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## **NIKE**

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



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## THE LISTENING / READING SCRIPT

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

Nike is one of the world's leading sportswear and equipment manufacturers. It leads the world in sales of athletic shoes. The company was founded in 1964 by Bill Bowerman and Philip Knight. Its first name was Blue Ribbon Sports but that changed to Nike in 1978. Nike is the Greek goddess of victory. It is famous for its slogan, "Just Do It" and the Swoosh logo, which Nike first used in 1971. Blue Ribbon's first product was a soccer shoe called Nike. A major factor in Nike's success is its sponsorship of top sports stars. Tennis ace Ilie Nastase was the first. Subsequent tie-ups with superstars like basketball's Michael Jordan and golfer Tiger Woods accelerated Nike's corporate success. Nike has had to defend itself against criticism that its products are made by children and workers paid below the legal minimum wage in sweatshops.





## WARM UPS

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

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

**2. NIKE MORNING:** Each student pretends to be an employee of Nike. They walk around the class and talk about the company and their job.

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

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

**5. TRUE OR FALSE:** Students find out several facts about Nike. 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 Nike. 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/nike.html>

Nike is one of the \_\_\_\_\_ and equipment \_\_\_\_\_ manufacturers. It \_\_\_\_\_ athletic shoes. The company was founded in 1964 by Bill Bowerman and Philip Knight. Its first name was Blue Ribbon Sports but that changed to Nike in 1978. Nike is the Greek goddess of victory. \_\_\_\_\_, "Just Do It" and the Swoosh logo, which Nike first used in 1971. Blue Ribbon's \_\_\_\_\_ soccer shoe called Nike. A major factor in Nike's \_\_\_\_\_ of top sports stars. Tennis ace Ilie Nastase was the first. \_\_\_\_\_ with superstars like basketball's Michael Jordan and golfer Tiger Woods accelerated Nike's corporate success. Nike has had to \_\_\_\_\_ that its products are made by children and workers paid below the legal \_\_\_\_\_.





## CORRECT THE SPELLING

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

Nike is one of the world's leading wrsosrpate and equipment manufacturers. It leads the world in sales of ehilttac shoes. The company was founded in 1964 by Bill Bowerman and Philip Knight. Its first name was Blue Ribbon Sports but that daenhgc to Nike in 1978. Nike is the Greek goddess of iotrycv. It is famous for its slogan, "Just Do It" and the Swoosh logo, which Nike first used in 1971. Blue Ribbon's first product was a soccer shoe called Nike. A major cafotr in Nike's usesccs is its sponsorship of top sports stars. Tennis ace Ilie Nastase was the first. Subsequent tie-ups with superstars like basketball's Michael Jordan and goerlf Tiger Woods accelerated Nike's corporate sessccu. Nike has had to defend itself against tcsiicimr that its products are made by children and workers paid below the legal minimum wage in hetpwsssoas.





## UNJUMBLE THE WORDS

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

Nike is of world's sportswear one the leading and equipment manufacturers. It leads the world in sales of athletic shoes. company The Bill by 1964 in founded was Bowerman and Philip Knight. Its first name was Blue Ribbon 1978 Sports but that changed to Nike in. Nike is the Greek goddess of victory. It is famous for its slogan, "Just Do It" and the Swoosh logo, which Nike first used in 1971. was product first Ribbon's Blue shoe soccer a called Nike. Nike's in factor major A its is success sponsorship of top sports stars. Tennis ace Ilie Nastase was the first. like tie ups superstars Subsequent - with basketball's Michael Jordan and golfer Tiger Woods accelerated Nike's corporate success. Nike has had to criticism its defend against that products itself are made by children workers below legal and paid the minimum wage in sweatshops.





## INSERT THE VOWELS

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

N\_k\_ \_s\_ \_n\_ \_f\_ th\_ w\_rld's l\_\_d\_\_ng sp\_rtsw\_\_r  
\_nd\_ \_q\_\_pm\_\_nt m\_n\_f\_ct\_r\_rs. \_t l\_\_ds th\_  
w\_rld \_n s\_l\_s \_f \_thl\_t\_c sh\_\_s. Th\_ c\_mp\_ny  
w\_s f\_\_nd\_d \_n 1964 by B\_ll B\_w\_rm\_n \_nd  
Ph\_l\_p Kn\_ght. \_ts f\_rst n\_m\_ w\_s Bl\_\_ R\_bb\_n  
Sp\_rts b\_t th\_t ch\_ng\_d t\_ N\_k\_ \_n 1978. N\_k\_  
\_s th\_ Gr\_\_k g\_dd\_ss \_f v\_ct\_ry. \_t \_s f\_m\_\_s  
f\_r\_ts sl\_g\_n, "J\_st D\_\_t" \_nd th\_ Sw\_\_sh l\_g\_,  
wh\_ch N\_k\_ f\_rst \_s\_d \_n 1971. Bl\_\_ R\_bb\_n's  
f\_rst pr\_d\_ct w\_s \_s\_cc\_r sh\_\_ c\_ll\_d N\_k\_. \_  
m\_j\_r f\_ct\_r \_n N\_k\_'s s\_cc\_ss \_s \_ts  
sp\_ns\_rsh\_p \_f t\_p sp\_rts st\_rs. T\_nn\_s \_c\_ \_l\_\_  
N\_st\_s\_ w\_s th\_ f\_rst. S\_bs\_q\_\_nt t\_\_-\_ps w\_th  
s\_p\_rst\_rs l\_k\_ b\_sk\_tb\_ll's M\_ch\_\_l J\_rdn \_nd  
g\_lf\_r T\_g\_r W\_\_ds \_cc\_l\_r\_t\_d N\_k\_'s c\_rpr\_t\_  
s\_cc\_ss. N\_k\_ h\_s h\_d t\_ d\_f\_nd \_ts\_lf \_g\_\_nst  
cr\_t\_c\_sm th\_t \_ts pr\_d\_cts \_r\_ m\_d\_ by  
ch\_ldr\_n \_nd w\_rk\_rs p\_\_d b\_l\_w th\_ l\_g\_l  
m\_n\_m\_m w\_g\_ \_n sw\_\_tsh\_ps.





## PUNCTUATE THE TEXT AND ADD CAPITALS

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

nike is one of the world's leading sportswear and equipment manufacturers it leads the world in sales of athletic shoes the company was founded in 1964 by bill bowerman and philip knight its first name was blue ribbon sports but that changed to nike in 1978 nike is the greek goddess of victory it is famous for its slogan "just do it" and the swoosh logo which nike first used in 1971 blue ribbon's first product was a soccer shoe called nike a major factor in nike's success is its sponsorship of top sports stars tennis ace ilie nastase was the first subsequent tie-ups with superstars like basketball's michael jordan and golfer tiger woods accelerated nike's corporate success nike has had to defend itself against criticism that its products are made by children and workers paid below the legal minimum wage in sweatshops







## CHOOSE THE CORRECT TENSE

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

Nike ..... (be) one of the world's leading sportswear and equipment manufacturers. It ..... (lead) the world in sales of athletic shoes. The company was ..... (found) in 1964 by Bill Bowerman and Philip Knight. Its first name ..... (be) Blue Ribbon Sports but that ..... (change) to Nike in 1978. Nike is the Greek goddess of victory. It ..... (be) famous for its slogan, "Just Do It" and the Swoosh logo, which Nike first ..... (use) in 1971. Blue Ribbon's first product ..... (be) a soccer shoe called Nike. A major factor in Nike's success ..... (be) its sponsorship of top sports stars. Tennis ace Ilie Nastase ..... (be) the first. Subsequent tie-ups with superstars like basketball's Michael Jordan and golfer Tiger Woods ..... (accelerate) Nike's corporate success. Nike has ..... (have) to defend itself against criticism that its products are ..... (make) by children and workers ..... (pay) below the legal minimum wage in sweatshops.





# REWRITE WITH SPACES

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

Nike is one of the world's leading sports wear and equipment manufacturers. It leads the world in sales of athletic shoes. The company was founded in 1964 by Bill Bowerman and Philip Knight. Its first name was Blue Ribbon Sports but that changed to Nike in 1978. Nike is the Greek goddess of victory. It is famous for its slogan, "Just Do It" and the Swoosh logo, which Nike first used in 1971. Blue Ribbon's first product was a soccer shoe called Nike. A major factor in Nike's success is its sponsorship of top sports stars. Tennis ace Ilie Nastase was the first. Subsequent tie-ups with superstars like basketball's Michael Jordan and golfer Tiger Woods accelerated Nike's corporate success. Nike has had to defend itself against criticism that its products are made by children and workers paid below the legal minimum wage in sweatshops.

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## CHOOSE THE CORRECT WORD

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

Nike is one of the world's \_\_\_\_\_ sportswear and equipment manufacturers. It leads the world in sales of athletic shoes. The company was \_\_\_\_\_ in 1964 by Bill Bowerman and Philip Knight. Its first name was Blue Ribbon Sports but that changed to Nike in 1978. Nike is the Greek \_\_\_\_\_ of victory. It is famous for its \_\_\_\_\_, "Just Do It" and the Swoosh \_\_\_\_\_, which Nike first used in 1971. Blue Ribbon's first product was a soccer shoe called Nike. A major factor in Nike's \_\_\_\_\_ is its sponsorship of top sports stars. Tennis ace Ilie Nastase was the first. Subsequent \_\_\_\_\_ with superstars like basketball's Michael Jordan and golfer Tiger Woods \_\_\_\_\_ Nike's corporate success. Nike has had to defend itself against \_\_\_\_\_ that its products are made by children and workers paid below the legal minimum wage in \_\_\_\_\_.

*success*  
*goddess*  
*logo*  
*leading*  
*accelerated*  
*criticism*  
*sweatshops*  
*slogan*  
*tie-ups*  
*founded*





# PROJECT NIKE

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

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

<b>Main products</b>			
<b>How to improve them</b>			
<b>A brand new 'killer' product</b>			
<b>How Nike is better than the competition</b>			
<b>How to beat the competition</b>			

**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.





# NIKE – ROLE PLAY 1

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

## **Role A – Nike 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 – Nike 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 – Nike customer**

You are a customer of Nike. 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 Nike. 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.





## NIKE – ROLE PLAY 2

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

### **Role A – Nike New Products Director**

You have created a new product for Nike. 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 Nike.

### **Role B – Nike 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 – Nike 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 – Nike Shareholder**

You know a lot about Nike'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. \_\_\_\_\_







# NIKE SURVEY

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

Write five GOOD questions about Nike 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/nike.html>

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

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## WRITING 2 – LETTER OF COMPLAINT

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

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

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## WRITING 3 – LETTER OF APOLOGY

From: <http://www.businessenglishmaterials.com/nike.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.**

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

