



SCHOOL OF INTERNATIONAL COMMUNICATION GMBH

**Needs Analysis Corporate Clients**

**NAME:**

**DATE:**

**Section A - Reading**

**How important is it for you to read and understand the following text types in English? (Mark each one from 1 = not important at all / I never do this) to 5 (= extremely important / I will have to be able to do this)**

	1	2	3	4	5
Business letters / emails					
Reports and memos					
Faxes					
Newspapers and magazines					
Specialist journals					
Marketing and publicity material					
Books connected with your work					
Reference material (e.g. trade directories)					
Other?					



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**Section B – Listening**

**How important is it for you to listen to and understand the following things in English? (Mark each one from 1 = not important at all / I never do this) to 5 (= extremely important / I will have to be able to do this)**

	1	2	3	4	5
Presentations					
People talking on the phone					
People talking at meetings					
Lectures					
Social talk					
TV programmes and videos					
Radio					
Recorded material (answerphone / voicemail)					
Other?					



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**Section C - Writing**

**How important is it for you to write the following things in English? (Mark each one from 1 = not important at all / I never do this) to 5 (= extremely important / I will have to be able to do this)**

	1	2	3	4	5
Formal business letters / emails					
Short messages and notes					
Informal emails to colleagues					
Memos and faxes					
Articles					
Reports					
Notes for presentations					
Speeches					
Advertising material (e.g. catalogues leaflets etc.)					
Other?					



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**Section D - Speaking**

**How important is it for you to do the following things in English? (Mark each one from 1 = not important at all / I never do this) 5 (= extremely important / I will have to be able to do this)**

	1	2	3	4	5
Speak on the phone					
Speak face to face in business meetings					
Speak face to face in social situations					
Negotiate					
Give presentations					
Give formal speeches					
Give lectures					
Sell or promote a product or service					
Discuss statistics					
Show visitors around					
Other?					