FINAL ASSIGNMENT

Présentation du Produit Commercial de votre Choix. Business English LEA 2

Objectif: For this assignment, you will present to your classmates a product that you particularly like or that you find particularly innovative, trying to convince them (and myself) that your product is really excellent.

Procédé Use all the contents seen in the course this semester. Select a product of your choice and create a Powerpoint Presentation that will include all the elements that we have studied this semester. Your product can be a product that you would like your classmates to buy as a Christmas present:





Or a product that is extremely innovative and that you would like your classmates to discover (check out what Americans or what the Japanese invent) :







Format. Présentation orale (**2 people MAX per group**) avec document Powerpoint (PPT) (avec partage d'écran sur ZOOM). **10-15mn MAX**. Each member will need to have an equal talking time and to be present the day of the presentation (with camera plugged in).

- Presentation of the company making this product
- Target customers/audience and age range (who would you address the product to)
- Product name, function, price, description, possible issues with your product (try to be as honest as possible in the presentation of the product)
- A visual representation (can be drawings to show features of the product)
- Pricing model chosen and possible discounts available
- Distribution channels
- Analysis of Ad campaign and marketing tools (website analysis)
- How the product is necessary/unique. Why do we need to buy it?
- Present **a competitor's product**. Compare your product with a competitor's similar product and demonstrate clearly why yours is a better choice.
- **AIDA** technique or **MONROE** to organize the presentation of your product
- Professional-looking slides, using Powerpoint (PPT), PREZI, or Genially: dynamic (1 slide/minute); no typos, not too much text, clear, clean, and professional. Be creative and show me that things are clearly organized in your head.
- Checking your pronunciation on howjsay.com
- In-class presentation ZOOM (sharing your screen) (10-15 minutes MAX).
- The script (full-text) of your presentation will need to be dropped on the "Devoir-Final Assignment" on Moodle (featuring the names of the group members, Times New Roman, 12pts, 1.5 spacing, page number, **PDF format**) as well as the PPT that you will present to the class.