

Internet Marketing Plan



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www.ULearnSpanish.com

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1. Executive Summary

www.ulearnspanish.com is an online project by Susana Aparicio and Edgar Sánchez that aims to become a Spanish e-learning reference for students all around the world.

UlearnSpanish responds to current trends of learning via Internet as well as to the international growth of the Spanish language and its importance.

There are a lot of competitors in the market who have set up web sites, although they have different system and procedures and **Ulearnspanish** can highlight and be more successful by using a communicative method which will enable students to learn Spanish from all the possible areas: reading, writing, listening and speaking. The online courses (beginners, intermediate and advanced) will be supported with private lessons via Skype.

A virtual classroom will be opened for students in the forum and the chatroom and, what's more, Ulearnspanish will offer the possibility to study in depth by thematic seminars.

Finally the web will be a platform for consulting Spanish grammar, vocabulary and cultural facts by linking to different reference sites as RAE (Spanish Real Academy).

The launch of the courses is programmed by the first of June, meantime we will carry on different SEO, SEM and SMO strategies to promote our site, get traffic and raise the page rank. We will also offer online questionnaires for content development and free material previous registration so we can organize an opt-in list of potential customers.

The price of the courses will follow market tendencies and will contemplate bundle promotions. We are going to implement Pay Pal system for our online sales.

Finally, we will track traffic and conversion rates to evaluate and take the right procedures for **Ulearspanish** to become a top online Spanish e-learning course.

2. Situation Analysis

2.1_ Industry Analysis

There are two different facts to be highlighted in relation to **UlearnSpanish**:

1. The new way of study languages via Internet:

The Internet is increasingly being considered as an instructional tool for foreign language and, according to The Learning Network Inc., “there is plenty of money to be made in online education”.¹

¹ “Is Education the Next Online Money-Maker?” by Mary Hillebrand, Ecommerce Times.

Times are changing and online learning is evolving into much more than audio and video courses. “Today online learners are spending time engaged in discussions, meeting in virtual classrooms, and combining online and on-the-ground learning, even if they live time zones away”.²

The advantages of learning online are much more than the pure technology and e-learning courses can offer a better personal learning than traditional classes³. Besides, a student needs a native teacher not another student than may be at even lower level. Today Spanish speaking teachers are available online from all over the world. Furthermore, learning online has no schedule and can be practiced in your free time from your home or workplace.

Finally, just to mention the competitiveness of the price, private lessons can be found on the Internet for less than \$10.

2. Why choosing Spanish?

Spanish is the fourth language of the world in terms of number of speakers.

According to the Census data covering 2000-2005 the number of native Spanish speakers was 399 million. This number goes up to 438 million if we add people with a lower competence of Spanish, as second language speakers and foreigners living in Spain or another Spanish speaking country.⁴

In fact Spanish has more native speakers than English, which has around 340 million.

The list of countries where Spanish is either the primary language or the largest secondary one covers 26 different countries: Andorra, Argentina, Bolivia, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Equatorial Guinea, Gibraltar, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, Philippines, Puerto Rico, Spain, United States, Uruguay, Venezuela and Trinidad and Tobago. (Appendix 1)

Statistics show that Spanish could even become the second language of the world in 2030. Currently 5.7 % of the population speaks Spanish and this percentage will rise to 7.5 % in 2030. (Appendix 2)

² “Diverse Issues in Higher Education” by Samantha Cleaver.

³ If we compare a normal class session of 60 minutes with an average of 30 students where both teacher and students speak approximately 30 minutes, the result is a very little speaking practice: a total time of one minute for each student.

⁴ <http://www.europapress.es/cultura/noticia-espanol-hoy-tercera-lengua-mas-hablada-mundo-despues-chino-ingles-estudio-20081029115550.html>

Over the past decade the demand for Spanish language courses worldwide has just about doubled. Spanish continues, as it has since 1970, to be the most widely taught language at American colleges and many universities across the world.

Cesar Antonio Molina, director of the Cervantes Institute gave assurances during the 'Fifth National Congress of Official Language Schools' that Spanish is the second language more studied in the world after English, with more than 14 million of students in 90 countries where it is not the official language. (Appendix 3)

Conclusions

We can summarize our analysis by confirming that the population in many Spanish speaking nations around the world is steadily growing along with other non Spanish speaking countries as the U.S., where Spanish is becoming a high percentage of the total number of speakers every year. In this sense, the ability to speak Spanish will continue to become more and more valuable for people because its gives:

- ❖ Cultural understanding: helping to learn how other people think and feel. To know Spanish enables people to read Latin American and Spanish literature, newspaper or access to the mass media⁵.
- ❖ Speaking Spanish also gives more freedom to travel and to live in any Spanish speaking country. Actually, it has been demonstrated that Spain is the third most desirable place to live in the world based on standards of living, healthcare and the economy. Furthermore, Spain and Mexico are included in the top ten countries chosen as a holiday destination. (Appendix 4)
- ❖ And finally, speaking Spanish can improve employment opportunities for people who have professions in medicine or education as well as for the travel sector and jobs that involve international trade and communication.

2.2_ Customer Analysis:

We are going to analyze five different parameters:

1) Geographic:

We are going to target our site to an international audience focusing mainly on the United States and Canada given the fact that in both countries Spanish is the most popular language to be learnt. (Appendix 5)

⁵ In the New York City area, the newscast on the Spanish-language Noticias 41 and Noticiero Univision, often have higher ratings than the big three network news shows on CBS, NBC and ABC. Approximately 8.7 percent of Internet users speak Spanish, making it the 4th most common language among the Internet community.

2) Values, attitudes and beliefs:

- English native speakers open to integration and willing to learn a second language for different reasons: traveling, working opportunities, socializing, etc.
- Non-English native speakers who want to learn a different language rather than English. Therefore the site will be offered both in English and Spanish version.

3) Economic conditions:

We are going to focus on two different levels:

- Medium-high: customers with Internet access at home or at work and possibility to travel.
- Medium-low: students at university who want to learn Spanish for expanding their working opportunities and who are attracted to good value online courses.

4) Age:

Our customers are expected to be drawn from an age range from 20 to 60 years old. They may be students at university, middle-age full time workers who have little time for attending normal classes and retired people or families who spend their holidays in a Spanish speaking country or who even may be residents in Spain.

5) Knowledge:

We will give attention to people who are used to the Internet and who normally purchase online. Our customers generally have an email account, read newspapers online, participate in the Web 2.0 or even watch TV on the Internet.

Because **Ulearnspanish.com** is a new online start-up we can not be 100% accurate in our customer analysis and we can just expect to attract and appeal to a certain customer type. However and once the site starts working we will provide online questionnaires for gathering information from our site visitors. Incentives will be offered for filling in the surveys.

2.3_ Competitor Analysis:

There are an important number of competitors in this market who have set up web sites.

We can find audio courses of Spanish like ‘StudySpanish’ (<http://www.studyspanish.com/>) which appears first in Google organic results with strategic keywords as “study Spanish”, “learn Spanish” or “Spanish learning” (Appendix 6).

There are as well a huge range of audio courses mixed with software learning as 'Rocket Languages' (<http://www.rocketlanguages.com/spanish/>) that has a fantastic marketing strategy ⁶ and also emerges first for some natural results.

And, if we take into consideration the reputation, another serious competitor of **Ulearnspanish** is 'Rosetta Stone'. (<http://www.rosettastone.com>).

On the other hand, and comparing courses that offer private lessons via Skype as we will include too, there are sites such as '1on1spanish.net' (<http://www.1on1spanish.net/>); 'Comfortlearning' (<http://www.comfortlearning.com/>) or 'Idiomax.net' (<http://www.idiomax.net/>).

Finally, other potential competitors are free online Spanish courses like '123Teachme.com' (<http://www.123teachme.com/>) with learning material offered without charge. However, as nothing is given away, '123Teachme.com' acts as a portal for marketing another non-free course through 'NuLengua.com'. Both web sites share the same Whoist.

The list of competitors is, at it can be seen, quite large. However, all these sites have many characteristics in common, which can be summarized as below:

- They offer courses for different levels, generally beginners, intermediate and advanced.
- They promise an effective method. 'StudySpanish' for instance guarantees that one can be speaking Spanish in about three months studying just 30 minutes a day.
- They give free samples, free demo lessons or free material that customers can normally receive once they register to their web sites.
- They have price promotions: for instance 'Rocket Spanish' now offers a course for \$99.95 that before was almost three times more expensive.
- They offer package promotions and propose better prices when purchasing two different level courses together or for several private lessons in one go; '1on1spanish.net', for instance, has a lower price for 20 hours of lessons than for 10 hours of lessons, and so forth.
- They offer forums and premium memberships when buying a course. In 'StudySpanish' the access is for one year when 'Rocket Spanish's forum is unlimited.

⁶ We can find affiliate web sites as <http://www.helplearnspanish.com/> that offers a review of different Spanish courses on the Internet (*What's The Best Course To Learn Spanish Seriously Fast?*) and based supposedly on customers preferences, and according to the content, the speed of understanding and the simplicity of use, stands out Rocket Spanish as one top course.

- They give away different gifts once the course is purchased: from a T-shirt ('StudySpanish') to the possibility of winning a holiday trip ('Rosetta Stone').
- Successful case studies can be found on the site, like 'Rosetta Stone' that carries the story of Michael Phelps who used its method to learn Mandarin for the Olympics.
- As well as awards: like 'Rocket Languages' that declares to be among the top 50 fastest growing companies in New Zealand.
- They offer guarantee, for example 'Rosetta Stone' that claims to be the fastest way to learn a language, and assures the money back in case of failure.
- They include a section with Latin American and Spanish cultural information.
- Secure payment via Pay Pal is assured.
- And lastly, free shipping and download versions.

3. OVP (Online Value Proposal)

Following a product development strategy, **UlearnSpanish** is going to include all these advantages and add more value by incorporating a communicative system and by increasing the product range.

The purchase of the courses comes with an option of getting private lessons related to the material that has been taught, the advantage of sharing with others students a virtual class with a dedicated teacher and, finally, the possibility of attending to thematic seminars. In brief the use of more interactive material to learn Spanish rather than just grammar and vocabulary audio and video lessons.

4. SWOT

<p>Strengths:</p> <ul style="list-style-type: none"> ❖ Ulearnspanish.com is a comprehensive course that includes text, video, audio as well online private classes via Skype so students can find the best way for learning Spanish. ❖ It follows a communicative method that enables students to learn through real life situations. ❖ We will provide a community environment in which students can learn individually but at the same time share their doubts and their expectations with other students in the forum and the chatroom. ❖ They can get more information about particular issues of interest through thematic seminars. ❖ There is always a guided process and a one-on-one way of communication. 	<p>Weaknesses:</p> <ul style="list-style-type: none"> ❖ Low budget and staffing (We depend on revenue results to hire more staff).
<p>Opportunities:</p> <ul style="list-style-type: none"> ❖ The growth of the Spanish language, especially in the United States and Canada. ❖ New ways of learning via Internet and VOIP. ❖ The huge number of courses online shows that it is actually a fruitful business. 	<p>Threats:</p> <ul style="list-style-type: none"> ❖ There are already lots of courses with different methodologies and some of which are also highly reputable, such as 'Rosetta Stone'. ❖ New web sites that can appear and take over our method as a reference for their sites.

5. Strategy

5.1 _Product

- ❖ **Ulearnspanish.com** is an e-learning project developed by Susana Aparicio, graduated in Language and Literature and with a Cervantes Institute certificate in Spanish teaching; and Edgar Sanchez, graduated in marketing and IT with a Hemingway Institute Spanish teaching certificate.
- ❖ **Ulearnspanish.com** is a web site that offers exclusively Spanish online courses for different levels: beginners, intermediate and advanced.
- ❖ The courses follow a communicative methodology trying to provide students with the tools to face real situations in any kind of conversation as well as autonomy in their own learning.
- ❖ The lessons are structured by topics (e.g. “Sales in Spain”, “Traveling in metro”, etc.) and the grammar and vocabulary are tough as a result, in a deductive way.
- ❖ The course will provide students with interactive material which cater to all channels of communication:
 - Listening: by lessons in MP3 and recommended music, videos and films.
 - Reading and comprehension: PDFs and recommended lectures (literature and adapted and newspaper cuttings).
 - Writing expression: through homework supervised by a tutor, the participation in the chatroom and the forum where students can improve their writing in a more spontaneous manner.
 - Oral expression: with listening and repeating exercises, the possibility or recording your own voice and private classes with a native tutor via Skype.
- ❖ Every three lessons a recap class will be given via Skype previous schedule and with an extra fee.
- ❖ Students have extra material to go deeper into the content given and to learn not only about the language but also about the Spanish and Latin American culture.
- ❖ Thematic seminars will be delivered on a weekly basis via [GoToMeeting](#)⁷.

The seminars will respond the expectations of our students and will be announced both in the site and forum with enough time for the students that are interested and will also carry and extra fee.

⁷ [Gotomeeting.com](#) is a web conferencing tool that allows you to host online meetings and share information online with up to 15 students who can view any application running on your PC in real time from anywhere at any time.

- ❖ Students will form part of a group that meet simultaneously in the chatroom during the dates scheduled by the tutor and participate in the forum with issues posted by the teacher and by themselves.
- ❖ The students will get tests which are corrected on a regular basis, and they will be able to contact their teacher via email.

5.2 _ Price

UlearnSpanish is a web site that displays free grammar and vocabulary tips, exercises, online games as well as cultural information about Spain and Latin American countries.

Furthermore, **UlearnSpanish** offers three online courses based on twelve lessons divided into different levels of learning. Every course can be purchased separately for the price of €149. Bundle pricing will be observed when purchasing two different level courses or the three of them together as it's shown below:

- ❖ Package promotion A: Save €50 purchasing **UlearnSpanish** level 1 and level 2 for €248.
- ❖ Package promotion B: Get the whole collection of **UlearnSpanish** for the incredible price of €298 (Basically three courses for the price of two).

Once a customer has purchased one of the courses or a package he will have free access to the forum and the chatroom in which he can share a virtual classroom with other students and with the teacher.

Another product that is related to the courses is the private tutorials via Skype provided after every three lessons and which can be a complement for those who need more support in the process of learning Spanish online or just a way to go deeper down into the material. The price of each lesson is €15, according to the general market prices, and discounts will be obtained when clients register for 3 lessons, paying just €30.

We will offer the possibility of free trials for the first three lessons of our course as well as the accompanying Skype tutorial.

And lastly, and taking into consideration the most popular subjects that our customers are interested in, we will offer 3 hour seminars which can be purchased separately for the amount of €30. We will offer a discount of 40% to the first five registers.

There is a total guarantee of money back and if our customers are unhappy for any reason they can return the course materials within a month for a complete refund of the purchase price.

5.3 _ Promotion

We are going to follow seven different ways exclusively on the Internet to promote our site. As a start-up company, **UlearnSpanish.com** has not got a lot of budget so the marketing is going to be mainly online with SEO (Search Engine Optimization) SMO (Social Media Optimization) as well as SEM (Search Engine Marketing) techniques. The latter will be analyzed and kept within a monthly budget.

1) Search Engines:

We are going to design web pages that will be well indexed by the search engines by using descriptive titles and accurate META tags and by going through on page techniques such as density of key phrase, a logic and linked site structure, etc.

2) Linking Strategies:

In order to get indexed more efficiently and to gain page rank we are going to focus on link building off page. The more pages pointing to our site the more traffic we will experience. We can get a listing in Google [DMOZ](#) directory which is for free and in [Yahoo! Directory](#) whose fee could be around \$300 per year. We can try to buy links in [Pay per Post Networks](#) or, even better, request one way links by publishing Spanish exercises with reference links to our site in [www.zonaele.com](#); [www.todoele.net](#) and [www.marcoele.com](#). Another way to get inbound links will be by article and directory submission in sites such as [Ezinearticles.com](#). We will consider the participation in [Yahoo! Answers](#) and [Linkedin Answer](#) with an expertise profile and links to our site. And, finally, we will register in comparison shopping sites as [Shopzilla](#) that can increase our sales as well as boost our page rank.

3) Paid Advertising:

- SEM techniques: creation of campaigns in [Google Adwords](#) with specific and low cost terms and with a monthly limited budget. Tracking analytics on a daily basis and adjusting the ads, keywords strategy or text strategy according to results.
- Banner ads: buy space in different targeted and related web sites in order to display animated banners made in-house.

However this strategy can be expensive so we will reconsider whether it is worth or not depending on our customer acquisition cost.

- Affiliate marketing: selling our courses via [ClickBank](#). This can be an effective way to advertise since we have to pay only when the sale is made. However, the commission rate offered to affiliates on the Spanish learning sites is quite high, about 75% of the total price. (Appendix 7).

Depending on the success rate of people getting affiliated, an in-house hosted affiliate system will be contemplated.

4) Viral Strategies:

- Writing interesting articles of Spanish culture and learning methods with links to our site and offer them to others to use on their web sites.
- Video marketing: create video teasers with reference links to our site and upload them to [Youtube](#) and other video distribution sites.
- Audio marketing: open an account in iTunes directory and post regularly teaser podcasts of the commercial courses that we will be offering.

5) Social Media Optimization

Brand awareness through contribution in Spanish learning forums and blogs and participation in social bookmarking and social news services as [Del.icio.us](#), [Stumble Upon](#), [Reddit](#). We can also create a profile of the company in [Facebook](#), [MSN Space](#), [Twiter](#), [Linkedin](#), etc. Write social news for publishing in [Digg](#) or [Yahoo! Buzz](#). And, finally, host pictures of our site in [Flicker](#).

6) Public Relation: we are going to try to get news releases picked up by several Internet publications through [PRweb.com](#).

7) E-mail Marketing:

We are going to build an opt-in list categorized according to our customer profile and send newsletters to our registered clients via [AWeber](#)⁸. There is going to be a personalization of emails to send to people that have just registered or customers that have already purchased one of our courses. The profile of our visitors will be considered also by their interests and, once they sign up to our site they can chose which area of the culture or learning they want to study in depth.

5.4 _ Distribution

There is going to be only one channel of distribution via Internet which will reduce costs both for us and customers, who can download PDFs, audio and video lessons at their need.

⁸ [Aweber.com](#) will help us to send email newsletters at the date and time we decide. Provide us with email templates or blog newsletters. We can publish a signing up form for turning people coming onto our website into subscribers. Create auto responders and manage unlimited email campaigns as well as track email web analytics. There are different prices depending on the number of subscribers: we will choose from 501 to 2,500 subscribers which price is \$29 monthly.

The communication with our customers is going to be a top priority and all interactions are going to be at a one-on-one level where possible. Auto responses to enquiries are going to be measured in hours not days and the use of “we will get back to you” is going to be avoided.

6. Objectives

6.1_ Non-financial:

- 1) Web development finished before 30th April in order to have the site working for the summer and reach people who want to learn Spanish in order to travel or just customers that have more free time during the holidays.
- 2) Obtain a number of 1000 unique visitors a month in the first three months and grow that figure up to 3000 on the following three months using a combination of traffic-producing strategies.
- 3) Opt-in list: get a 20% of total visitors registered over the first six months and develop a plan of brand awareness by sending monthly email newsletters.

6.2_ Financial:

- 4) Sell a total of 30 courses over the first three months and increase sales to 90 courses delivered in six months.
- 5) Sell a total of 10 package courses over the first three months and raise these sales to 30 package courses delivered in six months.
- 6) Private lessons: offer an average of 100 trial lessons via Skype over the first six months with 50 students continuing the pays classes programmed.
- 7) Seminars: offer 12 thematic seminars online over the first three months with an average of 5 attendances and 24 seminars in the next three months with the double number of attendances.
- 8) To obtain an average of €25,000 through direct sales in half a year and grow to €80,000 in 2 years time.

7. Business and Revenue Models

Apart from the direct sales we are going to incorporate other sources of revenue:

7.1_ Advertising revenue:

- Serve Google AdSense
- Offer space on our web site for advertising online and off-line business related to languages and Spanish culture such as travel agencies that offer education abroad or just holiday trips to Latin America or Spain; Spanish books, CDs or video sellers; Spanish restaurants; and even salsa, tango or flamenco dancing sites.

7.2_ Referral Revenue:

Register in affiliate programs such as [ClickBank](#) for referring visitors at our site to other sites (like Amazon, eDreams, El Corte Inglés) and generate an income whenever they make a purchase, sign up or take some other kind of action.

8. Evaluation and Control

In order to keep control over marketing results and change strategies based on previous evaluation we are going to carry out the following actions:

- Track once per week organic and paid income traffic through Google analytics, paying special attention to conversion rates and the keywords that have been used to reach our site.
- Take actions, regarding these results both on page and off-page.
- Measure email campaigns checking open and conversion rates.
- Follow the answer given by customers in online surveys⁹ and via customer services to manage the content of our site and organize future seminars.

⁹ We have already registered to [SurveyMonkey.com](#). The idea is to create rating scale questionnaires even before the site is working so we can be orientated for content development. In addition, and one we launch the courses, online questionnaires will be a resource to know our clients preferences and to base future seminar on those ones.

9. Action and Budget Plan

Action	January	February	March	April	May	June	Who	Cost
Domain registration.							Already done	€7.5 per year
Web hosting.							Already done	€4.50p er year
Page building plus forum and chatroom development.	To be completed by the end of January						Edgar	
Set online questionnaires through SurveyMonkey for customer analysis and content development.		To be completed by the middle of February					Susana	
Develop free content for the site in order to get traffic and people registered.		To be completed by the end of February					Susana / Edgar	
SEO and SMO techniques for getting traffic and high page rank.			To be completed by the end of March				Susana / Edgar	
Affiliate programs and set up for a Google AdSense account.			To be completed by the end of March				Edgar	
Set up an Skype account for private lessons.				To be completed by the end of April			Edgar	
Set up an annual GoToMeeting account for delivering seminars.					To be completed by the end of May		Edgar	Annual plan: €365.82
Open an AWeber email management account and send newsletters for our new courses online.					To be completed by the end of May		Susana	€22.60 monthly
Launch day of UlearnSpanish courses.						1st of June	Susana/ Edgar	

Action	January	February	March	April	May	June	Who	Cost
Implement Pay Pal system for online payment.						To be completed by the beginning of June	Edgar	
Promote the free trial previous registration by SEO and SMO techniques.						To be completed by the middle of June	Susana / Edgar	
Promote the free trial previous registration by SEM: open an AdWords Google account.						To be completed by the middle of June	Susana	€100 monthly limited
Newsletter for opt-in subscribers to promote private classes via Skype.						To be completed by the end of June	Susana	
Newsletter for opt-in subscribers to promote the first seminar and set up questionnaires for future customers preferences.						To be completed by the end of June	Susana	
Seasonal newsletter for opt-in subscribers.						To be completed by the end of June	Susana	
Track analytics once per week and implement techniques on-page and off-page (e.g. affiliates) for increase conversions.							Susana / Edgar	

Bibliography:

- “Planning Your Internet Marketing Strategy” by Ralph F. Wilson
John Wiley & Sons, Inc., New York, 2002.
- ”Get to the top on Google” by David Viney. Nicholas Brealey Publishing, London, 2008.

Online Resources:

- ”Diverse Issues in Higher Education” by Samantha Cleaver
LinuxInsider. Check: <http://www.linuxinsider.com/story/65082.html>
- “Is Education the Next Online Money-Maker?” by Mary Hillebrand
E-Commerce Times. Check: <http://www.ecommercetimes.com/story/576.html>
- “Can the power of technology improve teaching and learning?” by Tom Storey.
Check: <http://www.oclc.org/news/publications/newsletters/oclc/2004/265/elearning.html>
- Articles about distance learning. Check: www.articlesbase.com/online-education-articles/the-growth-and-future-of-elearning-325596.html
- El Mundo News:
14 millones de alumnos convierten al español en el segundo idioma más estudiado
 (“14 million of students become Spanish the second language more studied”)
Check: <http://66.102.9.104/search?q=cache:0i7Y43lUanEJ:www.elmundo.es/elmundo/2007/04/26/cultura/1177610767.html+%22Instituto+Cervantes%22%22los+actual+es+500+millones+de+hispanohablantes+en+Latinoam%C3%A9rica+y+Espa%C3%B1a%22&hl=es&ct=clnk&cd=2&gl=es>
- 20 Minutos News:
El español será la segunda lengua más hablada en el planeta en 2030 (“Spanish will be the second language more studied in the World in 2030”)
Check: <http://www.20minutos.es/noticia/267100/0/castellano/segunda/lengua/>

➤ Encarta News:

“Languages Spoken by More Than 10 Million People” Check:
[http://encarta.msn.com/media_701500404/Languages Spoken by More Than 10 Million People.html](http://encarta.msn.com/media_701500404/Languages_Spoken_by_More_Than_10_Million_People.html)

➤ Europa Press News:

El español, la tercera lengua más hablada del mundo
 (“Spanish, the 3rd language more spoken in the World”)

Check: <http://www.europapress.es/cultura/noticia-espanol-hoy-tercera-lengua-mas-hablada-mundo-despues-chino-ingles-estudio-20081029115550.html>

➤ Language-learning trends in the United States: “Top 12 Languages Learned in the U.S”

Check: http://www.vistawide.com/languages/us_languages.htm

Appendixes

Appendix 1:



Appendix 2:

El español será la segunda lengua más hablada en el planeta en 2030

EFE. 08.08.2007 - 23:05h



El español, la lengua más hablada en 2030 ([DE AQUELLA MANERA](#))

- Será precedida sólo por el chino.
- Hoy habla español el 5,7% de la población mundial.
- Actualmente es lengua oficial única en 17 países.

El español, que hoy es la cuarta lengua más hablada del planeta, pasará en el año 2030 a ser la segunda, **por detrás tan sólo del chino**, ha afirmado en Buenos Aires el secretario de la Asociación de Academias, Humberto López Morales.

Según López Morales, que también es miembro de la Academia Puertorriqueña de la Lengua, hoy habla español **el 5,7% de la población mundial**, porcentaje que crecerá al 7,5 % en 2030.

El español es lengua oficial única en 17 países

López Morales presentó estos datos en su discurso de inauguración del seminario *El español, un idioma de diálogo*, organizado por la embajada de España en Argentina coincidiendo con la visita de la vicepresidenta del gobierno español, **María Teresa Fernández de la Vega**.

El académico, de origen cubano, largo tiempo residente en Puerto Rico y nacionalizado español, dio en su intervención otras cifras sobre el estado del español, lengua oficial única en 17 países y **cooficial en otros cuatro** (Guinea Ecuatorial, Paraguay, Perú y Puerto Rico).

32 millones de hispanohablantes en EE UU

Destacó también que Estados Unidos es, con 32 millones de hispanohablantes, el **quinto país hispano del mundo**, y dijo que en 2050 será el primero. "Desde ahora hasta 2050, nacerán en Estados Unidos 2,5 hispanos cada minuto, 3.700 en un día, más de 100.000 mensualmente", dijo.

En cuanto a la importancia económica del español, López Morales resaltó que en Europa ya es la **segunda lengua de los negocios**, según las multinacionales europeas, y recordó que en España las actividades relacionadas con el idioma producen un 12 por ciento del PIB, la segunda fuente de ingresos tras el turismo.

Appendix 3:

14 millones de alumnos convierten al español en el segundo idioma más estudiado

- Es la cuarta lengua del mundo por hablantes después del chino, el inglés y el indio



César Antonio Molina, director del **Instituto Cervantes**. (Foto: EFE)

Actualizado jueves 26/04/2007 20:34 ([CET](#))



EFE

LA CORUÑA.- El español es el segundo idioma que se estudia en todo el mundo, después del inglés, con más de 14 millones de alumnos en 90 países donde no es una lengua oficial.

El director del **Instituto Cervantes**, César Antonio Molina, ha resumido con esta cifra la importancia y la presencia del español en el mundo durante la conferencia inaugural del **V Congreso Estatal de Escuelas Oficiales de Idiomas**, que se celebra en La Coruña hasta este sábado, 28 de abril.

Bajo el título de 'El español y el gallego en un mundo global', el escritor, profesor y periodista coruñés ha analizado la situación del español como lengua de comunicación internacional. En su opinión, ocupa un "lugar determinante, ya que abre puertas a los futuros profesionales".

A este respecto, ha apuntado que la búsqueda de **mayores salidas en el mercado laboral** es el "motivo principal que argumentan los alumnos que se decantan por el español". Asimismo, ha destacado su importancia para la economía en un mercado globalizado, ya que es el idioma básico en 21 países.

La mayor demanda de enseñanza del español se concentra en el continente americano, donde lo hablan más de siete millones de personas. Esta cifra "se triplicará en los próximos años", ha pronosticado el responsable del **Instituto Cervantes**.

Appendix 4:

TOP COUNTRIES CHOSEN FOR VACATION DESTINATION

Base: All U.S. adults

	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008
Italy	5	4	4	2	2	3	2	2	2	2	2	1
Australia	1	1	1	1	1	1	1	1	1	1	1	2
Great Britain (England, Scotland or Wales)	2	2	2	4	3	2	3	3	3	3	3	3
France	3	3	5	3	4	6	4	4	5	5	4	4
Ireland	7	6	7	5	6	5	5	5	4	4	5	5
Greece	=11	14	11	=14	=14	=14	10	14	=8	9	10	6
Japan	=13	10	=13	13	10	*	8	=11	=8	11	7	7
Germany	4	5	3	6	5	7	6	6	6	6	6	8
Canada	6	7	6	7	9	4	=12	7	7	7	11	9
Spain	*	11	12	11	=12	11	9	9	12	12	9	10
New Zealand	=13	15	=13	=14	=14	13	7	8	11	8	8	11
Switzerland	9	8	=9	=8	8	8	11	=11	10	13	13	12
Mexico	8	9	=9	=8	=12	12	=12	10	13	10	12	13
Bahamas	*	*	*	*	*	*	*	*	15	14	*	14
Jamaica	=11	12	8	10	7	=9	*	13	14	=15	*	15

2008, Harris Interactive Inc,

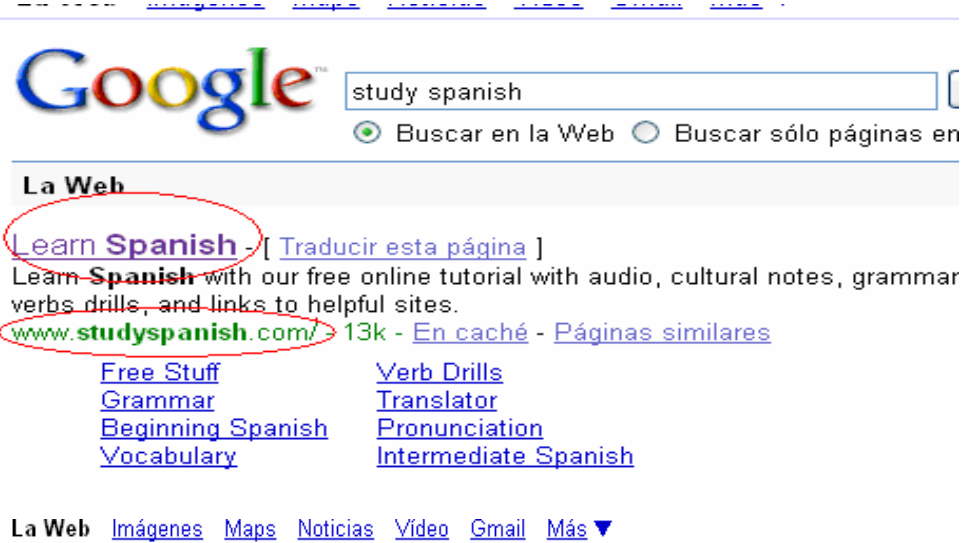
Appendix 5:

Top 12 Languages Learned in the U.S.

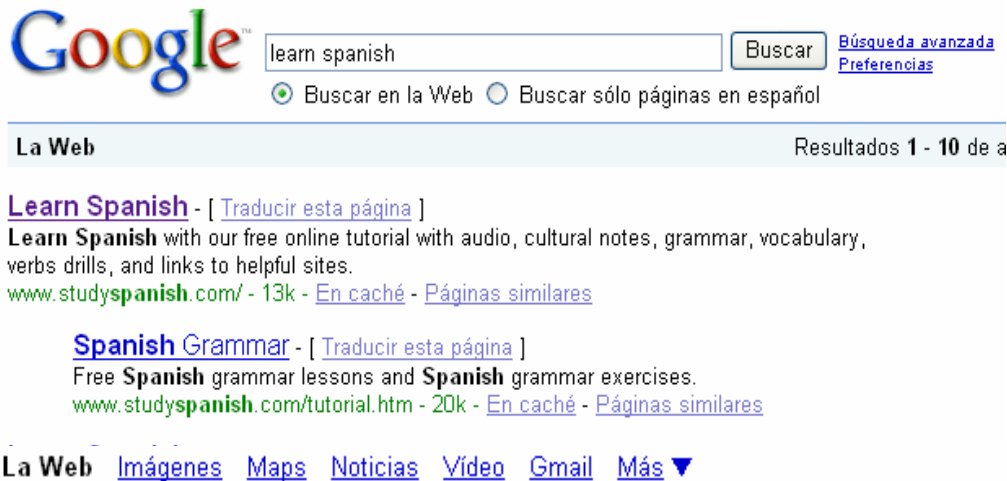
(Based on Fall 2002 Enrollments in U.S. Institutions of Higher Education)

Language	% of Enrollment	Language	% of Enrollment
1. Spanish	53%	7. Chinese	2.4%
2. French	14.4%	8. Latin	1.9%
3. German	7.1%	9. Russian	1.7%
4. Italian	4.5%	10. Ancient Greek	1.5%
5. American Sign Language	4.3%	11. Biblical Hebrew	1%
6. Japanese	3.7%	12. Arabic	0.7%

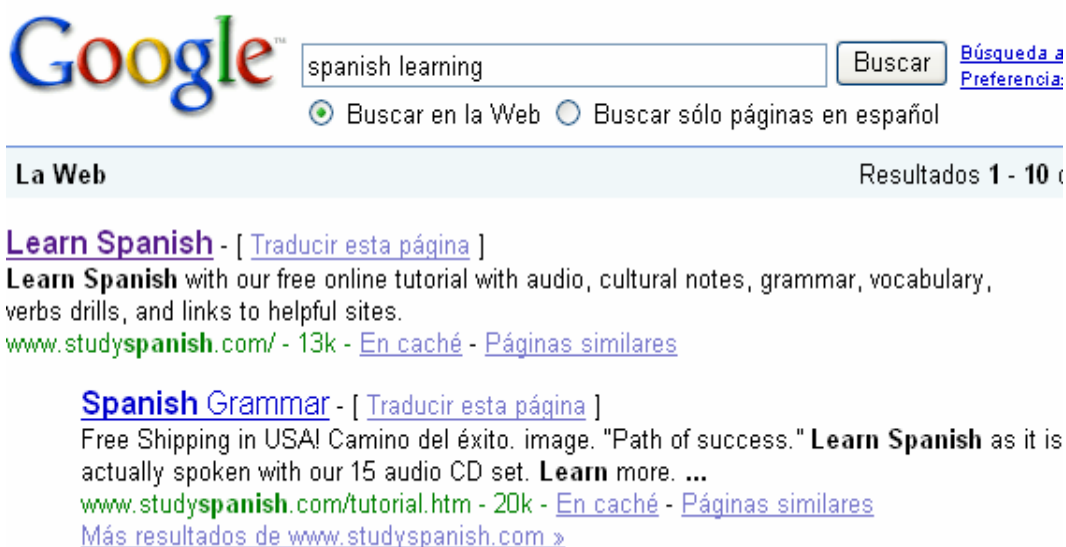
Appendix 6:



Google search results for "study spanish". The search bar contains "study spanish". Below the search bar, there are two radio buttons: "Buscar en la Web" (selected) and "Buscar sólo páginas en". The results section is titled "La Web" and shows a result for "Learn Spanish" with a link to "Traducir esta página". The description says "Learn Spanish with our free online tutorial with audio, cultural notes, grammar verbs drills, and links to helpful sites." The URL is "www.studyspanish.com/" with 13k results. There are also links for "Free Stuff", "Grammar", "Beginning Spanish", "Vocabulary", "Verb Drills", "Translator", "Pronunciation", and "Intermediate Spanish". At the bottom, there are navigation links: "La Web", "Imágenes", "Maps", "Noticias", "Video", "Gmail", and "Más" with a dropdown arrow.



Google search results for "learn spanish". The search bar contains "learn spanish". There is a "Buscar" button and links for "Búsqueda avanzada" and "Preferencias". Below the search bar, there are two radio buttons: "Buscar en la Web" (selected) and "Buscar sólo páginas en español". The results section is titled "La Web" and shows "Resultados 1 - 10 de a". The first result is "Learn Spanish" with a link to "Traducir esta página". The description says "Learn Spanish with our free online tutorial with audio, cultural notes, grammar, vocabulary, verbs drills, and links to helpful sites." The URL is "www.studyspanish.com/" with 13k results. There are also links for "En caché" and "Páginas similares". The second result is "Spanish Grammar" with a link to "Traducir esta página". The description says "Free Spanish grammar lessons and Spanish grammar exercises." The URL is "www.studyspanish.com/tutorial.htm" with 20k results. There are also links for "En caché" and "Páginas similares". At the bottom, there are navigation links: "La Web", "Imágenes", "Maps", "Noticias", "Video", "Gmail", and "Más" with a dropdown arrow.



Google search results for "spanish learning". The search bar contains "spanish learning". There is a "Buscar" button and links for "Búsqueda a" and "Preferencia:". Below the search bar, there are two radio buttons: "Buscar en la Web" (selected) and "Buscar sólo páginas en español". The results section is titled "La Web" and shows "Resultados 1 - 10 (". The first result is "Learn Spanish" with a link to "Traducir esta página". The description says "Learn Spanish with our free online tutorial with audio, cultural notes, grammar, vocabulary, verbs drills, and links to helpful sites." The URL is "www.studyspanish.com/" with 13k results. There are also links for "En caché" and "Páginas similares". The second result is "Spanish Grammar" with a link to "Traducir esta página". The description says "Free Shipping in USA! Camino del éxito. image. "Path of success." Learn Spanish as it is actually spoken with our 15 audio CD set. Learn more. ...". The URL is "www.studyspanish.com/tutorial.htm" with 20k results. There are also links for "En caché" and "Páginas similares". There is a link for "Más resultados de www.studyspanish.com »". At the bottom, there are navigation links: "La Web", "Imágenes", "Maps", "Noticias", "Video", "Gmail", and "Más" with a dropdown arrow.