

Dear Students,

I wish to make some clarity regarding the way the exam will be conducted.

1) On the 17th of April there will be no exam.

2) You are requested to send me to my email a written Task Project by the 30th April.

The Project, as explained in class, will be that of rebranding / re-styling a company's logo. What I need is a presentation to explain in what way the new logo is better than the current one: imagine this as what you would say during a business meeting or to a potential client. What are the qualities of this new logo? How will it be presented to the public? How will the re-branding strategy be carried out and why certain promotional options are better than others.

This Task will be considered and evaluated as the written part of your examination,

3) The oral part will take place in June, the dates are still to be confirmed but they will be announced soon. During the oral test, I might ask you some questions regarding your written Task and some more general English conversation questions.

For any further info feel free to contact me at anytime.

All the best,

RB