

Lecture Listening Comprehension EXAMPLE

Aim: To develop the students' ability to listen to a long lecture, to take notes, use those notes to answer a number of comprehension questions and then reflect on the lecture critically.

Lesson Time: Approximately 2:00 hours

Lead in

- Ask Students to read the 'title' & predict the content of the lecture.
- Ask students to write down key terms & language from the discussion.
- Feed in / check key vocabulary.

Differentiation

Challenging

1. Students listen once & take notes (*Use the blank note-taking page or page with sub-headings*).
2. Give 5 minutes to tidy notes.
3. Listen again & add to notes (use a different colour pen).
4. Distribute questions. Set 30 minutes to answer using their notes.
5. Feedback: Distribute or project **ANSWERS**.

Medium

1. Students listen once & take notes (*Use the blank note-taking page or page with sub-headings*).
2. Distribute questions. Set 20 minutes to answer using their notes.
3. Listen again. Students answer the missed questions as they listen.
4. Give an extra 10 minutes to consolidate answers.
5. Feedback: Distribute or project **ANSWERS**.

Easier

1. Distribute questions. Students have 15 minutes to read the questions.
2. Students listen & answer the questions.
3. Give 10 minutes to tidy answers.
4. Students listen again. Check answers & answer missed questions.
5. Give 10-15 minutes to tidy answers.
6. Feedback: Distribute or project **ANSWERS**.

Critical thinking questions

Option 1: Students individually reflect on the questions, make notes of their responses and write a short critical response paragraph to submit for teacher or peer feedback.

Option 2: Students ask and answer the questions in small groups.

Full URL Link:

<https://www.youtube.com/watch?v=a6HCgnZUj-0>

A Guide to Marketing in a Recession **EXAMPLE**

[Listening Comprehension Questions]

Author: Rachel Kennedy

University: University of South Australia

Department: Business Marketing

Subject: Business *strategies in an economic downturn*

Date: 2009

Time: 44:25

Level: **** [B2/C1]

Link: <https://www.youtube.com/watch?v=a6HCgnZUj-0>

Check these words and phrases before listening:

Key vocabulary

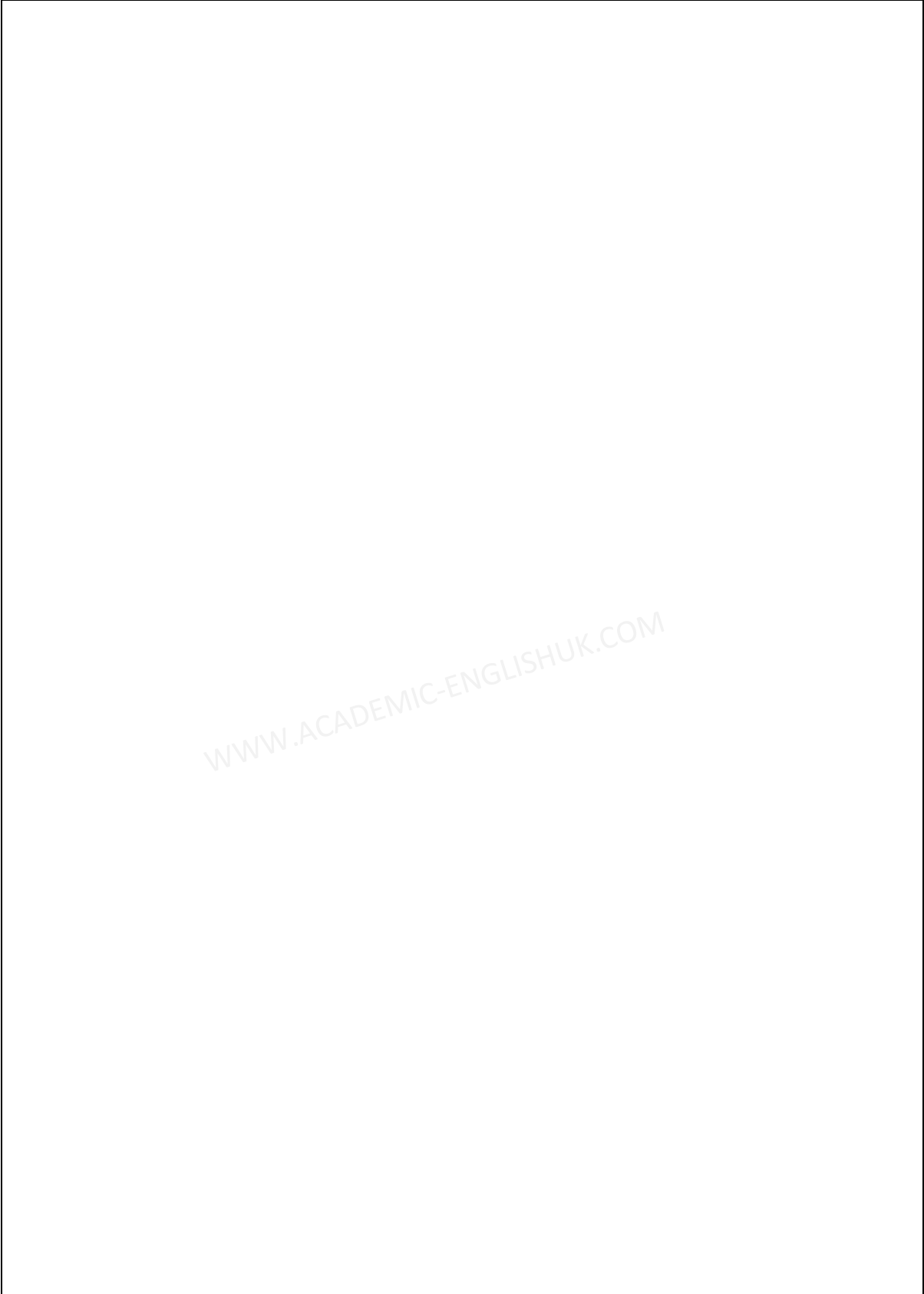
1. Marketing science.
2. Blue chip companies.
3. [REDACTED]
4. Consumer behaviour.
5. [REDACTED]
6. To launch a product.
7. Private labels.
8. [REDACTED]
9. To give up/ to stretch out/ to postpone.
10. Stagflation.
11. [REDACTED]
12. Counter cyclical.
13. [REDACTED]
14. Price elasticity.
15. Henry Ford (famous person).
16. [REDACTED]
17. Reuse, recycle, repair and reinvest.
18. Campaigns.
19. [REDACTED]
20. Saturation.
21. [REDACTED] Measurement.
22. Budget contract.
23. [REDACTED] break.
24. Cannibalisation.
25. Review the [REDACTED]

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Note-taking Page (Blank) Page 1 EXAMPLE

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Note-taking Page (Blank) Page 2 EXAMPLE



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1. Introduction

2. Consumer Behaviour

3. 

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Note-taking Page (Sub-headings) Page 2 EXAMPLE

4. Advertising

5. 

6. Summary

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A Guide to Marketing in a Recession – Dr Kennedy **EXAMPLE**

<https://www.youtube.com/watch?v=a6HCgnZUj-0>

Use your notes to answer the following questions using the sections headings to help you.

1. Introduction

1.1. What is Ehrenberg-bass?

1.2. Why does she refer [redacted] Scientists'?

1.3. Are recessions a [redacted] Why/why not?

2. Consumer Behaviour

2.1. What is the good news about consumer behaviour?

2.2. What do you understand [redacted] ?

2.3. What did the example of '[redacted]' emphasise?

2.4. What is meant by 'stagflation'? How [redacted] (P.Ls) affected in economic [redacted] ?

- i.
- ii.
- iii.

3. [redacted]

3.1. What are the SIX factors that cause reactions to [redacted] ?

- i.
- ii.
- iii.
- iv.
- v.
- vi.

3.2. What does the term '[redacted]' mean?

4. Advertising

4.1. What is the quote by Henry Ford?

4.2. What is 'share of voice'? What [redacted] this?

- i.
- ii.

4.3. How much should you spend on advertising?

4.4. What are the [redacted] advertising?

- i.
- ii.
- iii.
- v.

4.5. What do you need to be careful of from 'cheap media deals'?

4.6. What do you understand about the '[redacted]'?

4.7. What is the important aspect to remember when the budget contracts?

5. [redacted]

5.1. Is a recession a good time to launch a new product?

6. Summary

6.1. What does she say about consumer behaviour?

6.2. What does the slide on 'time [redacted] report?

6.3. What are the nine [redacted] she mentions?

- i.
- ii.
- iii.
- iv.
- v.
- vi.
- vii.
- viii.
- ix.
- x.

Critical thinking: Do you agree with this lecture? Is she saying anything new? What is important and what was irrelevant? What [redacted] if you were a [redacted]? Surely, some [redacted] will go bankrupt? Anything else

A Guide to Marketing in a Recession **ANSWERS**

1. Introduction

1.1. What is Ehrenberg-bass?

Institute for marketing science. Blue chip companies annually invest in Ehrenberg-bass for them to tackle fundamental questions such as about buying, how brands compete and how marketing works.

1.2. Why does she refer to Ehrenberg-bass as 'old-fashioned Scientists'?

Research is done like the old research methods by looking at predictable patterns and their implications. They get reusable results, which are meaningful not just statistical.

1.3. Are recessions a new phenomenon? Why/why not?

No, there is historical evidence (1903 - 2010) that show ...

ALL ANSWERS INCLUDED IN PAID VERSION...