



ENGLISH FOR SPECIAL PURPOSES

LESSON 1: MARKETING



Version without a key

English for Special Purposes; Lesson 1: Marketing



WARM UP – brainstorm your ideas for marketing.



Click on the picture below.



Does your picture look similar? If not, explain the differences.



SPEAKING: Explain your associations.

For example:

→ *“I associate marketing with branding because”*

Look at the picture below. Decide which words are the odd ones and do not correspond with “marketing”. Explain why?” For example:

→ *“I associate “meeting targets” rather with sales and selling than marketing.”*

Or

→ *“I think the word “etiquette” we would rather use while talking about business meetings, negotiations or cultural differences than while talking about marketing.”*

branding

product

profit

purchasing

team building



success

mobility

exchange rate

quality

business plan

complaint

customers

market capitalization



VOCABULARY EXERCISES:

Complete the definition of marketing with the words from the box.

| | | | |
|---------------|-----------|------------|------------|
| integrated | maintains | focus | satisfy |
| relationships | process | components | techniques |

Marketing is the _____ which creates, communicates, delivers the value to the customer, and _____ the relationship with customers. It generates the strategy that underlies sales _____, business communication, and business developments. It is an _____ process through which companies build strong customer _____ and create value for their customers and for themselves.

Marketing is providing better solution to _____ consumers' needs.

With the customer as the focus of its activities, marketing management is one of the major _____ of business management.

Source: <http://en.wikipedia.org/wiki/Marketing>

EXPENDING YOUR VOCABULARY AND KNOWLEDGE.



TYPES OF MARKETING - complete the definitions with the types of marketing.

| | | |
|-------------------------|--------------------------------|------------------------------|
| Direct marketing | Mobile marketing | Multi-level marketing |
| Viral marketing | Word-of-mouth marketing | Guerrilla marketing |

_____ can refer to one of two categories of interest. First, and relatively new, is meant to describe marketing on or with a mobile device, such as a cell phone using SMS Marketing. Second, and a more traditional definition, is meant to describe marketing in a moving fashion - for example - technology road shows or moving billboards.

_____ is an advertising strategy in which low-cost unconventional means (graffiti, sticker bombing, flash mobs) are utilized, often in a localized fashion or large network of individual cells, to convey or promote a product or an idea.

_____ is an unpaid form of promotion—oral or written—in which satisfied customers tell other people how much they like a business, product, service, or event. It is one of the most credible forms of advertising because people who don't stand to gain personally by promoting something put their reputations on the line every time they make a recommendation.

_____ or **marketing buzz** are buzzwords referring to marketing techniques that use pre-existing social networks to produce increases in brand awareness or to achieve other marketing objectives (such as product sales) through self-replicating viral processes, analogous to the spread of viruses or computer viruses. It can be delivered by word of mouth or enhanced by the network effects of the Internet. This type of marketing may take the form of video clips, interactive Flash games, advergames, ebooks, brandable software, images, or text messages.

_____ is a marketing strategy in which the sales force is compensated not only for sales they personally generate, but also for the sales of others they recruit, creating a downline of distributors and a hierarchy of multiple levels of compensation. Other terms for this type of marketing include **pyramid selling**, **network marketing**, and **referral marketing**.

_____ is a channel-agnostic form of advertising that allows businesses and nonprofits to communicate straight to the customer, with advertising techniques such as mobile messaging, email, interactive consumer websites, online display ads, fliers, catalog distribution, promotional letters, and outdoor advertising.



Match the definitions with the Polish equivalents.

| |
|-------------------------|
| direct marketing |
| mobile marketing |
| multi-level marketing |
| guerrilla marketing |
| viral marketing |
| word-of-mouth marketing |

| |
|--------------------------|
| marketing mobilny |
| marketing szeptany |
| marketing bezpośredni |
| marketing wirusowy |
| marketing wielopoziomowy |
| marketing partyzancki |



How do you think?

Describe the pictures and label them with the names of different types of marketing. Using your own words, explain the different types of marketing.

▼ Picture number 1.



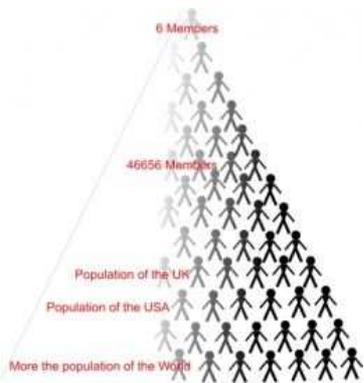
▼ Picture number 2.



▼ Picture number 3.



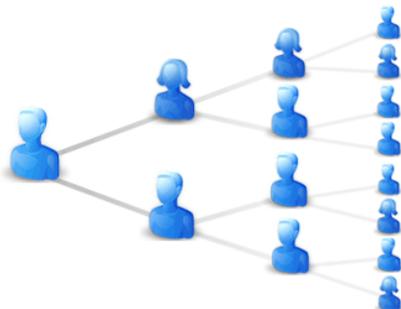
▼ Picture number 4.



▼ Picture number 5.



▼ Picture number 6.





Have your say – what do you think when you look at this picture 😊



Vocabulary exercises – extend your “marketing” collocations. Complete the extracts with the words from the box.

| | | | |
|--------|----------|------------|------|
| mix | research | activities | plan |
| budget | strategy | effort | |

- Below you will find an overview of some of our typical marketing _____.
Your marketing manager will prepare a marketing plan tailored to the level, subject area, and content of your book, ensuring that we effectively target the right customer groups.
- In uncertain economic times like these, setting a marketing _____ can be particularly difficult.
- It's not uncommon for people to confuse the difference between a marketing strategy and a marketing plan. I've found the easiest way to explain the difference is like this:
Marketing _____ - is an explanation of the goals you need to achieve with your marketing _____. Your marketing strategy is shaped by your business goals. Your business goals and your marketing strategy should go hand-in-hand.

Marketing _____ - is how you are going to achieve those marketing goals. It's the application of your strategy a roadmap that will guide you from one point to another.

4. Marketing _____ is the systematic gathering, recording, and analysis of data about issues relating to marketing products and services.
5. The marketing _____ is probably the most famous marketing term. Its elements are the basic, tactical components of a marketing plan. Also known as the Four P's, the *marketing mix* elements are price, place, product, and promotion.



Order the collocations into the proper column.

| | | | | | |
|---------------------|-----------------------|------------------------------|----------------------|-------------------------------|----------------------|
| a rising market | break into the market | market rates | a competitive market | enter the market | come into the market |
| an expanding market | go into the market | dominate the market (in sth) | global market | international market | an active market |
| a booming market | a steady market | a strong market | a tough market | a depressed market | a dull market |
| a falling market | a weak market | market conditions | market prices | market rates | a growing market |
| a developing market | a mature market | to build a market | to create a market | a big market | a good market |
| a large market | a poor market | a small market for sth | a shrinking market | to market a range of products | market sector |
| market value | market niche | market a brand | the domestic market | capture the market | local market |



| Noun collocations | Adjective collocations | Verb collocations |
|-------------------|------------------------|-------------------|
| ▼ | ▼ | ▼ |

