

CASE: EF EDUCATION FIRST

Focus areas:

- *You can make a coherent presentation based on different sources of information.*
- *You can communicate about cultural differences.*
- *You can use a reasonably precise and nuanced vocabulary.*



EF Education First is a world leading organization specialized in language travels and cultural exchange, offering ten languages in 50 destinations around the world. Every year EF sends students from around the world on a high school exchange year. As an exchange student, you live with a host family, and during the exchange year, you develop your linguistic skills, as well as your personality.

To get students interested in spending a year abroad, EF needs your help! They need your help to prepare young students for a year as an exchange student.

The assignment consists of two parts:

- *Keep them motivated*
- *Marketing*



ASSIGNMENT 1: KEEP THEM MOTIVATED

When the future exchange students have booked their trip, the next step is to keep them motivated and make sure they are looking forward to the experience. Prior to their high school year, many of the participants are curious about the high school traditions, American holidays, and way of living in the USA.

Being a high school exchange student and living with a new family can be difficult to prepare for. A lot of students will experience a new lifestyle and other traditions. EF tries to help their students prepare for a high school exchange year in the USA.

Your task is to make a brochure for EF about certain holidays and lifestyles. The brochure should address a group of students going on a high school exchange year in Texas. The purpose of the brochure is to excite, encourage and motivate the participants for their trip to Texas.

Your brochure should include the following:

- *A presentation of some American ways of living (e.g., restaurants, cheerleading, football)*
- *A description of 3 exciting places in Texas*
- *A description of one of the 4 holidays listed below*

HALLOWEEN

Halloween
Halloween traditions
Halloween candy

THANKSGIVING

Thanksgiving
Thanksgiving turkey

CHRISTMAS

Christmas traditions
Levios Christmas

4TH JULY (INDEPENDENCE DAY)

Independence Day

Your brochure will be assessed based on the following criteria:

- *your brochure contains information about an American holiday and way of living*
- *your brochure describes 3 exciting places in Texas*
- *your brochure is relevant and targets 14-18 year old students*
- *your writing is grammatically correct*

You will not be assessed on the layout of your brochure.

ASSIGNMENT 2: MARKETING

EF would like to become even better at reaching their target audience. For the high school exchange year, that means young people between 14 and 18 years. Therefore, EF invites you to help them in their marketing.

Your task is to write an advertisement for a High School Exchange Year. The ad should appeal to 14–18-year-olds and make them want to go on a high school exchange year. The task consists of two tasks, 3.1 and 3.2.

Your advertisement should consist of:

Task 3.1: The advertisement

- *a catchphrase to get people's attention*
- *the text for your advertisement*
- *1 or more pictures*
 - *You can see an example of an advertisement in the appendix.*



Task 3.2: Behind the advertisement

- *Which platform are you going to use, and why?*
 - *social media platform, local youth groups etc.*
- *Who could be the right fit for promoting a year as a high school student in USA?*
 - *celebrities, influencers etc.*

Your advertisement will be assessed based on the following criteria:

- *your advertisement contains a catchphrase and appeals to 14–18-year-olds*
- *you explain which platform you are using, and why*
- *you describe a promotion candidate and why he/she is the right candidate*
- *your writing is grammatically correct*

AFLEVERING

Når du er klar til at uploade din besvarelse, skal du gemme din besvarelse som pdf og aflevere den.

**Bruger du Microsoft Word skal du i øverste venstre hjørne trykke på
Filer → Gem en kopi → vælg PDF i dropdown menuen**

**Bruger du Google Docs skal du i øverste venstre hjørne trykke på
Fil → Download → PDF**