

<b>Theme:</b> Intercultural Communication in the Workplace	<b>Length:</b> 3 hours	
<b>Topic:</b> Being Vendors	<b>Target Audience:</b> CLB 4 – 5	
<b>Lesson Objective(s)/Task(s):</b> Students will design a new product in small groups Students will conduct research to justify the need for their new product and get information to help them design and market the product Students will prepare a presentation in small groups		
<b>Learner Outcome(s):</b> By the end of the lesson, students will be able to <b>Listening</b> Recognize and interpret advice, opinions, and suggestions (5) <b>Speaking</b> Express opinions and feelings (5) Agree and disagree appropriately (5) Thank others for their contribution (5) <b>Reading</b> Understand the main idea of short texts and compare simple information (4) Identify key information and find specific details (5) <b>Writing</b> Copy or record an expanded range of information from short texts (4)		
<b>Resources and Materials:</b> Word Document “Designing and Marketing a Product” (1 page) Poster board, paper, markers, PPT/laptops		
<b>Activity</b>	<b>Timing</b>	<b>Possible Roadblocks &amp; Solutions</b>
1. Welcome and Introduction - Instructor will review any necessary homework or points from last class and inform the students that they will be participating in a second research based project this week	15 minutes	
2. Project Description - Instructor will inform the students of their second of two class projects: designing and marketing a product. They will explain that the main focus of this project is giving responsibility for learning over to the students, and developing persuasive communication skills. Instructor will distribute the Designing and Marketing a Product handout to each student. The class will read over the project guidelines together, work in pairs to match up the vocabulary and the instructor will facilitate a take up to ensure comprehension of both the guidelines and the vocabulary.	30 minutes	

<p>- Class will be divided into groups of no more than four people. The students can choose groups for themselves or the instructor can simple count them off and arrange the groups. Each group will have 10-15 minutes to discuss ideas and decide what product they will create. Each product idea must be cleared by the instructor before product and presentation preparation can begin.</p> <p>3. Preparation</p> <p>- Students will have the remainder of the class to work in their groups to develop both a product and a presentation to be delivered next class. Instructor must ensure that each group member is participating in the project and walk around throughout the remaining time to assist when the students get stuck or make suggestions and comments where applicable.</p>	<p>15 minutes</p> <p>15 minute break</p> <p>1 h 45 minutes</p>	
<p><b>Notes:</b></p>		
<p>Written By: Laura Mitchell</p>		