

Harry Potter – sales magic

Level

Intermediate

Tasks

Completing a fact file on Harry Potter
Reading a marketing update on Harry Potter
Focussing on vocabulary relating to sales and marketing
Discussing aspects of this publishing phenomenon

How to use the lesson

- 1 Ask students if they have read any of the Harry Potter books. In English? Have they seen either film?
- 2 Hand out the worksheet. Tell students that the recent launch of J K Rowling's fifth book in the series broke many sales records. Working in pairs, ask students to complete the fact file using the figures in the box. Students then read the extract to check their answers.

Answers

First day sales in UK supermarket, Tesco = 317,400

First day sales in the UK = 1,777,000

First day global sales by online booksellers Amazon = 1.3 million

Projected author earnings = £30 million

Gross earnings from the Warner Brothers films = £1.2 billion

Total global sales of the previous four Harry Potter books = 192 million

Ask for students' reactions to the figures.

- 3 Ask students to find nouns or verbs in the text with the meanings listed. See if they can generate further examples of these words, perhaps related to their own company.

Answers

a franchise b spin-off c to gross d initiative e turnover

- 4 Ask students to discuss the questions in small groups, then report their ideas to the class. Hold a class feedback session.

Related websites

Send your students to these websites, or just take a look yourself.

<http://www.harrypotter.warnerbros.co.uk/>

<http://www.bloomsburymagazine.com/>