



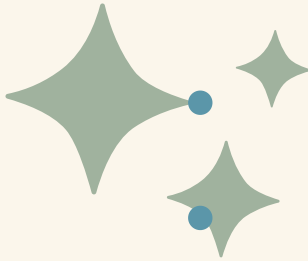
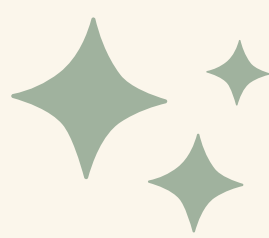
ENGLISH FOR MARKETING

Lecturer: Dr. Hassan Raza

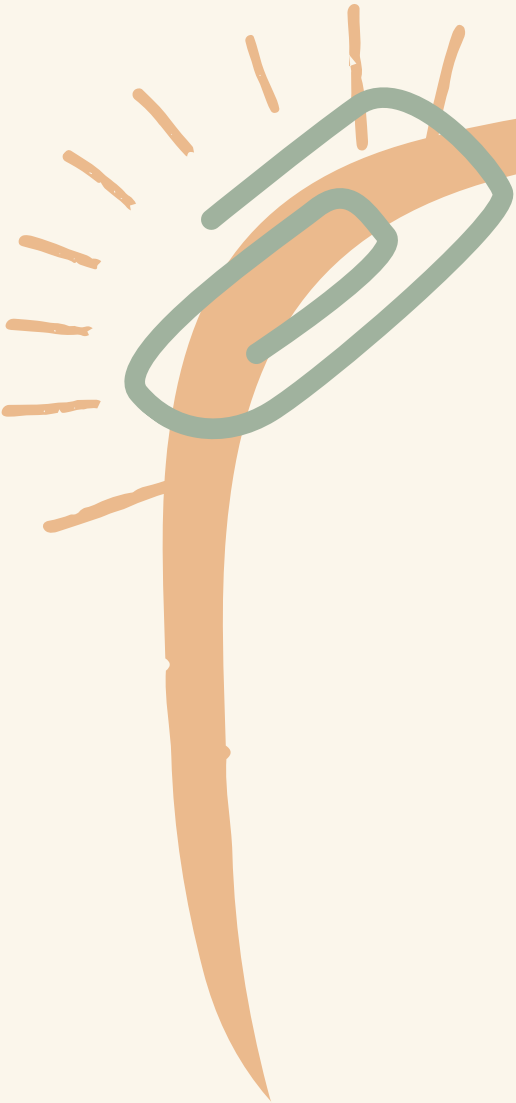
MKT2110
FMS-SSRU



WHY PROFESSIONAL INTRODUCTIONS MATTER

- 
- First impressions formed in 7 seconds
 - Professional communication = Career success
 - Global business requires English skills
- 

KEY GREETINGS

- 
- o Hello / Hi
 - o Good morning
 - o Good afternoon
 - o Good evening

- o Please
- o Excuse me...
- o I'm sorry
- o Thank you

- o Bye / Good bye
- o Good night
- o See you tomorrow
- o See you soon
- o See you later
- o Take care!
- o Have a nice day!



SELF INTRODUCTION SENTENCE STRUCTURE



Greeting + Name
Position/Job Title
Department/Company
Closing/Response

Example: Good morning, my name is Somchai
Wongsiri. I am a marketing manager. I work in the
marketing department at ABC Company. Nice to meet
you



SELF INTRODUCTION SENTENCE STRUCTURE

Nickname?

How to structure the
sentence?

Example: Hi. My name is
Kopkeaw Limboonthong.
You can call me Som.
Som is my nickname.

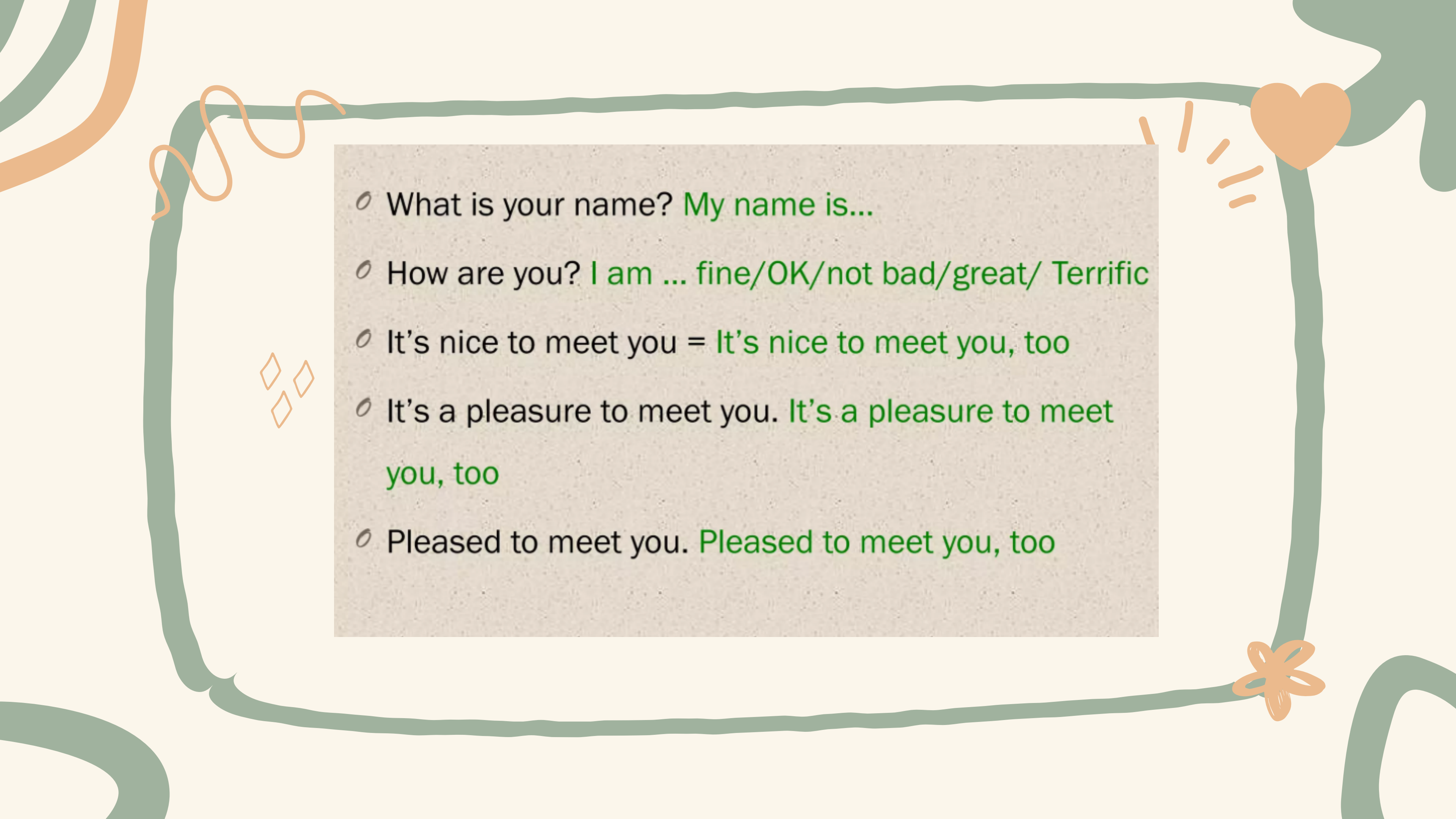
A: Hi! My name is _____.
What's your name?

B: Hi! I'm _____.
You can call me _____.
_____ is my nickname.

A: Nice to meet you _____.
How are you?

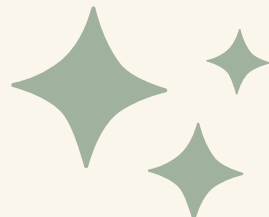
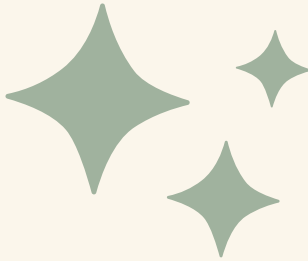
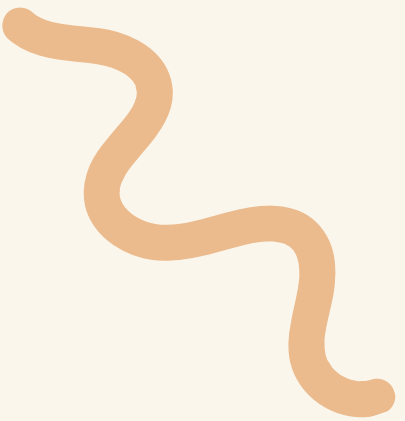
B: Nice to _____. I'm _____.
Thank you. And _____?

A: I'm _____. Thank you.

- 
- What is your name? My name is...
 - How are you? I am ... fine/OK/not bad/great/ Terrific
 - It's nice to meet you = It's nice to meet you, too
 - It's a pleasure to meet you. It's a pleasure to meet you, too
 - Pleased to meet you. Pleased to meet you, too

Introducing Yourself

- Greetings
- Intention
 - *Let me introduce myself*
 - *I would like to introduce myself*
 - *I'd like to introduce myself*
- Name
 - *My name is..*
 - *I am.....*
 - *You can call me..*
- Address/Origin
 - *I am from...*
 - *I live in...*
 - *I come from...*



INTRODUCING SOMEONE ELSE

Sentence Structure

Address the person being introduced to first

Introduce the new person

Add helpful context

- "I'd like you to meet..."
- "May I introduce..."
- "This is my colleague..."
- "Please welcome..."

Example: Mr. John, I would like you to meet Ms. Siriporn.
She's our new marketing coordinator.

KEY VOCABULARY

Manager	MAN-uh-jer	แมนเนจอร์
Director	di-REK-ter	ไดเรคเตอร์
Accountant	uh-KOWN-tuhnt	อะเคาน์แทนท์
Secretary	SEK-ruh-ter-ee	ซีครีเทอรี
Assistant	uh-SIS-tuhnt	แอสซิสแทนท์
Technician	tek-NISH-uhn	เทคนิชเชียน
Receptionist	ri-SEP-shun-ist	รีเซฟชันนิสต์
Analyst	AN-uh-list	แอนอะลิสต์
Consultant	kun-SUL-tuhnt	คอนซัลแทนท์
Supervisor	SOO-per-vy-zer	ซูเปอร์ไวเซอร์
Salesperson	SAYLZ-per-suhn	เซลส์เพอร์สัน
Employee	em-PLOY-ee	เอ็มพลอยอี
Employer	em-PLOY-er	เอ็มพลอยเออร์
Contract	KON-trakt	คอนแทรค
Client	KLY-ent	ไคลแอนต์



ACTIVITY TIME



THANK
YOU



SEE YOU NEXT TIME

