the same need. [...]

EOC

Questions

1. Can you think of a company that satisfies a customer's needs? Which needs? Explain and justify your choice.
2. Does that company also appeal to what the customer might want? Give an example.

TE au tableau + voiced by [NaturalReader](#)

SESSION 3:RESOURCES Vocab work

Go to <https://economicpoint.com/company-resources>

Find “your” vocab - one group, one type of resource - suggest a translation

Human	Material/ Tangible	Intangible	Financial

Individual work: Highlight/ fill in the table

Esther’s resources

Before I developed my business model canvas, I was unsure about what resources I would need the most to start my pumpkin business. Step-by-step, I started to prepare a list of the resources that I would need and gradually I realised that it was more than I initially thought. But I am so happy I did it since the list helped me keep my eyes open when I had meetings with potential business partners that had better access to some of these resources that I had.

As raw materials I needed the pumpkins from my garden. I was growing them without major costs. I also needed sugar and spices to create juice, sauce, jam and wine. Then I needed jars, lids and packages to package the products.

Moreover I needed at least one more person to help me with preparing the products, packaging them and carrying them to the local market with a vehicle.

Initially I used my own kitchen to prepare the products, so I did not need to spend money on space.

Lastly, I needed some capital to pay upfront to fill the purchase orders from my customers.

However, I knew going forward I would need more resources. For example, to grow my business I had to leave my house and find a professional kitchen to cook. I also needed to buy a car or bike to transport my products to the market, a computer and website to grow my online presence and get into e-commerce. So already from the beginning I listed both my initial resource needs as well as future resource needs so that I kept in mind what I needed to grow the business.

from

<https://www.empowerwomen.org/en/ilearn/my-courses/business-development/business-model/business-model-key-resources>

HUMAN RESOURCES	MATERIAL RESOURCES
FINANCIAL RESOURCES	INTANGIBLE RESOURCES

SESSION 4 / MARKETING STRATEGIES Work as a small group.

Step 1: Discuss what marketing strategies you know of from MSGN.

Step 2: Read the text and find equivalent terms for the strategies.

Step 3: Find the vocab (in order). (KEEP! Your challenge will be to use these expressions when you talk about the marketing strategy you use in your company).

Step 4: Match the action to the strategy.

Marketing Strategies CE Marketing strategies to attract and retain customers

Here are 10 common marketing strategies companies use to reach more customers, encourage repeat business and build brand loyalty:

1. Leverage social media

Social media offers many attractive ways to connect with customers. A business can post photos or videos about its products or communicate through comments or messages. Social media provides an environment where customers can learn about the business or its industry. Engaging with customers builds brand loyalty and elevates customer service.

2. Start a blog

Blogs provide content on a website or product page that helps a customer make a buying decision or to learn more about a service. Blogs may be updated daily or weekly, depending on the goals of the strategy, and posts ideally create value and build authority. Some companies may feature guest blog writers who confirm value or educate customers. Sharing blog posts across social media or similar outlets expands the audience and potential customer base.

3. Maximize search engine optimization (SEO)

Keywords or phrases are typed into a search engine to locate a particular subject or answer a query. Web browsers are designed to search those keywords or phrases on websites or articles and present results to the user. Effective **SEO** can not only place the company at the top of search engine results, but it is also a powerful way to segment and target customers. While keywords and phrases are valuable, companies must also create engaging content that offers value.

4. Create a call to action (CTA)

A **call to action** is a prompt for the customer to ask questions, follow up, learn more or make a decision. A call to action may be in the form of a question, an offer, a suggestion or to create a sense of urgency.

5. Partner with influencers

Influencers are primarily social media people who have gained a following or audience they appeal to. Companies may partner with influencers who match business goals or strategies. Influencers may promote a product by using it, wearing it or by telling their followers about it. If the company's products and sales systems are in place, influencers can help create value through direct

experience to influence buying. Influencers that fit the company's niche can help the business reach more customers.

6. Build a mailing list with email marketing

Building a mailing list can help a business offer incentives to its customers or encourage them to return. Email marketing keeps the company in front of the customer while the company can segment lists to target specific customers. If a sporting goods company is launching the latest in-line skates, it may partition its lead list to target a certain demographic, such as 18 to 24-year-olds.

7. Create an affiliate program

Similar to partnering with influencers, affiliate programs mean your customers do the selling for you. An affiliate is someone who receives an incentive for every sale or referral to the business that comes through their website, social media platform or similar avenues. Affiliates get people talking about the business and may greatly expand how many people learn about the products and services.

8. Engage customers with chat

Having a chat feature is a great way to answer [customer questions or solve problems](#) right away. Customers may use chat to learn more about a service, troubleshoot a product or ask a question about delivery times. Some modern chat features can transfer the chat right to the customer's device, so they can leave the company's website but not the conversation.

9. Host webinars

Webinars are typically web-based learning or information sessions. Webinars may be used as an onboarding tool for new employees or to introduce a customer to the business. They are ideal for focusing on a single idea to present it across several platforms. Webinars may include a question and answer session or end with a call to action.

10. Develop customer personas

Personas define who the customer is, what they like and lend insight into their buying patterns to serve them better. Companies that sell a product or service ultimately need a customer to make a purchase. Through the research of their ideal customers, companies can develop existing personas to personalize their service even further.

Vocabulaire: Trouvez dans le texte des expressions utiles

Toucher plus de clients	
encourager la fidélisation des clients	
fidéliser la marque	
Fournit un environnement	
Qui aide un client	
Pour en savoir plus	
Mise à jour quotidiennement	
selon	
Créer de la valeur	
Renforcer l'autorité	
Le partage	
Points de vente	
La clientèle	
efficace	
Cibler les clients	
De valeur	
Faire un suivi	
Un public (il y a 2)	
Correspondre (il y a 2)	
objectifs commerciaux	
En utilisant	
En le portant	
En parlant (à leur public)	
Ça maintient l'entreprise devant le client	
Incite les gens à parler de l'entreprise	
Résoudre des problèmes	
Habitudes d'achat	
Donner un aperçu	

10 Strategies + 10 situations - can you match them correctly?

<p><i>Do you like really good coffee? Do you have followers? Get in touch to receive free samples in exchange for a good review and a recommendation! What's good for you is good for us!</i></p>	<p><i>We are the specialist Surfboard Company for Six-footers! Click on the link, answer questions about your lifestyle and we will find the product for you!</i></p>	<p><i>Receive my free report</i></p> <p><i>Sign-up and get our eBook</i></p> <p><i>Subscribe for a 20% discount coupon</i></p>	<p><i>Dr. Parker's psychology practice is planning to implement a new therapy technique. To understand how it works check out the Doctor's weekly blog post. Once a month, Dr. Parker will feature posts by prominent psychologists - sign up to participate!</i></p>	<p><i>Monday: join us to watch how coffee beans are produced.</i></p> <p><i>Tuesday : announcement of our new coffee flavor.</i></p> <p><i>From Wednesday: drop in to one of our outlets for a taste test.</i></p> <p><i>Friday: tell us what you think #thegreatestcoffe eintheworld</i></p>
<p><i>Sale ends Tuesday, get yours now!</i></p> <p><i>Get this free report when you join our mailing list.</i></p> <p><i>Ready to learn more? Click here!</i></p>	<p><i>A consumer's vacuum just stopped working, so she visits the company's website to locate a phone number or documentation to troubleshoot the machine. Once on the website, the customer finds a chat feature that enables her to message a representative right away.</i></p>	<p><i>SALE!!!!</i></p> <p><i>Are you looking for a new BIKE? HUGE bike discounts at your local bike shop. Come in and get all the latest bike gear.</i></p> <p><i>Bob's Bike Bank</i></p>	<p><i>Hi there Sallie, your insta account is amazing! And so many followers! We would love to see you wearing our new hiking boots. Just post some stories, tag the boots, recommend them to your friends and followers and we are sure we can both gain from our special relationship. So you know we are serious, please use this code to get your free boots online - no delivery costs but any and all of the colours! We think you might go for the acid green ones ...</i></p>	<p><i>Tomorrow night at 6 pm EST we are hosting a webinar for all debutant gardeners out there. We will show you how to get the best out of our new product with tips, videos and testimonials by satisfied users. Sign up to receive your coupon for 20% off the purchase of the tool.</i></p>

SESSION 5: CREATE YOUR BUSINESS

First choose your group: groups of 3 (Directors of Marketing, Finance and Human Resources)

Next, decide on the type of business.

You will work on

1. Characterizing your business
2. Identifying your customers' needs and wants
3. Drawing up a Business Model Canva

1. Customer segments

Here you describe which specific **target audiences** you want to reach. Who are your customers? What are their needs, wishes, problems, specific purchasing behaviour?

2. Value proposition

This is where your **USP (Unique Selling Proposition) comes in**. The value proposition describes what added value your product or service offers to consumers. This is the reason why someone would choose you over a competitor. What problems do you help solve with your product or service?

3. Customer relationships

In this section, you indicate how you communicate with your different customer segments. And how they want you to communicate with them. Which is the right and most profitable way for each segment?

4. Channels

These are the marketing and distribution channels. How are customers (groups) kept informed of our offer? What image do you want to project through those channels? How can they purchase your products or services?

5. Revenue streams

Naturally, income must be generated. How do we earn our money now, through which sources of income? How can we develop additional sources of income in the future?

6. Key resources

A description of all the resources and people you need to meet the needs of your customer. Which do you need to create added value? To reach your market? To maintain customer relationships?

7. Key activities










The most important activities you need to do as a company in order for your model to work. In other words, these are the actions you take to maintain your customer relationships, to work with your partners. Which departments in your enterprise are responsible for which actions?

8. Key partners

Who are your key partners? Which **partnerships** are essential to make or co-create our offer? Which partners are crucial to be even more successful in the short and long term?

9. Cost structure

What are your biggest costs and which are essential to make your business model work? Which resources and core activities are the most costly? Which costs are fixed, such as the rent of your shops, warehouses, office buildings... and which are variable?

<i>Key Partners</i> 	<i>Key Activities</i> 	<i>Value Proposition</i> 	<i>Customer Relationships</i> 	<i>Customer Segments</i> 
	<i>Key Resources</i> 		<i>Channels</i> 	
<i>Cost Structure</i> 		<i>Revenue Streams</i> 		

By this stage students should have created the first part of their ETLV ORAL.

Next they will imagine their business' SWOT + CSR.

Subsequent sessions follow the structure of a comprehension of a situation, then applying that to the students' business, imagining a scenario and playing it out, in order to have something to discuss in the third part of the oral.

A scenario which encompasses (!) communication / financial/ human resources so they can all participate.

STEP 2: SESSION 1: UNDERSTANDING SWOT: Whole class OR two groups (one prof each)

Imagine what the SWOT for Nike could be (and check that they know what SWOT stands for and how to pronounce).

Then compare using the image below: on the one hand... whereas ... however

NIKE SWOT ANALYSIS



Then do the same with Adidas (time permitting)

ADIDAS SWOT ANALYSIS



CE: SWOT: Nike Strengths

With a global presence, Nike is the most influential brand for sports shoes and apparel in the world.

In fortune's "100 best companies to work for" list, it has been recognized numerous times.

Nike ranks among the 50 most innovative companies worldwide.

Nike stands out from the rest by creating innovative products globally recognized.

Its brand equity has increased because of establishing effective business relationships globally.

There have been several other products launched in collaboration with other companies, including running watches, music players, and a fitness band.

As one of the leading top brands with excellent innovative advertising and branding, Nike stands out from the competition.

In addition to being available in multi-brand retail outlets, exclusive shops are available everywhere.

Several climate-friendly companies place it in the top 10 among companies.

A key part of Nike's success is its association with world-class athletes, teams, and events.

Various sports teams and events have been sponsored through Nike.

In addition to celebrities from the various sports fields, Nike has brand ambassadors who represent us.

Nike Weaknesses

Employees of Nike faced accusations of poor working conditions, a violation of Labor and Wage laws, etc.

Market share growth will be constrained by constant competition for Nike.

Nike Opportunities

Nike is focusing on expanding its product line by concentrating on sportswear, sunglasses, etc.

Nike can open their stores in small towns as well, in small cities in emerging economies.

Open sports academies worldwide to foster talent and enhance brand awareness.

To reach out to as many customers as possible, Nike can leverage the online opportunities available to it.

Nike Threats

Competition from other brands is so fierce on the footwear market.

Because of its global status, currency fluctuations can influence Nike's business.

Nike often faces fake replicas and imitations because of fake imitations.

Adaptation of new innovations and techniques by other brands

During the pandemic, sports and outdoor activities were affected, resulting in a decline in sales of sports apparel and footwear.

CE: SWOT: Adidas Strengths

Adidas brand has been around since 1924 and has a distinguished heritage.

Olympic games and major athletes and teams are among the events Adidas sponsors.

International recognition and a worldwide presence are part of the company's reputation.

Adidas product portfolio consists of a wide range of products from sports shoes, equipment, clothing, and accessories.

For many years, Adidas had a strong brand retention in the minds of consumers because of its strong and innovative marketing.

There are over 45,000 employees at this company.

Good advertising for Adidas products through television commercials, online ads, print advertisements, billboards, etc.

Several sports stars act as brand ambassadors for the brand.

Adidas Weaknesses

Adidas products are sometimes costly because of his innovative production methods and technology.

A strong competitor and similar big brands mean that consumers are prone to switching brands.

Adidas Opportunities

Adidas creates over 60 new shoe designs each year to stay on top of the competition.

In the future, the company can expand to more trendy cuts and designs.

Adidas could benefit from a tie-in with emerging sports teams/clubs/players in countries other than the U.S.

Establishing sponsored sports academies is a great way to build brand loyalty.

Specifically designed for college students, young professionals, Adidas' budget range should be a priority.

Adidas Threats

In addition, there are numerous brands and styles that are available from competitors.

Threat of competition from other sports equipment and accessories manufacturers that produce sports products at a lesser cost.

Adidas brand image is compromised by pirated/fake replicas.

There will be more competition for Adidas if local brands are available in individual countries.

SESSION 2: APPLYING Vocabulary: quizlet and imagining a SWOT for the business: have fun!

SESSION 3: UNDERSTANDING CO [What is Corporate Social Responsibility?](#)

CO Questions

PART 1: TO 1.09

What are the three key topics of discussion?

Who is interested in these topics?

What is increasing?

Social and environmental impact: link the half sentences

We are being urged to think about		Use less energy
		Take care about how we choose our suppliers
We are asked about		Reuse and recycle
		The wellbeing of our employees
We are being urged to		How we are involved in our local community
		What we are doing to give something back

What do businesses also need to do?

It's about developing and maintaining good relationships with everyone you deal with:

.....
.....
.....

Look at the source: Who made it? Who is being targeted? What is the purpose of this video?

Grammar point: the passive + TO

Quizlet

SESSION 4: Case studies: two groups, two profs

Present Starbucks to the Amazon group and vice versa

SESSION 5: APPLY to your business: what three measures will you take?

STEP 3: Preparation of the oral: use the videos etc to discuss and apply - business groups, profs to circulate, creation of powerpoints - NO TEXT

BAREME ORAL ETLV

Nom	Nom	Nom	Score possible
<p align="center">Consigne</p> <p>EOC: 3-5 minutes d'exposé</p> <p>EOI: 2 questions/réponses</p>	<p align="center">Consigne</p> <p>EOC: 3-5 minutes d'exposé</p> <p>EOI: 2 questions/réponses</p>	<p align="center">Consigne</p> <p>EOC: 3-5 minutes d'exposé</p> <p>EOI: 2 questions/réponses</p>	<p align="center">0 1 2</p> <p align="center">0 1 2</p>
<p align="center">Prononciation</p> <p>Robot Français Bien TB</p>	<p align="center">Prononciation</p> <p>Robot Français Bien TB</p>	<p align="center">Prononciation</p> <p>Robot Français Bien TB</p>	1 2 3 4
<p align="center">EOC: Rôle</p> <p>Connaissances limitées Connaissances moyennes Bonnes connaissances</p>	<p align="center">EOC: Rôle</p> <p>Connaissances limitées Connaissances moyennes Bonnes connaissances</p>	<p align="center">EOC: Rôle</p> <p>Connaissances limitées Connaissances moyennes Bonnes connaissances</p>	1 2 3
<p align="center">EOI: Interaction</p> <p>A besoin d'aide Répond brièvement Répond correctement Vrai échange</p>	<p align="center">EOI: Interaction</p> <p>A besoin d'aide Répond brièvement Répond correctement Vrai échange</p>	<p align="center">EOI: Interaction</p> <p>A besoin d'aide Répond brièvement Répond correctement Vrai échange</p>	1 2 3 4
<p align="center">GROUPE</p>	<p>Rôles/ tâches équilibrés Esprit d'équipe Interaction entre eux</p>		1 2 3
<p align="center">BONUS prestation</p>			1 2
		NOTE /20	