



揭阳职业技术学院

电子商务创业学院

《跨境电商英语》教案

(2025-2026 学年第 2 学期)

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授课班级：跨境电商订单班
241

Unit One Market Research

1. 教学基本情况:

授课题目	Unit 1 Market Research	计划 课时	6	授课 时间		课次	3
教学目标	<p>Knowledge:</p> <ol style="list-style-type: none"> 1. Master how to do industry research. 2. Master how to do competitor research. 3. Master how to do consumer research. <p>Skills:</p> <ol style="list-style-type: none"> 1. Use English to acquire some information about the industry, competitors and consumers. 2. Use English to summarize the acquired information in both spoken and written forms. 3. Use English to communicate with consumers to identify their needs. <p>Morality (思政目标) :</p> <p style="text-align: center;">Cultivate the sincere attitude towards consumers.</p>						
教学重点 教学难点	<p>Focuses:</p> <p>Understand how to use PEST analysis to do overseas market analysis. Understand how to use SWOT analysis to do competitor analysis. Understand how to design questionnaire to do consumer survey.</p> <p>Difficulties:</p> <p>Write an English research report on an overseas market.</p>						
学情分析	Students have a narrow background knowledge about how to do market research and related specific English vocabulary.						
教学方法	Self-learning online and offline. Teamwork cooperation offline.						
教学媒介	Internet; e-commerce platforms; social media platforms; teaching apps.						
教学过程	<p>Check before-class work, and score on the student's performance on self-learning tasks.</p> <p>Deal with in-class work in groups and score on the groups' performance on cooperation projects.</p> <p>Deal with in-class work and score on the student's performance on individual oral presentation task.</p>						
课后任务	Design a consumer questionnaire for HUAWEI mobile, and hand in their writing onto the online teaching platform.						

2. 教学设计

Individual Learning Tasks	Main Achievements
<p>Pre-class:(on-line)</p> <ol style="list-style-type: none"> 1. Watch the micro-video to have an overview of the unit and master the learning objectives. 2. Finish reading Text A and Text B and do the comprehensive tasks. 3. Learn the vocabulary by the help of audio and dictionary. 	<p>Personal vocabulary learning notes</p>
<p>In-class: (off-line)</p> <ol style="list-style-type: none"> 1. Teacher highlights the important professional English terms and vocabulary, answers questions raised by students. 2. Individual student gives oral summaries of the reading texts and gives oral mini-presentation on the topic of <i>Why is it important to do SWOT analysis.</i> 3. Teacher gives comments on students' spoken performance. 4. Students do listening task A about <i>industry analysis</i> and listening task B about <i>consumer research</i> in class and teacher gives guidance on listening skills. 5. Teacher gives comments on students' writing homework. 	<p>Individual oral presentation</p>
<p>After-class: (on-line)</p> <p>Students finish the writing task: <i>design a consumer questionnaire for HUAWEI mobile</i>, and hand in their writing onto the online teaching platform.</p>	<p>English Consumer questionnaire</p>
Teamwork Cooperation Task	Main Achievement
<p>Select an overseas market and write an English market research report based on real information, including macro environment analysis, competitor analysis, and consumer analysis of the overseas market.</p>	<p>English Market research report</p>

Unit Two Product Selection

1. 教学基本情况:

授课题目	Unit 2 Product Selection	计划课时	6	授课时间		课次	3
教学目标	<p>Knowledge:</p> <ol style="list-style-type: none"> Master how to select products to sell on line. Master how to evaluate your niche market ideas. Master how to find niche products. <p>Skills:</p> <ol style="list-style-type: none"> Use English to acquire some information about product selection. Use English to summarize the acquired information in both spoken and written forms. Use English to communicate with others about the niche products. <p>Morality:</p> <p>Cultivate the awareness of environmental protection.</p>						
教学重点 教学难点	<p>Focuses:</p> <p>Understand the basic principles of product selection.</p> <p>Understand the ideas of the mass market and the niche market.</p> <p>Difficulties:</p> <p>Understand how to find niche products.</p> <p>Write a report on niche product ideas.</p>						
学情分析	Students have a narrow background knowledge about how to select products to sell on line and how to find niche products.						
教学方法	Self-learning online and offline. Teamwork cooperation offline.						
教学媒介	Internet; e-commerce platforms; social media platforms; teaching apps.						
教学过程	<p>Check before-class work, and score on the student's performance on self-learning tasks.</p> <p>Deal with in-class work in groups and score on the groups' performance on cooperation projects.</p> <p>Deal with in-class work and score on the student's performance on individual oral presentation task.</p>						
课后任务	An Insight into Green Economy Development and Eco-friendly Products.						

2. 教学设计

Individual Learning Tasks	Main Achievements
<p>Pre-class:(on-line)</p> <ol style="list-style-type: none"> 1. Watch the micro-video to have an overview of the unit and master the learning objectives. 2. Finish reading Text A and Text B and do the comprehensive tasks. 3. Learn the vocabulary by the help of audio and dictionary. 	<p>Personal vocabulary learning notes</p>
<p>In-class: (off-line)</p> <ol style="list-style-type: none"> 1. Teacher highlights the important professional English terms and vocabulary, answers questions raised by students. 2. Individual student gives oral summaries of the reading texts and gives oral mini-presentation on the topic of <i>Which is important when it comes to selecting products to sell online.</i> 3. Teacher gives comments on students' spoken performance. 4. Students do listening task A about <i>Select Products to Sell on Line</i> and listening task B about <i>Drop Shipping</i> in class and teacher gives guidance on listening skills. 5. Teacher gives comments on students' writing homework. 	<p>Individual oral presentation</p>
<p>After-class: (on-line)</p> <p>Students finish the writing task: <i>write a report on niche product ideas</i>, and hand in their writing onto the online teaching platform.</p>	<p>English report on niche product ideas</p>
Teamwork Cooperation Task	Main Achievement
<p>Determine what to sell online, and conduct an analysis of the competitive products, then determine the product series.</p>	<p>English product selection proposal</p>

Unit Three Product Copy Writing

1. 教学基本情况:

授课题目	Unit 3 Product Copy Writing	计划 课时	6	授课时间		课次	3
教学目标	<p>Knowledge:</p> <ol style="list-style-type: none"> 1. Master how to write product titles. 2. Master how to optimize keywords. 3. Master how to write product descriptions. <p>Skills:</p> <ol style="list-style-type: none"> 1. Use English to acquire some information about product copy writing. 2. Use English to summarize the acquired information in both spoken and written forms. 3. Use English to introduce products by writing titles and descriptions. <p>Morality:</p> <p style="padding-left: 20px;">Cultivate a sincere attitude towards copy writing.</p>						
教学重点 教学难点	<p>Focuses:</p> <p>Understand the rules of product title writing.</p> <p>Understand how to optimize titles through keyword optimization.</p> <p>Understand the guidelines of product description.</p> <p>Difficulties:</p> <p>Write product titles with optimized keywords.</p>						
学情分析	Students have a narrow background knowledge about how to write product titles and how to write product descriptions.						
教学方法	Self-learning online and offline. Teamwork cooperation offline.						
教学媒介	Internet; e-commerce platforms; social media platforms; teaching apps.						
教学过程	<p>Check before-class work, and score on the student's performance on self-learning tasks.</p> <p>Deal with in-class work in groups and score on the groups' performance on cooperation projects.</p> <p>Deal with in-class work and score on the student's performance on individual oral presentation task.</p>						
课后任务	Write a profile of your company by telling an impressive China story about craftsmanship and explaining how your company appreciates and implements craftsmanship.						

2. 教学设计

Individual Learning Tasks	Main Achievements
<p>Pre-class:(on-line)</p> <ol style="list-style-type: none"> 1. Watch the micro-video to have an overview of the unit and master the learning objectives. 2. Finish reading Text A and Text B and do the comprehensive tasks. 3. Learn the vocabulary by the help of audio and dictionary. 	<p>Personal vocabulary learning notes</p>
<p>In-class: (off-line)</p> <ol style="list-style-type: none"> 1. Teacher highlights the important professional English terms and vocabulary, answers questions raised by students. 2. Individual student gives oral summaries of the reading texts and gives oral mini-presentation on the topic of <i>Which is important when it comes to writing an engaging product title.</i> 3. Teacher gives comments on students' spoken performance. 4. Students do listening task A about <i>Keyword Optimization</i> and listening task B about <i>Product Description Writing</i> in class and teacher gives guidance on listening skills. 5. Teacher gives comments on students' writing homework. 	<p>Individual oral presentation</p>
<p>After-class: (on-line)</p> <p>Students finish the writing task: create a title and description for a chosen product, and hand in their writing onto the online teaching platform.</p>	<p>English product title and description</p>
Teamwork Cooperation Task	Main Achievement
<p>Write product title, product description, and product keywords for a series of products.</p>	<p>Product titles Product descriptions Product keywords</p>

Unit Four Digital Marketing

1. 教学基本情况:

授课题目	Unit 4 Four Digital Marketing	计划课时	6	授课时间		课次	3
教学目标	<p>Knowledge:</p> <ol style="list-style-type: none"> 1. Master some digital marketing channels. 2. Master how to structure a digital marketing plan. 3. Master how to write a persuasive email with an engaging subject line. <p>Skills:</p> <ol style="list-style-type: none"> 1. Use English to acquire some information about digital marketing. 2. Use English to summarize the acquired information in both spoken and written forms. 3. Use English to write a persuasive email with an engaging subject line. <p>Morality:</p> <p style="padding-left: 2em;">Cultivate the awareness of keeping pace with the digital age.</p>						
教学重点 教学难点	<p>Focuses:</p> <p>Master the digital marketing channels. Master how to structure a digital marketing plan. Master how to write a persuasive email with an engaging subject line.</p> <p>Difficulties:</p> <p>Write a persuasive email with an engaging subject line.</p>						
学情分析	Students have a narrow background knowledge about how to do digital marketing.						
教学方法	Self-learning online and offline. Teamwork cooperation offline.						
教学媒介	Internet; e-commerce platforms; social media platforms; teaching apps.						
教学过程	<p>Check before-class work, and score on the student's performance on self-learning tasks.</p> <p>Deal with in-class work in groups and score on the groups' performance on cooperation projects.</p> <p>Deal with in-class work and score on the student's performance on individual oral presentation task.</p>						
课后任务	Choose one product and write a digital marketing plan for promoting China's products overseas through certain digital marketing channels.						

2. 教学设计

Individual Learning Tasks	Main Achievements
<p>Pre-class:(on-line)</p> <ol style="list-style-type: none"> 1. Watch the micro-video to have an overview of the unit and master the learning objectives. 2. Finish reading Text A and Text B and do the comprehensive tasks. 3. Learn the vocabulary by the help of audio and dictionary. 	<p>Personal vocabulary learning notes</p>
<p>In-class: (off-line)</p> <ol style="list-style-type: none"> 1. Teacher highlights the important professional English terms and vocabulary, answers questions raised by students. 2. Individual student gives oral summaries of the reading texts and gives oral mini-presentation on the topic of <i>Which is important when it comes to digital marketing channels.</i> 3. Teacher gives comments on students' spoken performance. 4. Students do listening task A about <i>Content Marketing</i> and listening task B about <i>the differences between SEO and SEM</i> in class and teacher gives guidance on listening skills. 5. Teacher gives comments on students' writing homework. 	<p>Individual oral presentation</p>
<p>After-class: (on-line)</p> <p>Students finish the writing task: create an email for promotion for HUAWEI's high-end mobiles, and hand in their writing onto the online teaching platform.</p>	<p>Email for promotion</p>
Teamwork Cooperation Task	Main Achievement
<p>Choose 2-3 digital marketing channels and develop a digital marketing plan.</p>	<p>Digital Marketing Plan</p>

Unit Five Product Pricing

1. 教学基本情况:

授课题目	Unit 5 Product Pricing	计划课时	6	授课时间		课次	3
教学目标	<p>Knowledge:</p> <ol style="list-style-type: none"> 1. Master some e-commerce pricing strategies. 2. Master how to write a proposal for price adjustment. 3. Master how to design a tier pricing. <p>Skills:</p> <ol style="list-style-type: none"> 1. Use English to acquire some information about pricing strategies. 2. Use English to summarize the acquired information in both spoken and written forms. 3. Use English to write a proposal for price adjustment. 4. Use English to design a tier pricing. <p>Morality:</p> <p>Cultivate a serious mind for product pricing.</p>						
教学重点 教学难点	<p>Focuses:</p> <p>Master the pricing strategies. Master how to write a proposal for price adjustment.</p> <p>Difficulties:</p> <p>Master how to design a tier pricing. Write a proposal for price adjustment.</p>						
学情分析	Students have a narrow background knowledge about how to use different pricing strategies to price products.						
教学方法	Self-learning online and offline. Teamwork cooperation offline.						
教学媒介	Internet; e-commerce platforms; social media platforms; teaching apps.						
教学过程	<p>Check before-class work, and score on the student's performance on self-learning tasks.</p> <p>Deal with in-class work in groups and score on the groups' performance on cooperation projects.</p> <p>Deal with in-class work and score on the student's performance on individual oral presentation task.</p>						
课后任务	Choose several products of the same product categories and price them by the pricing strategies you learn from this unit.						

2. 教学设计

Individual Learning Tasks	Main Achievements
<p>Pre-class:(on-line)</p> <ol style="list-style-type: none"> 1. Watch the micro-video to have an overview of the unit and master the learning objectives. 2. Finish reading Text A and Text B and do the comprehensive tasks. 3. Learn the vocabulary by the help of audio and dictionary. 	<p>Personal vocabulary learning notes</p>
<p>In-class: (off-line)</p> <ol style="list-style-type: none"> 1. Teacher highlights the important professional English terms and vocabulary, answers questions raised by students. 2. Individual student gives oral summaries of the reading texts and gives oral mini-presentation on the topic of <i>Which pricing strategies are suitable for e-commerce businesses.</i> 3. Teacher gives comments on students' spoken performance. 4. Students do listening task A about <i>E-commerce Pricing Strategies</i> and listening task B about <i>Value-based Pricing</i> in class and teacher gives guidance on listening skills. 5. Teacher gives comments on students' writing homework. 	<p>Individual oral presentation</p>
<p>After-class: (on-line)</p> <p>Students finish the writing task: write a proposal for price adjustments on a given situation.</p>	<p>A proposal for price adjustment</p>
Teamwork Cooperation Task	Main Achievement
<p>Based on the product series, develop a tiered pricing that reflects 2-3 pricing strategies.</p>	<p>Price Tiers</p>

Unit Six Payment

1. 教学基本情况:

授课题目	Unit 6 Payment 计划课时 6 授课时间	课次	3
教学目标	<p>Knowledge:</p> <ol style="list-style-type: none"> 1. Master international e-commerce payment methods. 2. Master how to negotiate on payment terms. 3. Master how to prevent phishing attacks and ensure payment security. <p>Skills:</p> <ol style="list-style-type: none"> 1. Use English to acquire some information about payment methods. 2. Use English to summarize the acquired information in both spoken and written forms. 3. Use English to negotiate on payment terms. <p>Morality:</p> <p style="padding-left: 2em;">Realize the importance of creating a good credit history.</p>		
教学重点 教学难点	<p>Focuses:</p> <p>Master the international e-commerce payment methods. Master how to negotiate the payment terms.</p> <p>Difficulties:</p> <p>Business negotiation on payment terms.</p>		
学情分析	Students have a narrow background knowledge about how to negotiate on payment terms.		
教学方法	Self-learning online and offline. Teamwork cooperation offline.		
教学媒介	Internet; e-commerce platforms; social media platforms; teaching apps.		
教学过程	<p>Check before-class work, and score on the student's performance on self-learning tasks.</p> <p>Deal with in-class work in groups and score on the groups' performance on cooperation projects.</p> <p>Deal with in-class work and score on the student's performance on individual oral presentation task.</p>		
课后任务	Recommend some secure digital Payment method for online business and customers based on your research and justify your recommendation with convincing evidence and relevant data orally.		

2. 教学设计

Individual Learning Tasks	Main Achievements
<p>Pre-class:(on-line)</p> <ol style="list-style-type: none"> 1. Watch the micro-video to have an overview of the unit and master the learning objectives. 2. Finish reading Text A and Text B and do the comprehensive tasks. 3. Learn the vocabulary by the help of audio and dictionary. 	<p>Personal vocabulary learning notes</p>
<p>In-class: (off-line)</p> <ol style="list-style-type: none"> 1. Teacher highlights the important professional English terms and vocabulary, answers questions raised by students. 2. Individual student gives oral summaries of the reading texts and gives oral mini-presentation on the topic of <i>the pros and cons of the e-commerce payment methods</i>. 3. Teacher gives comments on students' spoken performance. 4. Students do listening task A about <i>E-commerce Payment Methods</i> and listening task B about <i>E-commerce Payment Security</i> in class and teacher gives guidance on listening skills. 5. Teacher gives comments on students' writing homework. 	<p>Individual oral presentation</p>
<p>After-class: (on-line)</p> <p>Students finish the writing task: write an internal email on payment security.</p>	<p>An internal email on payment security</p>
Teamwork Cooperation Task	Main Achievement
<p>Create a negotiation scenario where team members play the roles of buyers and sellers and engage in oral payment negotiation.</p>	<p>Oral negotiation on payment terms</p>

Unit Seven Logistics

1. 教学基本情况:

授课题目	Unit 7 Logistics	计划课时	6	授课 时间		课次	3
教学目标	<p>Knowledge:</p> <ol style="list-style-type: none"> 1. Master cross-border e-commerce logistics options. 2. Master the typical tasks of the logistics positions. 3. Master how to write formal business letters on logistics matters. <p>Skills:</p> <ol style="list-style-type: none"> 1. Use English to describe the typical tasks of the logistics positions. 2. Use English to write formal business letters on logistics matters. <p>Morality:</p> <p>Realize the importance of ensuring timely delivery.</p>						
教学重点 教学难点	<p>Focuses:</p> <p>Master the international e-commerce logistics options.</p> <p>Master the typical logistics position and tasks.</p> <p>Difficulties:</p> <p>Business negotiation on logistics.</p>						
学情分析	Students have a narrow background knowledge about how to negotiate on logistics.						
教学方法	Self-learning online and offline. Teamwork cooperation offline.						
教学媒介	Internet; e-commerce platforms; social media platforms; teaching apps.						
教学过程	<p>Check before-class work, and score on the student's performance on self-learning tasks.</p> <p>Deal with in-class work in groups and score on the groups' performance on cooperation projects.</p> <p>Deal with in-class work and score on the student's performance on individual oral presentation task.</p>						
课后任务	Help the cross border e commerce business cut distribution costs by recommending some efficient logic solutions.						

2. 教学设计

Individual Learning Tasks	Main Achievements
<p>Pre-class:(on-line)</p> <ol style="list-style-type: none"> 1. Watch the micro-video to have an overview of the unit and master the learning objectives. 2. Finish reading Text A and Text B and do the comprehensive tasks. 3. Learn the vocabulary by the help of audio and dictionary. 	<p>Personal vocabulary learning notes</p>
<p>In-class: (off-line)</p> <ol style="list-style-type: none"> 1. Teacher highlights the important professional English terms and vocabulary, answers questions raised by students. 2. Individual student gives oral summaries of the reading texts and gives oral mini-presentation on the topic of <i>the pros and cons of the e-commerce logistics options</i>. 3. Teacher gives comments on students' spoken performance. 4. Students do listening task A about <i>cross-border e-commerce logistics</i> and listening task B about <i>typical tasks of some logistics positions</i> in class and teacher gives guidance on listening skills. 5. Teacher gives comments on students' writing homework. 	<p>Individual oral presentation</p>
<p>After-class: (on-line)</p> <p>Students finish the writing task: write a business letter on logistics matters.</p>	<p>A formal business letter on logistics matters</p>
Teamwork Cooperation Task	Main Achievement
<p>Create a negotiation scenario where team members play the roles of buyers and sellers and engage in oral logistics negotiations.</p>	<p>Oral negotiation on logistics</p>

Unit Eight Customer Service

1. 教学基本情况:

授课题目	Unit8 Customer Service	计划课时	6	授课时间		课次	3
教学目标	<p>Knowledge:</p> <ol style="list-style-type: none"> 1. Master the typical tasks of different stages of customer service. 2. Master the basic customer service etiquette and some useful expressions. 3. Master how to handle complaints and offer solutions. <p>Skills:</p> <ol style="list-style-type: none"> 1. Use English to describe the typical tasks of customer service. 2. Use English to write complaint and apology business letters. 3. Use English to offer solutions to customers' problems. <p>Morality:</p> <p>Realize the importance of offering superior customer service.</p>						
教学重点 教学难点	<p>Focuses:</p> <p>Master the basic customer service etiquette. Master the three stages of customer service.</p> <p>Difficulties:</p> <p>Master the common e-commerce customer complaints and solutions. Offer solutions to customer complaints properly and timely.</p>						
学情分析	Students have a narrow background knowledge about e-commerce customer service and the common e-commerce customer complaints and solutions.						
教学方法	Self-learning online and offline. Teamwork cooperation offline.						
教学媒介	Internet; e-commerce platforms; social media platforms; teaching apps.						
教学过程	<p>Check before-class work, and score on the student's performance on self-learning tasks.</p> <p>Deal with in-class work in groups and score on the groups' performance on cooperation projects.</p> <p>Deal with in-class work and score on the student's performance on individual oral presentation task.</p>						
课后任务	Identify common problems concerning cross border e commerce in the stages of pre sale, on sale and after sale customer service.						

2. 教学设计

Individual Learning Tasks	Main Achievements
<p>Pre-class:(on-line)</p> <ol style="list-style-type: none"> 1. Watch the micro-video to have an overview of the unit and master the learning objectives. 2. Finish reading Text A and Text B and do the comprehensive tasks. 3. Learn the vocabulary by the help of audio and dictionary. 	<p>Personal vocabulary learning notes</p>
<p>In-class: (off-line)</p> <ol style="list-style-type: none"> 1. Teacher highlights the important professional English terms and vocabulary, answers questions raised by students. 2. Individual student gives oral summaries of the reading texts and practices the common customer service expressions. 3. Teacher gives comments on students' spoken performance. 4. Students do listening task A about <i>e-commerce customer service</i> and listening task B about <i>resolving customers' problems</i> in class and teacher gives guidance on listening skills. 5. Teacher gives comments on students' writing homework. 	<p>Individual oral presentation</p>
<p>After-class: (on-line)</p> <p>Students finish the writing task: write complaint and apology letters.</p>	<p>Complaint and apology letters</p>
Teamwork Cooperation Task	Main Achievement
<p>Create a customer service scenario, with team members playing the roles of buyers and sellers, and simulate conversations in the customer service scenario.</p>	<p>Customer service dialogues</p>