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COCA-COLA

<http://www.BusinessEnglishMaterials.com/coca-cola.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/coca-cola.html>

The Coca-Cola Company is a soft drinks giant that was established in 1886. Its mission is "to strive to refresh the world, inspire moments of optimism and happiness, create value and make a difference". It often tops the list of being the world's most recognizable brand. Its iconic Coca Cola drink, also known as Coke, started life as medicine. Today it is one of the biggest selling products on the planet. The company website says its 3,300+ beverages are sold in over 200 countries. It sells 1.6 billion drinks a day and employs close to 100,000 people. One secret to the company's phenomenal success is what it calls the 'Coca-Cola system' - the more than 300 worldwide bottling partners that work together to distribute its products. Another is its catchy advertising slogans, such as "Coke Is It". Its biggest rival is Pepsi.





WARM UPS

From: <http://www.businessenglishmaterials.com/coca-cola.html>

- 1. BRAINSTORM CHAT:** Write all the words you can think of about Coca-Cola on the board or on a piece of paper. Talk about these words with your partner(s).
- 2. COCA-COLA MORNING:** Each student pretends to be an employee of Coca-Cola. They walk around the class and talk about the company and their job.
- 3. RUMOURS:** Each student writes down a pretend rumour about Coca-Cola. They then walk around the class and talk to other students about their rumour.
- 4. GOOD AND BAD:** Brainstorm good and bad things about Coca-Cola and write them on the board. Students talk about these in pairs.
- 5. TRUE OR FALSE:** Students find out several facts about Coca-Cola. They write these down and add the same number of things about the company that are false. Students test each other on which of their points are true or false.
- 6. FACTS:** In groups, students write down as many facts as they can about Coca-Cola. The winner is the group with the most facts. Teacher may wish to have groups share their facts to make sure they are real.





LISTENING / READING GAP FILL

From: <http://www.businessenglishmaterials.com/coca-cola.html>

The Coca-Cola Company _____ that was established in 1886. Its mission is "_____ the world, inspire moments of optimism and happiness, create value and make a difference". It _____ of being the world's most recognizable brand. Its iconic Coca Cola drink, also known as Coke, _____ medicine. Today it is one of the biggest selling products on the planet. The company website says its 3,300+ _____ over 200 countries. It sells 1.6 billion drinks a day and _____ 100,000 people. One secret to the company's phenomenal success is what it calls the 'Coca-Cola system' - the more than 300 worldwide bottling partners that work together to _____.

Another is its _____ slogans, such as "Coke Is It". Its biggest rival is Pepsi.





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/coca-cola.html>

The Coca-Cola Company is a soft drinks giant that was established in 1886. Its oisinsm is "to strive to refresh the world, inspire metosnm of optimism and happiness, create value and make a difference". It often tops the list of being the world's most recognizable brand. Its icocin Coca Cola drink, also known as Coke, started life as medicine. Today it is one of the biggest iglenls products on the planet. The company teweibs says its 3,300+ beverages are sold in over 200 countries. It sells 1.6 ibnllio drinks a day and oepslym close to 100,000 people. One secret to the company's phenomenal success is what it calls the 'Coca-Cola tssmye' - the more than 300 worldwide bottling partners that work together to tsriitdebu its products. Another is its ctachy advertising slogans, such as "Coke Is It". Its biggest rival is Pepsi.





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/coca-cola.html>

The Coca-Cola Company a drinks that is soft giant was established in 1886. to strive to " is mission Its refresh the world, inspire moments of optimism and happiness, create value and make a difference". It often tops the list recognizable most world's the being of brand. Its iconic Coca Cola drink, also known as Coke, started life as medicine. Today products selling biggest the of one is it on the planet. The company website says its 3,300+ beverages are sold in over 200 countries. It sells 1.6 billion drinks a day and employs close to 100,000 people. One phenomenal company's the to secret success is what it calls the 'Coca-Cola system' - the more than 300 partners worldwide that bottling work together to distribute its products. catchy is advertising its Another slogans, such as "Coke Is It". Its biggest rival is Pepsi.





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/coca-cola.html>

Th_ C_c_-C_l_ C_mp_ny _s_ _s_ft dr_nks g__nt
 th_t w_s _st_bl_sh_d _n 1886. _ts m_ss__n _s
 "t_str_v_t_r_fr_sh th_w_rld, _nsp_r_m_m_nts
 _f _pt_m_sm _nd h_pp_n_ss, cr__t_v_l__ _nd
 m_k_ _d_ff_r_nc_". _t _ft_n t_ps th_l_st _f
 b__ng th_w_rld's m_st r_c_gn_z_bl_br_nd. _ts
 _c_n_c C_c_ C_l_ dr_nk, _ls_ kn_wn _s C_k_,
 st_rt_d_l_f_ _s m_d_c_n_. T_d_y _t_s _n_ _f th_
 b_gg_st_s_ll_ng pr_d_cts _n th_pl_n_t. Th_
 c_mp_ny w_bs_t_s_y_s _ts 3,300+ b_v_r_g_s _r_
 s_ld _n _v_r 200 c__ntr__s. _t_s_lls 1.6 b_ll__n
 dr_nks _d_y _nd _mpl_ys cl_s_ t_ 100,000
 p__pl_. _n_s_cr_t_t_ th_c_mp_ny's ph_n_m_n_l
 s_cc_ss _s wh_t _t c_lls th_'C_c_-C_l_ syst_m' -
 th_m_r_ th_n 300 w_rldw_d_ b_ttl_ng p_rtn_rs
 th_t w_rk t_g_th_r t_d_str_b_t_ _ts pr_d_cts.
 _n_th_r _s _ts c_tchy _dv_rt_s_ng sl_g_ns, s_ch
 _s "C_k_ _s_t". _ts b_gg_st_r_v_l_s P_ps_.





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/coca-cola.html>

the coca-cola company is a soft drinks giant that was established in 1886 its mission is "to strive to refresh the world inspire moments of optimism and happiness create value and make a difference" it often tops the list of being the world's most recognizable brand its iconic coca cola drink also known as coke started life as medicine today it is one of the biggest selling products on the planet the company website says its 3300+ beverages are sold in over 200 countries it sells 16 billion drinks a day and employs close to 100000 people one secret to the company's phenomenal success is what it calls the 'coca-cola system' - the more than 300 worldwide bottling partners that work together to distribute its products another is its catchy advertising slogans such as "coke is it" its biggest rival is pepsi





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/coca-cola.html>

The Coca-Cola Company (be) a soft drinks giant that was established in 1886. Its mission is "to (strive) to (refresh) the world, inspire moments of optimism and happiness, (create) value and make a difference". It often (tops) the list of being the world's most recognizable brand. Its iconic Coca Cola drink, also (know) as Coke, started life as medicine. Today it is one of the biggest selling products on the planet. The company website (say) its 3,300+ beverages are sold in over 200 countries. It (sell) 1.6 billion drinks a day and employs close to 100,000 people. One secret to the company's phenomenal success (be) what it calls the 'Coca-Cola system' - the more than 300 worldwide bottling partners that work together to (distribute) its products. Another is its catchy advertising slogans, such as "Coke Is It". Its biggest rival (be) Pepsi.





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/coca-cola.html>

The Coca-Cola Company is a soft drinks _____ that was established in 1886. Its mission is "to strive to refresh the world, _____ moments of optimism and happiness, create value and make a difference". It often _____ the list of being the world's most recognizable brand. Its iconic Coca Cola drink, also _____ as Coke, started life as medicine. Today it is one of the biggest selling products on the planet. The company website says its 3,300+ _____ are sold in over 200 countries. It sells 1.6 billion drinks a day and employs _____ to 100,000 people. One secret to the company's phenomenal _____ is what it calls the 'Coca-Cola system' - the more than 300 worldwide bottling _____ that work together to distribute its products. Another is its _____ advertising slogans, such as "Coke Is It". Its biggest _____ is Pepsi.

tops
 success
 close
 giant
 catchy
 beverages
 rival
 inspire
 partners
 known





PROJECT COCA-COLA

From: <http://www.businessenglishmaterials.com/coca-cola.html>

Part 1. Your mission is to increase the profits and sales of Coca-Cola. Complete this table with your project partner(s):

Main products			
How to improve them			
A brand new 'killer' product			
How Coca Cola is better than the competition			
How to beat the competition			

Part 2. Change partners and look at their project. Suggest improvements. Ask for advice on your project:

Part 3. Make a presentation on your project. Give it to the class. Vote the best projects.





COCA-COLA – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/coca-cola.html>

Role A – Coca-Cola CEO

You believe your company is the best in the world. It pays its workers very well and working conditions are great. Your company is very green – it cares about the environment. You think your levels of customer service are great. Disagree with person B, C and D.

Role B – Coca-Cola worker

You think it's a bad company to work for. You're very unhappy with pay, raises and bonuses. You are very unhappy with the working environment. You don't like the company's policy on the environment. You keep hearing profits are more important than customers. Disagree with A and C. Tell D the truth.

Role C – Coca-Cola customer

You are a customer of Coca-Cola. You used to think it was great, but not now. Its workers are always very rude. No one ever answers the phone. You are shocked about its policy on the environment. You think all staff should get less pay. You disagree with person A and B. Tell D the truth.

Role D – A journalist

You keep hearing bad things about Coca-Cola. You want to tell the world in your newspaper. You heard the CEO gets a huge bonus every year. You found a company memo saying profits are more important than the environment. You want to know why so many staff are ill. Find the truth.





COCA-COLA – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/coca-cola.html>

Role A – Coca-Cola New Products Director

You have created a new product for Coca-Cola. You believe the new product will be the company's best ever. It will be a bestseller. There are people who do not agree with you. You need B, C and D on your side. Tell them why this is a product that will bring great things to Coca-Cola.

Role B – Coca-Cola Marketing Director

You think the company's new product is a really bad idea. It will give your company a really bad name. You think the New Products Director is trying to destroy the company. Try to get him/her to understand there's no way the new product will sell. Try to get person C and D on your side.

Role C – Coca-Cola Market Researcher

You have interviewed thousands of people about the new product. They don't like it or hate it. You think it will be successful if they make many changes. Tell the New Products Director he/she needs to change the product. You neither like nor trust person B. Disagree with him/her.

Role D – Coca-Cola Shareholder

You know a lot about Coca-Cola's new product. You are worried it will not sell and share prices will go down. You think A is crazy and must find a new job. You agree with everything B says. You don't agree with C. The new product should not go on the market.





JOB INTERVIEW ROLE PLAY

INTERVIEWER (Write the questions you want to ask the candidate.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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JOB INTERVIEW ROLE PLAY

INTERVIEWEE (Write questions you want to ask the interviewer.)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





DISCUSSION (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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DISCUSSION (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____





COCA-COLA SURVEY

From: <http://www.businessenglishmaterials.com/coca-cola.html>

Write five GOOD questions about Coca-Cola in the table. Do this in pairs. Each student must write the questions on his / her own paper.

When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.





HOMework

- 1. VOCABULARY EXTENSION:** Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.
- 2. INTERNET INFO:** Search the Internet and find more information about Coca-Cola. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Coca-Cola. What have they done recently? What are their plans? Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.
- 4. COCA-COLA POSTER** Make a poster about Coca-Cola. Make sure you sell the company to the public. Show it to your classmates in the next lesson. Give each other feedback on your posters.
- 5. MY COCA-COLA LESSON:** Make your own English lesson on Coca-Cola. Make sure there is a good mix of things to do. Find some good online activities. Teach the class / another group when you have finished.
- 6. ONLINE SHARING:** Use your blog, wiki, Facebook page, MySpace page, Twitter stream, Del-icio-us / StumbleUpon account, or any other social media tool to get opinions on Coca-Cola. Share your findings with the class.

