
BUSINESS ENGLISH MATERIALS.com

KELLOGG'S

<http://www.BusinessEnglishMaterials.com/kelloggs.html>



CONTENTS

- | | |
|-----------------------------|-----------------------------|
| 2. Listening/Reading script | 12. Project |
| 3. Warm-ups | 13. Role play 1 |
| 4. Gap fill | 14. Role play 2 |
| 5. Correct the spelling | 15. Job interview role play |
| 6. Unjumble the words | 16. Discussion |
| 7. Insert the vowels | 17. Survey |
| 8. Punctuate the text | 18. Speed writing |
| 9. Choose the correct tense | 19. Letter of complaint |
| 10. Rewrite with spaces | 20. Letter of apology |
| 11. Choose the correct word | 21. Homework |

Follow me: <http://twitter.com/SeanBanville>



THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/kelloggs.html>

Kellogg Company (also known as Kellogg or Kellogg's) is the world's top producer of breakfast cereals and cereal products and a leading producer of convenience foods. Kellogg's was founded as the Battle Creek Toasted Corn Flake Company in 1906 by Will Keith Kellogg. He produced Kellogg's Toasted Corn Flakes which became a runaway commercial success. He renamed his business the Kellogg Company in 1922. Kellogg's is proud of its corporate responsibility. The first box of Kellogg's Corn Flakes was packaged in 100 percent recycled paperboard. Kellogg was also one of the first companies to print nutrition messages, recipes and product information on its packages. Kellogg products are sold in more than 180 countries. They include brands such as Nutri-Grain, Rice Krispies, Special K and All-Bran. The company has 30,000 employees worldwide.





WARM UPS

From: <http://www.businessenglishmaterials.com/kelloggs.html>

- 1. BRAINSTORM CHAT:** Write all the words you can think of about Kellogg's on the board or on a piece of paper. Talk about these words with your partner(s).
- 2. KELLOGG'S MORNING:** Each student pretends to be an employee of Kellogg's. They walk around the class and talk about the company and their job.
- 3. RUMOURS:** Each student writes down a pretend rumour about Kellogg's. They then walk around the class and talk to other students about their rumour.
- 4. GOOD AND BAD:** Brainstorm good and bad things about Kellogg's and write them on the board. Students talk about these in pairs.
- 5. TRUE OR FALSE:** Students find out several facts about Kellogg's. 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 Kellogg's. 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/kelloggs.html>

Kellogg Company (also known as Kellogg or Kellogg's) is _____ breakfast cereals and cereal products and a leading _____ foods. Kellogg's was founded as the Battle Creek Toasted Corn Flake Company in 1906 by Will Keith Kellogg. He produced Kellogg's Toasted Corn Flakes which became a _____. He renamed his business the Kellogg Company in 1922. Kellogg's is proud of _____. The first box of Kellogg's Corn Flakes was packaged in 100 percent recycled paperboard. Kellogg _____ companies _____ messages, recipes and product information on its packages. Kellogg products _____ 180 countries. They _____ Nutri-Grain, Rice Krispies, Special K and All-Bran. The company has 30,000 employees worldwide.





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/kelloggs.html>

Kellogg Company (also known as Kellogg or Kellogg's) is the world's top rrdeoupc of breakfast cereals and cereal products and a ildeagn producer of convenience foods. Kellogg's was founded as the Battle Creek Toasted Corn Flake Company in 1906 by Will Keith Kellogg. He produced Kellogg's Toasted Corn Flakes which became a yanwua commercial success. He edamren his business the Kellogg Company in 1922. Kellogg's is upodr of its corporate responsibility. The first box of Kellogg's Corn Flakes was gakcepad in 100 percent dcrceeyl paperboard. Kellogg was also one of the first companies to print tntniuoir messages, recipes and product information on its packages. Kellogg products are sold in more than 180 countries. They lcdnuie brands such as Nutri-Grain, Rice Krispies, Special K and All-Bran. The company has 30,000 employees iowdweldr.





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/kelloggs.html>

Kellogg Company (also known as Kellogg or Kellogg's) is of producer top world's the breakfast cereals and cereal products a and convenience of producer leading foods. the as founded was Kellogg's Battle Creek Toasted Corn Flake Company in 1906 by Will Keith Kellogg. He produced Kellogg's Toasted Corn Flakes which became a renamed He . success commercial runaway his business the Kellogg Company in 1922. Kellogg's is proud of its corporate responsibility. The first box of Kellogg's Corn Flakes in packaged was recycled percent 100 paperboard. Kellogg was one the companies also of first to print nutrition messages, recipes and product information on its packages. are products Kellogg 180 than more in sold countries. as such brands include They Grain - Nutri, Rice Krispies, Special K and All-Bran. The company has 30,000 employees worldwide.





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/kelloggs.html>

K__ll__gg C__mp__ny (__ls__ kn__wn __s K__ll__gg __r
K__ll__gg's) __s th__ w__rld's t__p pr__d__c__r __f
br__kf__st c__r__ls __nd c__r__l pr__d__cts __nd __
l__d__ng pr__d__c__r __f c__nv__n__nc__ f__ds.
K__ll__gg's w__s f__nd__d __s th__ B__ttl__ Cr__k
T__st__d C__rn Fl__k__ C__mp__ny __n 1906 by W__ll
K__th K__ll__gg. H__ pr__d__c__d K__ll__gg's T__st__d
C__rn Fl__k__s wh__ch b__c__m__ __ r__n__w__y
c__mm__rc__l s__cc__ss. H__ r__n__m__d h__s b__s__n__ss
th__ K__ll__gg C__mp__ny __n 1922. K__ll__gg's __s pr__d__
__f __ts c__rp__r__t r__sp__ns__b__l__ty. Th__ f__rst b__x __f
K__ll__gg's C__rn Fl__k__s w__s p__ck__g__d __n 100
p__rc__nt r__cycl__d p__p__rb__rd. K__ll__gg w__s __ls__
__n__ __f th__ f__rst c__mp__n__s t__ pr__nt n__tr__t__n
m__ss__g__s, r__c__p__s __nd pr__d__ct __nf__rm__t__n __n
__ts p__ck__g__s. K__ll__gg pr__d__cts __r__s__ld __n m__r__
th__n 180 c__ntr__s. Th__y __ncl__d__ br__nds s__ch __s
N__tr__-Gr__n, R__c__ Kr__sp__s, Sp__c__l K__nd __ll__
Br__n. Th__ c__mp__ny h__s 30,000 __mpl__y__s
w__rldw__d__.





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/kelloggs.html>

kellogg company (also known as kellogg or kellogg's) is the world's top producer of breakfast cereals and cereal products and a leading producer of convenience foods kellogg's was founded as the battle creek toasted corn flake company in 1906 by will keith kellogg he produced kellogg's toasted corn flakes which became a runaway commercial success he renamed his business the kellogg company in 1922 kellogg's is proud of its corporate responsibility the first box of kellogg's corn flakes was packaged in 100 percent recycled paperboard kellogg was also one of the first companies to print nutrition messages recipes and product information on its packages kellogg products are sold in more than 180 countries they include brands such as nutri-grain rice krispies special k and all-bran the company has 30000 employees worldwide





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/kelloggs.html>

Kellogg Company (also (know) as Kellogg or Kellogg's) (be) the world's top producer of breakfast cereals and cereal products and a leading producer of convenience foods. Kellogg's was (found) as the Battle Creek Toasted Corn Flake Company in 1906 by Will Keith Kellogg. He (produce) Kellogg's Toasted Corn Flakes which became a runaway commercial success. He (rename) his business the Kellogg Company in 1922. Kellogg's (be) proud of its corporate responsibility. The first box of Kellogg's Corn Flakes was (package) in 100 percent recycled paperboard. Kellogg (be) also one of the first companies to print nutrition messages, recipes and product information on its packages. Kellogg products are (sell) in more than 180 countries. They include brands such as Nutri-Grain, Rice Krispies, Special K and All-Bran. The company (have) 30,000 employees worldwide.





REWRITE WITH SPACES

From: <http://www.businessenglishmaterials.com/kelloggs.html>

Kellogg Company (also known as Kellogg or Kellogg's) is the world's top producer of breakfast cereals and cereal products and a leading producer of convenience foods. Kellogg's was founded as the Battle Creek Toasted Corn Flake Company in 1906 by Will Keith Kellogg. He produced Kellogg's Toasted Corn Flakes which became an runaway commercial success. He renamed his business the Kellogg Company in 1922. Kellogg's is proud of its corporate responsibility. The first box of Kellogg's Corn Flakes was packed in 100 percent recycled paperboard. Kellogg was also one of the first companies to print nutrition messages, recipes and product information on its packages. Kellogg products are sold in more than 180 countries. They include brands such as Nutri-Grain, Rice Krispies, Special K and All-Bran. The company has 30,000 employees worldwide.





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/kelloggs.html>

Kellogg Company (also known as Kellogg or Kellogg's) is the world's _____ producer of breakfast cereals and cereal products and a _____ producer of convenience foods. Kellogg's was founded as the Battle Creek Toasted Corn Flake Company in 1906 by Will Keith Kellogg. He produced Kellogg's Toasted Corn Flakes which became a _____ commercial success. He _____ his business the Kellogg Company in 1922. Kellogg's is _____ of its corporate responsibility. The first box of Kellogg's Corn Flakes was _____ in 100 percent recycled paperboard. Kellogg was also one of the first companies to print _____ messages, recipes and product information on its _____. Kellogg products are sold in more than 180 countries. They _____ brands such as Nutri-Grain, Rice Krispies, Special K and All-Bran. The company has 30,000 employees _____.

runaway
packaged
packages
worldwide
renamed
leading
include
top
nutrition
proud





PROJECT KELLOGG'S

From: <http://www.businessenglishmaterials.com/kelloggs.html>

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

Main products			
How to improve them			
A brand new 'killer' product			
How Kellogg's 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.





KELLOGG'S – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/kelloggs.html>

Role A – Kellogg's 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 – Kellogg's 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 – Kellogg's customer

You are a customer of Kellogg's. 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 Kellogg's. 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.





KELLOGG'S – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/kelloggs.html>

Role A – Kellogg's New Products Director

You have created a new product for Kellogg's. 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 Kellogg's.

Role B – Kellogg's 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 – Kellogg's 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 – Kellogg's Shareholder

You know a lot about Kellogg'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. _____

Copyright © www.BusinessEnglishMaterials.com



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. _____

Copyright © www.BusinessEnglishMaterials.com



DISCUSSION (Write your own questions)

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

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





KELLOGG'S SURVEY

From: <http://www.businessenglishmaterials.com/kelloggs.html>

Write five GOOD questions about Kellogg's 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.





WRITING 1 – SPEED WRITING

From: <http://www.businessenglishmaterials.com/kelloggs.html>

Write anything about Kellogg's for 10 minutes. Show your partner your paper. Correct each other's work.





WRITING 2 – LETTER OF COMPLAINT

From: <http://www.businessenglishmaterials.com/kelloggs.html>

Write a letter to Kellogg's. Complain about one of its products. Ask for a refund. Show your partner your paper. Correct each other's work.





WRITING 3 – LETTER OF APOLOGY

From: <http://www.businessenglishmaterials.com/kelloggs.html>

Write a letter of apology to the customer. Explain why you cannot give a refund. Show your partner your letter. Correct each other's work.





HOMWORK

- 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 Kellogg's. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Kellogg's. 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. KELLOGG'S POSTER** Make a poster about Kellogg's. 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 KELLOGG'S LESSON:** Make your own English lesson on Kellogg's. 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 Kelloggs. Share your findings with the class.

