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MANCHESTER UNITED

<http://www.BusinessEnglishMaterials.com/manchester-united.html>



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THE LISTENING / READING SCRIPT

From: <http://www.businessenglishmaterials.com/manchester-united.html>

Manchester United Football Club is the biggest brand in world football and the world's richest club. The English Premier League club was founded as Newton Heath in 1878 and changed its name to Manchester United in 1902. It is one of the most successful clubs in English football and perhaps the most widely-supported in the world, with as many as 350 million fans. In 2010, Forbes magazine ranked Manchester United second to the New York Yankees in its list of the world's most valuable sports team brands. The club has always managed to secure lucrative sponsorship deals and regularly receives the highest share of TV rights. United manage its worldwide exposure well through its own TV channel, MUTV. It also has a financial services arm and a foundation to help poorer children succeed.





WARM UPS

From: <http://www.businessenglishmaterials.com/manchester-united.html>

1. BRAINSTORM CHAT: Write all the words you can think of about Manchester United on the board or on a piece of paper. Talk about these words with your partner(s).

2. MANCHESTER UNITED MORNING: Each student pretends to be an employee of Manchester United. They walk around the class and talk about the company and their job.

3. RUMOURS: Each student writes down a pretend rumour about Manchester United. They then walk around the class and talk to other students about their rumour.

4. GOOD AND BAD: Brainstorm good and bad things about Manchester United and write them on the board. Students talk about these in pairs.

5. TRUE OR FALSE: Students find out several facts about Manchester United. 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 Manchester United. 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/manchester-united.html>

Manchester United Football Club _____
world football and the world's richest club. The English Premier League club was founded as Newton Heath in 1878 and _____ Manchester United in 1902. It is one of the most successful clubs in English football and perhaps the _____ in the world, _____ 350 million fans. In 2010, Forbes magazine ranked Manchester United second to the New York Yankees _____ world's most valuable sports team brands. The club has always _____ lucrative sponsorship deals and regularly receives _____ TV rights. United manage its worldwide exposure well through its own TV channel, MUTV. It also has a financial services arm and a foundation _____ children succeed.





CORRECT THE SPELLING

From: <http://www.businessenglishmaterials.com/manchester-united.html>

Manchester United Football Club is the biggest brand in world football and the world's icsrteh club. The English Premier League club was eddofun as Newton Heath in 1878 and changed its name to Manchester United in 1902. It is one of the most successful clubs in English football and perhaps the most widely-pertpodosu in the world, with as many as 350 million fans. In 2010, Forbes magazine kndare Manchester United second to the New York Yankees in its list of the world's most lalbeavu sports team brands. The club has always dmnaaeg to secure aeltciurv sponsorship deals and rurgeylla receives the highest share of TV rights. United manage its worldwide xespreuo well through its own TV channel, MUTV. It also has a financial services arm and a foundation to help poorer children euccsde.





UNJUMBLE THE WORDS

From: <http://www.businessenglishmaterials.com/manchester-united.html>

Manchester United Football Club is the biggest brand in world football and the world's richest club. The English Premier League club was founded as Newton Heath in 1878 and changed its name to Manchester United in 1902. It is one of the most successful clubs in English football and perhaps the most widely-supported in the world, with as many as 350 million fans. In 2010, Forbes magazine ranked Manchester United second to the New York Yankees in its list of the world's most valuable sports team brands. The club has always managed to secure lucrative sponsorship deals and regularly receives the highest share of TV rights. United manage its worldwide exposure well through its own TV channel, MUTV. It also has a financial services arm and a foundation to help poorer children succeed.





INSERT THE VOWELS

From: <http://www.businessenglishmaterials.com/manchester-united.html>

M_nch_st_r _n_t_d F__tb_ll Cl_b __s th_ b_gg_st
br_nd _n w_rld f__tb_ll _nd th_ w_rld's r_ch_st
cl_b. Th_ _ngl_sh Pr_m__r L__g__ cl_b w_s
f__nd_d __s N_wt_n H__th _n 1878 _nd ch_ng_d
_ts n_m_ t_ M_nch_st_r _n_t_d _n 1902. _t _s
n _f th_ m_st s_ccssf_l cl_bs _n _ngl_sh
f__tb_ll _nd p_rh_ps th_ m_st w_d_ly-s_pp_rt_d
n th w_rld, w_th _s m_ny __s 350 m_ll__n f_ns.
_n 2010, F_rb_s m_g_z_n_ r_nk_d M_nch_st_r
_n_t_d s_c_nd t_ th_ N_w Y_rk Y_nk__s _n _ts
l_st _f th_ w_rld's m_st v_l__bl_ sp_rts t__m
br_nds. Th_ cl_b h_s _lw_ys m_n_g_d t_ s_c_r_
l_cr_t_v_ sp_ns_rsh_p d__ls _nd r_g_l_rly
r_c__v_s th_ h_gh_st sh_r_ _f TV r_ghts. _n_t_d
m_n_g_ __ts w_rldw_d_ _xp_s_r_ w_ll thr__gh _ts
_wn TV ch_nn_l, M_TV. _t _ls_ h_s _f_n_nc__l
s_rv_c_s _rm _nd _f__nd_t__n t_ h_lp p__r_r
ch_ldr_n s_cc__d.





PUNCTUATE THE TEXT AND ADD CAPITALS

From: <http://www.businessenglishmaterials.com/manchester-united.html>

manchester united football club is the biggest brand in world football and the world's richest club the english premier league club was founded as newton heath in 1878 and changed its name to manchester united in 1902 it is one of the most successful clubs in english football and perhaps the most widely-supported in the world with as many as 350 million fans in 2010 forbes magazine ranked manchester united second to the new york yankees in its list of the world's most valuable sports team brands the club has always managed to secure lucrative sponsorship deals and regularly receives the highest share of tv rights united manage its worldwide exposure well through its own tv channel mutv it also has a financial services arm and a foundation to help poorer children succeed





CHOOSE THE CORRECT TENSE

From: <http://www.businessenglishmaterials.com/manchester-united.html>

Manchester United Football Club (be) the biggest brand in world football and the world's richest club. The English Premier League club was (found) as Newton Heath in 1878 and (change) its name to Manchester United in 1902. It (be) one of the most successful clubs in English football and perhaps the most widely-..... (support) in the world, with as many as 350 million fans. In 2010, Forbes magazine (rank) Manchester United second to the New York Yankees in its list of the world's most valuable sports team brands. The club (have) always managed to secure lucrative sponsorship deals and regularly (receive) the highest share of TV rights. United (manage) its worldwide exposure well through its own TV channel, MUTV. It also (have) a financial services arm and a foundation to help poorer children succeed.





CHOOSE THE CORRECT WORD

From: <http://www.businessenglishmaterials.com/manchester-united.html>

Manchester United Football Club is the biggest brand in world football and the world's _____ club. The English Premier League club was _____ as Newton Heath in 1878 and changed its name to Manchester United in 1902. It is one of the most _____ clubs in English football and perhaps the most _____ -supported in the world, with as many as 350 million fans. In 2010, Forbes magazine _____ Manchester United second to the New York Yankees in its _____ of the world's most valuable sports team brands. The club has always managed to _____ lucrative sponsorship _____ and regularly receives the highest share of TV rights. United manage its worldwide _____ well through its own TV channel, MUTV. It also has a financial services _____ and a foundation to help poorer children succeed.

successful

richest

deals

secure

ranked

arm

founded

exposure

widely

list





PROJECT MANCHESTER UNITED

From: <http://www.businessenglishmaterials.com/manchester-united.html>

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

Main products			
How to improve them			
A brand new 'killer' product			
How Manchester United 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.





MANCHESTER UNITED – ROLE PLAY 1

From: <http://www.businessenglishmaterials.com/manchester-united.html>

Role A – Manchester United 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 – Manchester United 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 – Manchester United customer

You are a customer of Manchester United. 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 Manchester United. 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.





MANCHESTER UNITED – ROLE PLAY 2

From: <http://www.businessenglishmaterials.com/manchester-united.html>

Role A – Manchester United New Products Director

You have created a new product for Manchester United. 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 Manchester United.

Role B – Manchester United 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 – Manchester United 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 – Manchester United Shareholder

You know a lot about Manchester United'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. _____





MANCHESTER UNITED SURVEY

From: <http://www.businessenglishmaterials.com/manchester-united.html>

Write five GOOD questions about Manchester United 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 Manchester United. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Manchester United. 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. MANCHESTER UNITED POSTER** Make a poster about Manchester United. 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 MANCHESTER UNITED LESSON:** Make your own English lesson on Manchester United. 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 Manchester United. Share your findings with the class.

