

## Course Module: Spoken English for Marketing Professionals (2-Month Program)

**Schedule:** 3 Classes per Week | 1 Hour Each | Total: 24 Classes

**Mode:** Online (Google Meet Audio) | Personalized One-on-One

**Note:** This course focuses on persuasive communication, presentation fluency, and brand storytelling in English for marketers.

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### Week 1: Brand Language & Marketing Mindset

- **Class 1: Role of Spoken English in Marketing Success**  
Understand how language impacts persuasion and brand trust.
- **Class 2: Self-Introduction with Role-Based Language**  
Practice speaking about your role, company, and responsibilities.
- **Class 3: Core Marketing Vocabulary**  
Learn and use terms like ROI, conversion, funnel, engagement, copy, etc.

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### Week 2: Presentation & Persuasion Fluency

- **Class 4: Describing Products/Services Effectively**  
Speak fluently about features, benefits, and USPs.
- **Class 5: Customer Language & Buyer Psychology**  
Use tone and words that match buyer mindset and pain points.
- **Class 6: Elevator Pitches & Hook Statements**  
Learn to introduce offers or ideas quickly and powerfully.

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### Week 3: Emailing, Campaigns & Team Communication

- **Class 7: Formal Email Language for Clients/Teams**  
Master subject lines, CTA tone, and professionalism.
- **Class 8: Explaining Marketing Campaigns**  
Practice narrating campaign goals, execution, and results.
- **Class 9: Meetings & Reporting Language**  
Speak clearly in internal meetings, using data-driven sentences.

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### Week 4: Sales Pitches & Objection Handling

- **Class 10: Structuring a Fluent Sales Pitch**  
Create and practice 2-minute pitch talks.
- **Class 11: Handling Client Objections in English**  
Respond politely to cost, urgency, or competition concerns.
- **Class 12: Confidence in Cold Calling or Demos**  
Get real-time practice in audio simulations with trainer.

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## Week 5: Social Media & Brand Voice

- **Class 13: Tone & Voice for Brand Building**  
Speak consistently in brand tone across platforms.
- **Class 14: Describing Campaigns Creatively**  
Use engaging phrases in reports, presentations, and videos.
- **Class 15: Storytelling Language for Branding**  
Tell short brand success stories fluently and persuasively.

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## Week 6: Collaboration, Feedback & Thought Leadership

- **Class 16: Speaking in Cross-Functional Teams**  
Adapt your language for marketing, sales, design, etc.
- **Class 17: Receiving & Giving Feedback Fluently**  
Practice giving suggestions and acknowledging feedback professionally.
- **Class 18: Sharing Ideas in Meetings or Webinars**  
Learn how to sound insightful, clear, and structured.

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## Week 7: Idioms, Tone & Confidence in English

- **Class 19: Business Idioms for Marketers**  
Use expressions like "hit the ground running", "value prop", etc.
- **Class 20: Assertive yet Polite Language**  
Sound confident without sounding aggressive in business talk.
- **Class 21: Public Speaking Practice**  
Simulate webinar, pitch, or event introductions.

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## Week 8: Final Review & Growth Strategy

- **Class 22: Review of Weak Areas & Personal Challenges**  
Target your specific grammar, vocabulary, or fluency gaps.
- **Class 23: Live Marketing Talk Simulation**  
Deliver a full 3-minute presentation for feedback.
- **Class 24: Career Communication Tips + Wrap-Up**  
Get a growth plan with resources to improve beyond the course.

**Note:** This course uses real-world examples from B2B/B2C brands, digital campaigns, and sales presentations. All drills are customized to your current role and marketing goals.

Thank you for considering our [Spoken English for Marketing Professionals](https://www.Englishpick.com) course. We are excited to be a part of your growth journey. This program is designed with real-world challenges in mind, and every class is shaped to help you speak with confidence, clarity, and impact. If you have any questions or would like to enroll, feel free to connect with us directly.

**Stay confident. Stay curious. Stay ahead.**

<https://www.Englishpick.com> (Click to visit our official website)