**Lesson Plan – Branding**

(2 UE)

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| Topic | Clil Prompts | Follow-up | Time |
| Introduction – Write down as many Brand names as you know! |  |  | 5‘ |
|  | Skimm Reading – Brand names |  | 5‘ |
|  | Work in Pairs: Questions on slide |  | 10‘ |
|  | Guessing Game in Class – Where do the following Brand names come from? | | 10‘ |
| Teacher Input on the Importance of Branding | Key terms of Branding |  | 15‘ |
|  | Create your own brand + Presentation | | 50‘ |