

Brands

1. Brands and branding. Brand loyalty. Brand awareness. Brand stretching.
2. Brands. The main functions of a brand. (CD 2 p. 8)
3. Global brands. Luxury brands and their future in global markets.

Travel

1. Travel. Types of air carriers.
2. Travel. Business travellers and business travel services. (pp. 16-17 SB)
3. Travel. Hotel chains meeting needs of business travellers. (CD 9-11)

Advertising

1. Advertising media and methods.
2. Advertising agencies and advertising campaigns.
 - Reasons for advertising.
 - Stages of a typical advertising campaign. (CD 1.31-33)
3. Viral campaigns. Publicity stunt tips. (pp. 46-47 SB)

Organisation

1. Organisation. Company structure.
2. Organisation. A successful organization and its factors. Perks, bonuses, ... (pp. 38-39 SB)
3. Analysing company organisation. (CD 24-26)

Money

1. Ways of investing. (Business Brief)
2. Managing Investments. Investments' Risks Scale. (CD 1.37-1.39)
3. Mutual Funds.