

ПРОГРАМОВІ ВИМОГИ ДО ЗАЛІКУ

I курс

I семестр

1. Vocabulary - Headway (Unit 1, 2)

2. Grammar

- 1) The verb “to have”
- 2) The verb “to do”
- 3) Present Simple
- 4) Indefinite article
- 5) Definite article
- 6) Demonstrative Pronouns
- 7) Indefinite Pronouns

3. Topics

- 1) How and what our ancestors advertised?
- 2) Advertising and promotion
- 3) Mr Woodhouse Advertises
- 4) Joe Smedley, marketing executive
- 5) Commercials
- 6) «Designing a TV commercial »
- 7) Favorite advertisements

I курс

II семестр

1. Vocabulary - Headway (Unit 3, 4)

2. Grammar

- 1) Relative pronouns
- 2) Conjunctive Pronouns
- 3) Time expressions
- 4) Present Continuous
- 5) Past Simple

6) Past Continuous

7) Quantity

3. Topics

1) Outdoor advertising

2) Product Advertising

3) Translation of slogans

4) Advertising all over the world

5) Advertising all over the world (part II)

6) Coca-cola and its advertising

7) An advertisement for the new Ford Puma

8) Successful advertising campaigns

II курс

I семестр

1. Vocabulary - Headway (Unit 5, 6)

2. Grammar

1) Hot verbs

2) Future Simple

3) Future Continuous

4) Comparative adjectives

5) Superlative adjectives

6) Directions

7) Relative clauses (who/that/which/where)

3. Topics

1) Appointing a new advertising manager.

2) Letter of application .

3) In John Martin's office (part I).

4) In John Martin's office (part II).

5) Starting presentations.

6) Advertising as a career in the USA (part I).

7) Advertising as a career in the USA (part II).