



Activity 7: Marketing Jumpshot

This activity wants to introduce a fun way so that the learners can assess their knowledge on marketing terminology and practices. The learners have a better way of understanding marketing terms and use them in their business.

Abstract:

This activity aims at allowing the learners to have fun, while answering questions on English vocabulary for marketing. This activity will test their knowledge of basic marketing terms and practices, and at the end, will allow them to play a Hoops Challenge for a limited time, which depends on their score.



Marketing Jumpshot

[Marketing Jumpshot](#)

Topic:

marketing

Basic skills:

marketing vocabulary, marketing practices, Business English

Keywords:

marketing, terminology, practices, Business English

Cost:

Free

Duration:

According to player's ability and score

Rating:

(Tick the smiley to remember how much you liked it!)

😊 😐 😞





Description of learning outcomes

The learning outcomes of this activity are to:

- ✓ assess knowledge on English vocabulary for marketing in a fun way
- ✓ motivate future marketing learning

Skills

The skills tested in this activity are related to Business English:

- ✓ understanding of marketing techniques

Competences

This activity wants the learners to be confident enough to use marketing in their business:

- ✓ marketing practices
- ✓ marketing vocabulary

Knowledge

The learners know at the end of the activity the level of their knowledge on the topic of marketing:

- ✓ How to understand marketing terminology
- ✓ How to use marketing in their business

Activity description

Consider the following steps for the development of the activity.

Marketing Jumpshot

This activity utilises a computer -based approach that allows learners to test their knowledge on marketing in a fun way. The amount of time required to finish this activity depends on the time that each learner needs to do so, although at the end of the activity, they will need some extra time in order to play the Hoops Challenge. This extra time depends on the score acquired by the learner during the test (1 point = 1 second).

Preparation of activity

For preparing this activity the learners need to enter this link:
<https://www.businessenglishpod.com/quiz/marketing-jumpshot/marketing-jumpshot.html>.

Implementation of activity

- 1) The learners read the instructions for the first part of the activity.
- 2) They answer the questions, and for each correct one they receive 10 points, whereas for each wrong one they lose 5 points.
- 3) After completing the test, the learners are ready to play the Hoops Challenge. The amount of time depends on their score (1 point = 1 second).



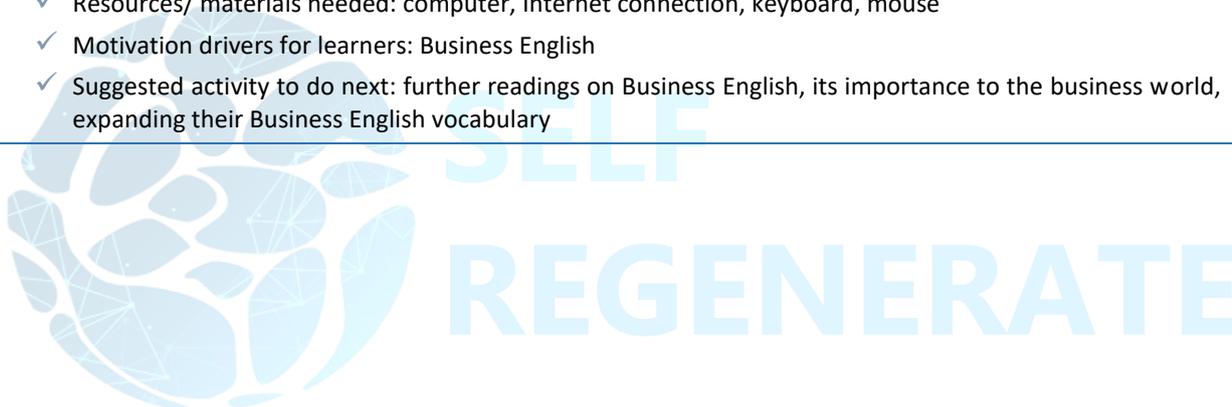


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Methodological summary:

- ✓ Working method: some information should be taught and followed by individual work and group discussions
- ✓ Assessment/evaluation method:
 - * Formative evaluation: make a quiz and ask the participants questions; presenting and comparing results from their answers, etc.
 - * Learning diaries - incite the learners to take notes of the most important things they learnt (enhancing the ability to extract information and draw conclusions)
- ✓ Methodological recommendation for implementation in existing training measures:
 - * It is important to gain the learners' interest and to motivate them well for this task; they develop their civil courage competences and learn about suitable possibilities for action.
- ✓ Learning environment preparation: their own space
- ✓ Resources/ materials needed: computer, Internet connection, keyboard, mouse
- ✓ Motivation drivers for learners: Business English
- ✓ Suggested activity to do next: further readings on Business English, its importance to the business world, expanding their Business English vocabulary





Handout for participants

Marketing Jumpshot

Within this activity you test your knowledge on marketing (vocabulary and techniques).

Required Material

- ✓ Computer / Laptop
- ✓ Keyboard, mouse
- ✓ Internet connection



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Your task:

Get ready for the activity!		
 <p>Source: Google</p>	<p>STEP 1 Connect to the Internet, and enter the link.</p>	<p>Consider... In case you have trouble enabling Adobe Flash Player, please visit this link: How to enable Adobe Flash Player.</p>
Do it...		
 <p>Marketing Jumpshot</p>	<p>STEP 2 Answer the questions, and play the Hoops Challenge.</p>	<p>Notes on Step 2 Keep in mind what you have learnt on marketing. You can find theoretical input on each question after answering it.</p>
 <p>Source: Adobe Stock</p>	<p>STEP 3 The coach gives theoretical input on each question at the end of the game. The learners proceed to discuss the topic further.</p>	<p>Notes on Step 3 Useful tips and theoretical input by the coach. Further discussion of the topic. You can use this activity as many times as you want. Keep in mind though that the questions are the same.</p>
The finish...		
 <p>Source: follow-up icon</p>	<p>STEP 4 The coach discusses with the learners whether the activity fulfilled its purpose, whether they liked it or not, and generally receives feedback on the activity.</p>	<p>Notes on Step 4 Discussion of the learning activity.</p>





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Your Notes:

A large, empty rectangular box with a thin blue border, intended for taking notes during the session.



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