

# LANGUES ET AFFAIRES ANGLAIS

**PRESENTATION TD**

**SEMESTRE 4**

**2021 22**

RESPONSABLE ANNE RAYNAL - Tous enseignants

# PRESENTATION S3

- Groups of 4 students max (3 if not enough students)
- 3 mn/student → 12 mn in any case to cover the 4 Ps
- Question time at the end (10 mn min)

# PRESENTATION S3

- Question:

**Imagine a product (good or service) that does not exist for the moment in reality.**

**You will have to deal with the 4 Ps (= product, place, price, promotion) for this product (each student will present one aspect)**

- **It does not matter if the technical features are not totally realistic (time travel, ....)**
- **You can also imagine a different, enhanced version of an existing product.**
- **Feel free to use your imagination!**

# PRESENTATION S3

- The documents must be organised in a PPT presentation and sent 24 hours in advance to your TD teacher with an explanatory document (20 - 30 lines) to justify your choice of marketing techniques and explain in which way they correspond to the product you have imagined (ex « As our main target is teenagers, we have chosen to sell our product exclusively on line... »)
- The documents **have to** be in English.
- No commentary can be written on the PPT presentation.
- **No written document authorised when delivering the presentation.**
- The students should **explain their choices, not just list them.**

# PRESENTATION S3

- Marks will take into account:
  - Language accuracy (grammar, vocabulary, ...) (4 pts)
  - Pronunciation/stress pattern (4 pts)
  - Content (including respect of the instructions like duration of the presentation, explaining, not just listing, ...) (4 pts)
  - Behaviour/group organisation/communication (4 pts)
  - Question time (4 pts)

# PRESENTATION S3

- The marks are common to all the group, so they will be the same for each member of the team.
- Final mark: /20

# PRESENTATION S3

- **You will also get a mark for the physical document (= PPT presentation + explanatory document).** This mark will also of course be the same for every member of the group.
- It will take into account:
  - The choice of the product and the quality of the documents used in the PPT presentation (visuals)
  - The quality of the English used in the explanatory document
  - The respect of instructions (no French, sending the PPT + doc 24h before, no text on the slides)
  - The logic of the explanations given about the marketing choices
- /10

- During question time, the audience will ask questions. The number and quality of questions asked all along the semester will permit to calculate a participation mark for each student. /10



# PRESENTATION S3

- The marks will **not** be given to you by the TD teacher, they will only give you some feedback if you ask them to.
- You will only get an average mark at the end of the semester.
- Oral presentation : /20
- Written presentation : /10
- Participation : /10

# PRESENTATION S3

- **CAREFUL!**
- If one of the students of the team is away on the day of the presentation, and **THEY CAN JUSTIFY THEIR ABSENCE (within a week, to the teacher)**, the team will be given a new date for the presentation.
- If they cannot justify their absence, only the other members of the team will be allowed to do their presentation on the new date.
- If on the new date, one (the same or another) student is away, only the members who are present will do the presentation.
- **REMINDER:**
- **If you are absent for one the tests, you will have to repeat your semester.**