**INTRODUCTION TO THE TOPIC OF : A PRODUCT, BRANDS**

Tasks for students:

**What is a brand? Give your definition. What is a product? Difference between a brand and a product.**

**With your partner, think of and write down the names and brands of well-known Czech and foreign companies that :**

**A. have the same name for the company and their products**

Czech:

Foreign:

**B. have one name for the company and different names for their products (maybe different range of products, cultural differences etc.) GIVE AT LEAST FOUR REASONS WHY THEY MAY DO IT.**

Czech:

Foreign:

**Now, discuss and note down:**

**A. advantages and disadvantages of having THE SAME name for a product and a company:**

**Advantages Disadvantages**

**B. advantages and disadvantages of having DIFFERENT names for products of one company:**

**Advantages Disadvantages**

**C. Out of curiosity, look up/think of products that have different name in different countries due to linguistic or cultural differences.**

**D. Prepare a short presentation of any product (your favourite, a new product, Czech or foreign). Think about the reasons why you are presenting the product. Is it a new product you are launching to the market? Do you want to convince sb. to buy it? Is it a promotion presentation? Etc.**

**Focus on HOOK, MAIN PART, CLOSING…5 minutes. Look at exe 9/43 for the guideline.**

**Write down a structure here:**