

1.0 Final project

For your final project you have two choices. Please choose *one* of the following:

1. Write a sales letter *from a foreign company* of your choice.
2. Prepare *a promotion* for a product of your choice.

2.0 Aim of the project

- 2.1 To consider how to manage sales and promotion communication in English.
- 2.2 To make a short presentation in English.

3.0 Guidelines for the projects:

You can use the same company that you used for your mid term. If you wish you can choose another business for your ideas.

3.1 Writing the sales letter.

- You letter should be a minimum of 150 words.
- It should follow the guidelines given in the book for layout.
- You should use the Practice Letter 2 in the on-line system.
- Do not forget to keep your letter positive and targeted toward the needs of the customer.

3.2 Writing a promotion

- Please follow the guidelines given in the book.
- You can be creative in how you use words and pictures.

4.0 Presentation

- In class you should present your sales letter or your promotion.
- Please come ready to use the **computer and projector.**
- Please print and bring your letter to class.

Everyone should be present during the presentations. By being present it tells me that you have contributed to the project. I can only award marks to all members of the group in this case.

Dr. James Stanworth