

How To Enter

1. Personal Profile – (Tell us about yourself, your experience, interests and particular skills)
[Max 400 words]
2. What two or three things would you most like to achieve on this placement? [Max 200 words]
3. The Project: Successful Branding
[Max 1000 words]
 - Choose a successful brand from your country and describe what it is and what it represents.
 - How has this brand become established and recognised?
 - Who is the person behind the brand and how have their decisions helped the brand succeed?

Here's an example we have come up with:

Virgin is a successful British brand that now represents over 360 companies. Its activities date back to the 1970s and Virgin's founder, Richard Branson, is as well known as the distinctive Virgin logo...

Use Unit 4 from The Business Pre-Intermediate to get some inspiration.

The Business EXPERIENCE

Send your answers to the following address:

The Business Experience, International Marketing Department, Macmillan Education, Between Towns Road, Oxford, OX4 3PP or email the-business-experience@macmillan.co.uk

Terms and conditions apply - see www.businessenglishonline.net



www.businessenglishonline.net