

经科版BEC中级课文辅导unit7 PDF转换可能丢失图片或格式
， 建议阅读原文

https://www.100test.com/kao_ti2020/150/2021_2022__E7_BB_8F_E7_A7_91_E7_89_88B_c85_150556.htm 学习重点1 . Homework Review 2 . What are the public relations?3 . The benefits of good HR4 . Organizing a PR event5 . Vocabulary consolidation on unit 4b6 . Unit 5a preview --- relocation7 . Oral practice --- Selling products8 . 数字知识系列 (一) 9 . 完型填空10 . Homework I. Homework Review

3commitmentdiversifysaturatedattractionreliablestrengthencouragegrowing4happy withdiversify into set up be faced with to stay/be loyal to exchanged for compete with be committed to sth. 作文讲评 : Dear Mr. Oltey Thank you for your letter of 10 November 2002 concerning car arrangements for our December conference. I would like to inform you that certain changes have been made. 9 December Firstly, you can collect our delegates from Grand Hotel at 8.30am rather than 8.15 because the conference centre is not far. We will not need your cars to transfer guests at 6pm because we will hold the Chairman ' s party in the conference center instead of the Grand Hotel. 10 December You will take delegates to my factory site. However, our factory site is in Commercial Road not Station Road. I am sorry for the mistake. After you return to the Grand Hotel for lunch, could you possibly wait there until 2.30pm? There are twelve people who need transport to the airport. I do hope these changes will not inconvenience you and I will phone you next week to check if everything is fixed. Yours sincerely David Guan II. What are public

relations? public relations noun1 [uncountable] the work of explaining to the public what an organization does, so that they will understand it and approve of it 公共关系工作 They ran their own successful public relations business in London. 他们在伦敦经营自己的非常成功的公共关系公司。 2 [plural] the relationship between an organization and the public 公共关系 The project has been disastrous for the bank in terms of public relations. 就公共关系而言，该项目对这家银行而言是失败的。 a public relations exercise (=done in order to improve the relationship between the public and an organization) . 公共关系运作

1. Decide whether the following are the responsibility of the PR or Marketing Department at Skoda.*Eilish O ' Shea ' apostrophe PR O slash. Development of the company ' s reputation O slash. Research into the public ' s needs O slash. Decisions about product pricing

2. 语言要点：描述工作职责 My job is to .. O slash. This means I ' m responsible for dealing with the press,..... My job involves In this job you have to ... Vocabulary dealership noun [countable] a business that sells a particular companys product, especially cars 代理经销（尤指代理汽车销售） primary adjective 1 [usually before noun] most important 最重要的 ￚ. 同义词 main Our primary concern is to provide the refugees with food and healthcare. 我们最主要的担忧就是向难民提供食品和医疗援助。 100Test 下载频道开通，各类考试题目直接下载。详细请访问 www.100test.com