

## **English for the Perfumery Industry**

A comprehensive training program specially designed for professionals in the perfumery industry who wish to enhance their English skills in both commercial, technical, and administrative contexts. Covering various aspects, from industry fundamentals to advanced marketing strategies, the program provides participants with the necessary linguistic skills and industry-specific knowledge to excel in their professions.

**Objectives:** Master English in commercial, technical, and administrative contexts, providing greater ease in the professional environment in both oral and written communication. **Duration:** 20 to 30 hours - duration can be adjusted according to needs.

**Course entry requirements:** Be a professional in the perfumery industry or a student in a perfumery-related field. Proficiency in general English at Level A1.

**Access Methods:** Employer certifies that the future student works in the perfume industry and has an A1 Level in English

Or

Learners take a general English test before their final enrollment in the course, using the Language Solutions for Professionals platform and certify to being a professional in the perfume industry

**Methods Used:** Asynchronous: Learning technical and professional vocabulary through an LMS platform. Themed chapters include fun and interactive activities using authentic audio, visual, and written materials.

Synchronous: Virtual or face-to-face classes Customized programs tailored to participants' roles, needs, and proficiency levels. Learning to apply acquired vocabulary in practice. These sessions will be conducted in a professional setting, involving role-playing and situational scenarios.

**Evaluation Modalities:** Progress tests Completion of graded activities. Time spent on the platform.

**Program:** • Introduction to the Perfumery Industry • Business Communication in English • Technical Terminology • Marketing and Selling Perfumes, compositions, and raw materials • Meetings and Presentations • Case Studies and Practical Exercises • Professional Monitoring

This training program offers a dynamic combination of theoretical knowledge and practical skills, providing participants with a solid foundation to navigate and succeed in the competitive world of perfumery.