

Unit 7 - Marketing and advertising

1 Match each beginning (1-4) with an appropriate ending (a-d).

- 1 Businesses need to market their products because
 - 2 Companies research the market to
 - 3 The Internet provides more effective opportunities for
 - 4 Customers get to know about a product
- a find out what customers want to buy.
 - b one-to-one or direct marketing and advertising.
 - c there is a wide choice of products on the market.
 - d through advertising and promotion.

2 Answer the questions given below.

- 1 What does marketing involve?
- 2 What type of information can be obtained by carrying out market research?
- 3 What variables need to be taken into consideration in segmenting a market?
- 4 What are the sources of information used in segmenting a market?

3 Match the three approaches to product pricing (1-3) with their definition (a-c).

- 1 Cost-plus pricing
 - 2 Customer-oriented pricing
 - 3 Competitor-oriented pricing
- a The price is based on what the potential buyers of a certain product are prepared to pay for it.
 - b The price is based on the prices charged by competitors for similar products.
 - c Companies add on an element for profit to the costs of manufacturing and selling the product.

4 Outline the main factors involved in:

- developing a product;
- choosing the right distribution channel.

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5 Answer this question.
What are the main methods of promoting products?

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6 Complete the text with words from the box.

- accessible • advertisements • distribution
interact • multimedia • promote
relationship • suppliers • updated

Online marketing

The Internet has enabled consumers to (1) directly with advertisers and (2) to truly create one to-one advertisements. There are several reasons why companies (3) their products on the Internet. First of all, the Internet is (4) 24 hours a day, 365 days a year. Companies also have the opportunity to create a one-to-one direct marketing (5) with the consumer. The use of (6) allows the creation of more attractive (7) as it combines text, audio, graphics and animation. Content can be (8), supplemented, or changed at any time. Finally, (9) costs are low.

7 Write a paragraph about advertising following the guiding points given below:

- definition;
- factors to be taken into consideration when choosing the advertising media;
- description of most popular advertising media with advantages and disadvantages.

8 The company you work for has asked you to write a short report in which you illustrate the advantages for the company of exhibiting at an international fair. Write a text of about 100 words.