

## **Making Use of Content and Language Integrated Learning for Teaching Entrepreneurship and Neuromarketing to Master Students: Case Study**

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**Abstract :** The study deals with the issue of using the Content and Language Integrated Learning (CLIL) concept when teaching Master Program students majoring in neuromarketing and entrepreneurship. Present-day employers expect young graduates to conduct professional communication with their English-speaking peers and demonstrate proper knowledge of the industry's terminology and jargon. The idea of applying CLIL was the result of the above-mentioned students possessing high proficiency in English, thus, not requiring any further knowledge of the English language in terms of traditional grammar or lexis. Due to this situation, a CLIL-type program was devised, allowing learners to acquire new knowledge of entrepreneurship and neuromarketing spheres combined with simultaneous honing their English language practical usage. The case study analyzes CLIL application within this particular program as well as the experience accumulated in the process.

**Keywords :** CLIL, entrepreneurship, neuromarketing, foreign language acquisition, proficiency level

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