



**PROCESO DE GESTIÓN DE FORMACIÓN PROFESIONAL INTEGRAL**  
**FORMATO GUÍA DE APRENDIZAJE**

**1. IDENTIFICACIÓN DE LA GUIA DE APRENDIZAJE**

- **Denominación del Programa de Formación:** Técnico Laboral en Servicios Comerciales y Financieros.  
**Código del Programa de Formación:** 133303 v1
- **Nombre del Proyecto:** Gestión en la relación con el cliente apoyado de herramientas digitales, como estrategia para consolidar la lealtad en las entidades financieras.
- **Fase del Proyecto:** Planeación
- **Actividad de Proyecto:** Establecer las necesidades, productos, servicios e información para atención al cliente
- **Competencia:** 240202501 Interactuar en lengua inglesa de forma oral y escrita dentro de contextos sociales y laborales según los criterios establecidos por el Marco Común Europeo de Referencia para las Lenguas.
- **Resultados de Aprendizaje Alcanzar: RAP 5** - Comunicarse de manera sencilla en inglés en forma oral y escrita con un visitante o colega en un contexto laboral cotidiano.
  
- **Duración de la Guía:** 24 Horas
  - Trabajo directo: 19
  - Trabajo autónomo: 5

**2. PRESENTACIÓN**

This guide attempts to provide apprentices an overview of marketing with emphasis on marketing history, marketing strategies, market research, and customer behavior. **Objective:** From the development of these activities, you will be able to identify, describe the needs of customers and markets, and select the marketing strategies that suit the customers and companies.

GFPI-F-135 V01



### 3. FORMULACIÓN DE LAS ACTIVIDADES DE APRENDIZAJE

#### MARKETING

##### WARM-UP Activity

*"Good marketing makes the company look smart. Great marketing makes the customer feel smart"<sup>1</sup>*  
**Joe Chernov**

1. According to the quote above, what do you think is the role of customers in marketing?
2. Describe the following situations and talk about the customer's experience

le: The customer is asking....

The salesperson is explaining how it works...



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<sup>1</sup> Retrieved from [6 Sales and Marketing Quotes to Fire You Up Today \(showcaseworkshop.com\)](https://www.showcaseworkshop.com)

<sup>2</sup> Images retrieved from <https://www.google.com/customerservice>



## SIMPLE PRESENT TENSE

COMPLETE THE PARAGRAPH ABOUT ANITA'S WEEKDAYS WITH THE CORRECT SIMPLE PRESENT FORM OF THE VERBS BELOW.

### Exercise 2 - Positive Forms

Read a short paragraph about a makeup artist and practice the positive forms of the simple present tense.

Anita lives in the UK. She is a 32 years old makeup artist. She has a home-office. She does makeup for women everyday. She loves her job because she has different kind of customers everyday such as dancers, journalists, businesswomen, and brides.



take	go	play	mop
do (x3)	work (x2)	open	wash
clean	get up	check	make
leave	love	live	read
start	cook	take out	have (x2)

My weekdays are quite busy! I \_\_\_\_\_ the day very early.

I \_\_\_\_\_ at 5:30 and \_\_\_\_\_ yoga till 6:15. Next, I \_\_\_\_\_ a shower and \_\_\_\_\_ a cup of coffee for myself. Then I \_\_\_\_\_ my notebook and \_\_\_\_\_ my schedule for the day. I am a makeup artist and I \_\_\_\_\_ makeup for businesswomen for important meetings, for brides on their wedding day, for birthday girls and for romantic dinners in the evening. I \_\_\_\_\_ a home-office, so I \_\_\_\_\_ and \_\_\_\_\_ at the same place.

Jake \_\_\_\_\_ as a hairdresser in our beauty center. He \_\_\_\_\_ our clients' hair, and Allison \_\_\_\_\_ the photos of the beautiful women after makeup. At 1:30, we \_\_\_\_\_ lunch together. Allison \_\_\_\_\_ cooking, and she \_\_\_\_\_ delicious meals for us everyday.

In the evening, we \_\_\_\_\_ our office together. Allison \_\_\_\_\_ the dishes, I \_\_\_\_\_ the garbage and Jake \_\_\_\_\_ the floor. They \_\_\_\_\_ the office at 6:30.

After work, I usually \_\_\_\_\_ with my dogs. \_\_\_\_\_ some books before sleep and \_\_\_\_\_ to bed at 11:30.

## McDonald's

### LISTENING PRACTICE: Definition, Benefits, & Strategies of marketing

- I Watch the video, look up vocabulary you don't understand, and make some notes to answer the following questions. <https://youtu.be/rWhvuK5hhRw>

1. What is Marketing?

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2. How different are advertising and Marketing?

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3. Mention and define the 4 P's of marketing

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4. Mention the five steps to define a marketing plan

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