

TOEIC 900 Business English Lesson:

Lesson 9: New Product Launch Planning

Role-Play Dialogue Text (Approx. 10 minutes):

Product Manager: Good morning. We're planning the launch of our new product, and I need your input on the campaign strategy.

Marketing Manager: Good morning. I suggest that we focus on product positioning and brand awareness.

Product Manager: That's a solid idea. If we execute an integrated marketing campaign, then we could attract a larger audience.

Marketing Manager: I agree. I propose that we begin with a soft launch to test the market response before the full rollout.

Product Manager: Excellent. How do you plan to gather customer feedback during the soft launch?

Marketing Manager: We should set up surveys and social media monitoring. This approach might help us fine-tune the product features.

Product Manager: Great. Please prepare a detailed launch plan for our next meeting.

Marketing Manager: Will do. I'm confident this plan will be beneficial for the product's success.

Comprehension Questions and Sample Answers (Approx. 5 minutes):

1. **Q:** What is the main objective of the meeting?

A: To plan the campaign strategy for launching a new product.

2. **Q:** How does the conditional sentence appear in the dialogue?

A: "If we execute an integrated marketing campaign, then we could attract a larger audience."

3. **Q:** Which modal verbs are used?

A: "Should" and "could/might" (e.g., "we should set up surveys," "this approach might help us").

4. **Q:** What strategy is proposed for testing the market?

A: A soft launch is proposed to test market response before the full rollout.

Teacher's Lesson Points (Concise Version):

- **Prep:** Focus on vocabulary (launch, positioning, soft launch, brand awareness, feedback).
 - **Intro (2–3 min):** Warm up with a question about successful product launches.
 - **Reading & Analysis (10 min):** Student reads dialogue aloud; stress clear use of modal verbs and conditionals.
 - **Comprehension (5 min):** Ask questions; provide feedback.
 - **Role-Play:** Teacher as Product Manager, student as Marketing Manager.
 - **Wrap-Up (2–3 min):** Recap vocabulary; assign homework (draft a product launch plan using modal verbs and conditionals).
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