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MARLBORO

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



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THE LISTENING / READING SCRIPT

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

Marlboro is the world's largest selling brand of cigarettes. It is made by the Philip Morris Company, originally a London-based cigarette maker. Philip Morris named the cigarette after the location of the company's first factory in London's Great Marlborough Street. In 1902, Morris created a New York branch to market his brands in the U.S.A. The name changed to become easier to spell and by 1924, Marlboro was advertised as a woman's cigarette. In the 1960s that changed as "Marlboro Man" came along. In America, Marlboro is the number one cigarette brand. In 2009, Marlboro's market share of 42% was larger than its two largest competitors combined. Marlboro had to rebrand products marketed as "Lights" or "Mild" because that gave the impression its cigarettes are safe. Marlboro has been a big sponsor of motor racing since 1972.





WARM UPS

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

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

Marlboro is the world's _____ of cigarettes. It is made by the Philip Morris Company, originally a London-_____. Philip Morris named the cigarette _____ the company's first factory in London's Great Marlborough Street. In 1902, Morris created a New York branch _____ the U.S.A. The name changed to become easier to spell and by 1924, Marlboro _____ woman's cigarette. In the 1960s that changed as "Marlboro Man" came along. In America, Marlboro _____ cigarette brand. In 2009, Marlboro's market share of 42% was larger than its _____ combined. Marlboro had to rebrand products marketed as "Lights" or "Mild" because that gave the impression its cigarettes are safe. Marlboro _____ of motor racing since 1972.





CORRECT THE SPELLING

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

Marlboro is the world's largest nllesgi brand of cigarettes. It is made by the Philip Morris Company, orglnyliai a London-based cigarette maker. Philip Morris named the cigarette after the naotiocl of the company's first factory in London's Great Marlborough Street. In 1902, Morris created a New York branch to tkamre his brands in the U.S.A. The name changed to become easier to spell and by 1924, Marlboro was estidvdrea as a woman's cigarette. In the 1960s that changed as "Marlboro Man" came along. In America, Marlboro is the number one cigarette brand. In 2009, Marlboro's market hares of 42% was larger than its two aerstgl competitors nboidmce. Marlboro had to nebdarr products marketed as "Lights" or "Mild" because that gave the impression its cigarettes are safe. Marlboro has been a big soorpsn of motor racing since 1972.





UNJUMBLE THE WORDS

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

Marlboro largest brand is world's selling of the cigarettes. It is made by the Philip Morris Company, originally a London-based cigarette maker. Philip Morris named the location the after cigarette first company's the of factory in London's Great Marlborough Street. In 1902, Morris branch to market his created a New York brands in the U.S.A. name The spell to easier become to changed and by 1924, Marlboro was advertised as a woman's cigarette. the changed Marlboro In that 1960s as Man came along. In America, Marlboro is the number one cigarette brand. In 2009, Marlboro's market share of 42% larger its largest was than two competitors combined. Marlboro to products as had rebrand marketed "Lights" or "Mild" because that gave the impression its cigarettes are safe. big of has a sponsor Marlboro been motor racing since 1972.





INSERT THE VOWELS

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

M_rlb_r_ _s th_ w_rld's l_rg_st s_ll_ng br_nd _f
 c_g_r_tt_s. _t _s m_d_ by th_ Ph_l_p M_rr_s
 C_mp_ny, _r_g_n_lly _ L_nd_n-b_s_d c_g_r_tt_
 m_k_r. Ph_l_p M_rr_s n_m_d th_ c_g_r_tt_ _ft_r
 th_ l_c_t__n _f th_ c_mp_ny's f_rst f_ct_ry _n
 L_nd_n's Gr__t M_rlb_r__gh Str__t. _n 1902,
 M_rr_s cr__t_d _ N_w Y_rk br_nch t_ m_rk_t h_s
 br_nds _n th_ __.S__. Th_ n_m_ ch_ng_d t_
 b_c_m_ __s__r t_ sp_ll _nd by 1924, M_rlb_r_
 w_s _dv_rt_s_d _s _ w_m_n's c_g_r_tt_. _n th_
 1960s th_t ch_ng_d _s "M_rlb_r_ M_n" c_m_
 _l_ng. _n _m_r_c_, M_rlb_r_ _s th_ n_mb_r_n_
 c_g_r_tt_ br_nd. _n 2009, M_rlb_r_'s m_rk_t
 sh_r_ _f 42% w_s l_rg_r th_n _ts tw_ l_rg_st
 c_mp_t_t_rs c_mb_n_d. M_rlb_r_ h_d t_r_br_nd
 pr_d_cts m_rk_t_d _s "L_ghts" _r "M_ld" b_c__s_
 th_t g_v_ th_ _mpr_ss__n _ts c_g_r_tt_s _r_
 s_f_. M_rlb_r_ h_s b__n _ b_g sp_ns_r _f m_t_r
 r_c_ng s_nc_ 1972.





PUNCTUATE THE TEXT AND ADD CAPITALS

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

marlboro is the world's largest selling brand of cigarettes
it is made by the philip morris company originally a
london-based cigarette maker philip morris named the
cigarette after the location of the company's first factory
in london's great marlborough street in 1902 morris
created a new york branch to market his brands in the
usa the name changed to become easier to spell and by
1924 marlboro was advertised as a woman's cigarette in
the 1960s that changed as "marlboro man" came along in
america marlboro is the number one cigarette brand in
2009 marlboro's market share of 42% was larger than its
two largest competitors combined marlboro had to
rebrand products marketed as "lights" or "mild" because
that gave the impression its cigarettes are safe marlboro
has been a big sponsor of motor racing since 1972





CHOOSE THE CORRECT TENSE

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

Marlboro (be) the world's largest selling brand of cigarettes. It is (make) by the Philip Morris Company, originally a London-based cigarette maker. Philip Morris (name) the cigarette after the location of the company's first factory in London's Great Marlborough Street. In 1902, Morris (create) a New York branch to market his brands in the U.S.A. The name (change) to become easier to spell and by 1924, Marlboro was (advertise) as a woman's cigarette. In the 1960s that (change) as "Marlboro Man" (come) along. In America, Marlboro is the number one cigarette brand. In 2009, Marlboro's market share of 42% (be) larger than its two largest competitors combined. Marlboro (have) to rebrand products marketed as "Lights" or "Mild" because that (give) the impression its cigarettes are safe. Marlboro has (be) a big sponsor of motor racing since 1972.





REWRITE WITH SPACES

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

Marlboro is the world's largest selling brand of cigarettes. It is made by the Philip Morris Company, originally a London-based cigarette maker. Philip Morris named the cigarette after the location of the company's first factory in London's Great Marlborough Street. In 1902, Morris created a New York branch to market this brand in the U.S.A. The name changed to become easy to spell and by 1924, Marlboro was advertised as a woman's cigarette. In the 1960s it changed to a "Marlboro Man" came along. In America, Marlboro is the number one cigarette brand. In 2009, Marlboro's market share of 42% was larger than its two largest competitors combined. Marlboro had to rebrand products marketed as "Lights" or "Mild" because that gave the impression its cigarettes are safe. Marlboro has been a big sponsor of motor racing since 1972.





CHOOSE THE CORRECT WORD

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

Marlboro is the world's largest _____ brand of cigarettes. It is made by the Philip Morris Company, _____ a London-based cigarette maker. Philip Morris named the cigarette after the _____ of the company's first factory in London's Great Marlborough Street. In 1902, Morris created a New York _____ to market his brands in the U.S.A. The name changed to become easier to _____ and by 1924, Marlboro was advertised as a woman's cigarette. In the 1960s that _____ as "Marlboro Man" came along. In America, Marlboro is the number one cigarette brand. In 2009, Marlboro's market _____ of 42% was larger than its two largest competitors _____. Marlboro had to _____ products marketed as "Lights" or "Mild" because that gave the impression its cigarettes are _____. Marlboro has been a big sponsor of motor racing since 1972.

spell share

originally

branch

safe

selling

rebrand

location

combined

changed





PROJECT MARLBORO

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

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

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





MARLBORO – ROLE PLAY 1

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

Role A – Marlboro 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 – Marlboro 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 – Marlboro customer

You are a customer of Marlboro. 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 Marlboro. 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.





MARLBORO – ROLE PLAY 2

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

Role A – Marlboro New Products Director

You have created a new product for Marlboro. 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 Marlboro.

Role B – Marlboro 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 – Marlboro 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 – Marlboro Shareholder

You know a lot about Marlboro'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. _____





MARLBORO SURVEY

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

Write five GOOD questions about Marlboro 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/marlboro.html>

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





WRITING 2 – LETTER OF COMPLAINT

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

Write a letter to Marlboro. 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/marlboro.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 Marlboro. Talk about what you discover with your partner(s) in the next lesson.
- 3. MAGAZINE ARTICLE:** Write a magazine article about Marlboro. 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. MARLBORO POSTER** Make a poster about Marlboro. 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 MARLBORO LESSON:** Make your own English lesson on Marlboro. 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 Marlboro. Share your findings with the class.

