

Proposals for written production

- 1 Your boss has asked you to analyse the communication methods used in your company. Write a report of about 300 words on the current methods used (letters, emails, face-to-face meetings, etc.) and then recommend new methods (social networks, video-conferencing, etc.), saying how they can improve communication and productivity.

- 2 How much do you use social networks and text messaging to communicate with people? What do you think are the advantages and disadvantages of this means of communication compared to talking face to face? Write an essay of about 300 words, giving your views on the topic.

- 3 You work for a retail company in the cosmetics field that currently sells its products in department stores and chemists. The management is considering starting an B2C e-commerce site. Write a report of about 300 words outlining the benefits and risks of this new strategy for the company, and give your recommendations.

- 4 Some people think that in the next twenty years physical shops will cease to exist and will be totally replaced by online shopping. Do you agree? Write an essay of about 300 words giving your opinion.

- 5 You work in the marketing division of a large, national chain of supermarkets. You strongly believe in the power of content marketing to make the company more visible and competitive. Write a report to your manager, outlining the importance of content marketing, some proposals for new content, and the benefits for the company.

- 6 Nowadays the Internet, and particularly social media sites, are full of videos, from private individuals, companies and organisations. For this reason, some people believe that they are, at best, a waste of time and, at worst, dangerous. Write an essay of about 300 words with you point of view, using examples from your personal experience.

- 7 Your company has decided to fund a project to help the local community. Write a letter of about 300 words to the local council informing them of this idea and the amount of money you have available. Say what kind of project you could be interested in and why. Request details of any suitable projects the council has in the area and how you could be involved in them.

- 8 What international charities or non-profit organisations do you know? Write a report of about 300 words on one of them, saying what kind of organisation it is, its beliefs and activities, the people or countries involved, and any criticisms of its operations.

- 9 You work for an American company which needs a co-working space for three employees in Milan for six months. You have found two possible options in the city. Write a report giving details of the two places (e.g. location, costs, facilities etc.) and make your recommendation for the most suitable one.

10 Write an essay of about 300 words debating the advantages and disadvantages of working remotely from home or in a co-working space for both the company and the employee.

11 Write an essay of about 300 words to explain the elements of the supply chain and how companies can ensure they are sustainable and transparent while, at the same time, maintaining low costs and maximum profitability.

12 How important are ethical and environmental issues for consumers today? Write an essay of about 300 words, discussing this question. Use examples from the news, companies you have heard of, and your own experience to support your point of view.