

# A typical week — theme: Beyond the Brand

D'OVERBROECK'S COLLEGE OXFORD

	9–10am	10.15–11.15am	11.30am–12.30pm		1.30–2.30pm	2.45–4.45pm	4.45–6.00pm		7.30–9.30pm
<b>Thursday</b>	<b>Lessons</b> Brand Image & Global Marketing (speaking)	<b>Lessons</b> The Power of Advertising (vocabulary & speaking)	<b>Lessons</b> Persuasive Writing Techniques (language of persuasion)	<b>Lunch Break 12.30-1.30pm</b>	<b>Lessons</b> “Sell it to me!” (writing & pronunciation)	<b>Activities</b> Business Board Games or Ultimate Frisbee or Running/Circuit Training	<b>Free time</b>	<b>Dinner 6.15-7.15pm</b>	<b>Activities</b> BBQ Night and Under 18 Disco
<b>Friday</b>	<b>Lessons</b> The Genius of Design (listening)	<b>Lessons</b> Mini Facts & Figures (number, note taking and accuracy skills)	<b>Lessons</b> Parts of a Car (vocabulary)		<b>1.30–3.00pm</b>	<b>3.15-5.00pm</b>	<b>5.00-6.00pm</b>		<b>Activities</b> Salsa/Ceroc/Zumba or 5-a-side Football
<b>Saturday</b>	<b>Study in Action Day (9.45am-4.30pm)</b> Land Rover 4x4 Experience & Heritage Museum							<b>Dinner 6.15-7.15pm</b>	<b>Activities</b> Chill Out Film Night or Free Time
<b>Sunday</b>	Late Brunch & Relaxation Time			Optional Afternoon Activities or Excursion					<b>Activities</b> Film Night
<b>Monday</b>	<b>Lessons</b> Branding in the Film Industry	<b>Lessons</b> Blockbuster Branding Hollywood Pitch (1) (vocabulary & speaking)	<b>Lessons</b> Blockbuster Branding Hollywood Pitch (2) (vocabulary & speaking)	<b>Lunch Break 12.30-1.30pm</b>	<b>Lessons</b> The Price of Fame, Branded Pop Stars (listening & discussion skills)	<b>Afternoon Activities</b> Eccentricity Exhibition or Badminton, Ball Games or World Film Travel Challenge	<b>Free time</b>	<b>Dinner 6.15-7.15pm</b>	<b>Activities</b> Aerobics/Dancersize or Trampolineing or River Walk
<b>Tuesday</b>	<b>Lessons</b> BBC Branding the News (listening skills) or BBC Global Entertainment	<b>Lessons</b> The Language of Journalism (language & style analysis) or Who is Dr Who? (listening skills)	<b>Lessons</b> Writing the News (from story to page or screen) or How to Make a TV Programme Trailer (following instructions)		<b>1.30–3.00pm</b>	<b>3.15-5.00pm</b>	<b>5.00-6.00pm</b>		<b>Activities</b> It's a Mystery!
<b>Wednesday</b>	<b>Study in Action Day (9.45am-4.30pm)</b> BBC Television Studios London & Westfield Centre							<b>Dinner 6.15-7.15pm</b>	<b>Activities</b> Free Evening
	Morning Departures / Free Time				Afternoon Arrivals / Optional Activities				