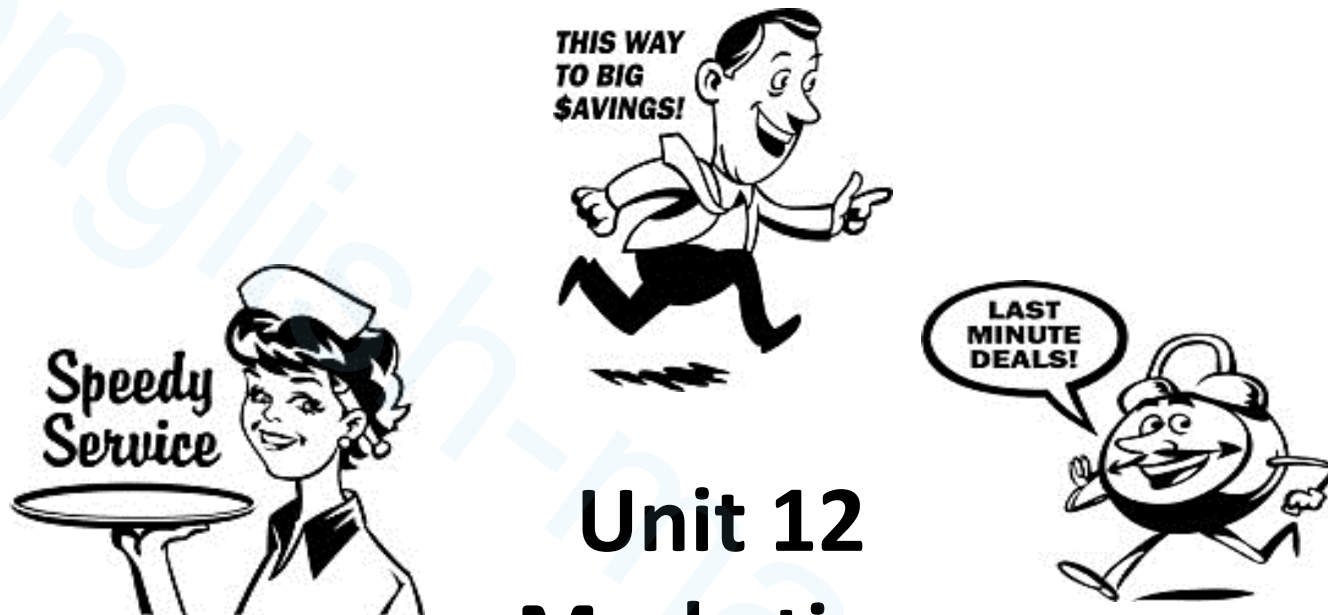


Course: Business English

Level 2

Day №23



Unit 12

Marketing



Unit 12 Marketing



Does your company advertise? Why?

What form/s of advertisement does your company use?

What are different ways of marketing a product or services?

2 Listening

We have quite a large marketing budget, but it's not enough to pay for the TV advertising – that's something we've never done. However, we do use print advertising, and regular campaigns in local magazines. These are always adapted to the local language. These have been very successful, and we see a significant increase in sales when we do these campaigns. We also use billboard advertisings in big cities. We particularly like using advertising boards in train or subway stations. These reach a lot of professional people. We used to do direct mail to list of people from professional organizations. However, we don't do this so often anymore, as the response rate was quite low. I think the list we were using were not particularly useful.

2 Listening

A Listen to the Marketing Manager of a cosmetic company. He is talking about the **marketing activities** of his company. Check (✓) the activities you hear.

- ☐ direct mail
- ☐ telemarketing
- ☐ print advertising
- ☐ billboards
- ☐ TV advertising
- ☐ sponsorship



B Listen again. Which methods does he think are effective? Why?

1 Vocabulary

Match the **different forms of marketing** with the advantages and disadvantages.

- | | |
|---|----------------------|
| A It's too expensive for most companies, but it does reach a large audience. | 1. direct mail |
| B. If it's a popular sport with TV coverage, it's expensive. If it's a smaller event, it doesn't get seen by so many people. | 2. telemarketing |
| C. Good staff are hard to find and they don't stay in the job for long. Also, many customers don't like being called. | 3. print advertising |
| D It's cheap and easy to do, but you need a database with the names and addresses, and you need to have something to send. | 4. billboards |
| E This is a good way of reaching people, without the expense of TV. You need to make sure you have a good location, though. | 5. TV advertising |
| F There are so many magazines to choose from. You need to select the right one to reach your market. It can also be expensive. | 6. sponsorship |

3 Speaking Practice

Think of a product or service that you use or see everyday.

How is it marketed?

How successful do you think the marketing is?



***Thank you for
today!***

***I'm looking forward to
seeing you again!***