

Teaching Business English and ESP: Marketing Essentials Plus

MARKETING ESSENTIALS PLUS

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Aim

To practise and expand vocabulary and phrases associated with fundamental market concepts and activities.

Level

Upper Intermediate (groups)

Pre-lesson

This lesson follows the worksheet activity, *Marketing Essentials*. It is suitable for any marketing staff needing to revise and expand their ability to function effectively in English for international business.

MARKETING ESSENTIALS PLUS

The following practice will help you in presenting your marketing strategy in English to both colleagues and customers.

1 Finish this description about 'branding' using the words below.

differentiate
trust

slogans and logos
associate

value
loyalty

awareness
guarantee

Branding

As a key marketing component, branding uses to a product or service from its competitors. Customers a brand name with quality and

Branding should the highest standards for customers. This creates brand and brand where the consumers the products and services.

2 Match the sentence halves (a to h) with the basic marketing steps (1 to 8).

- | | | | |
|---|------------|---|--|
| 1 | Research | a | your product or service where you will reach the appropriate customers. |
| 2 | Strategize | b | to get background information on your market and its potential customers. |
| 3 | Launch | c | or enter your product or service into the market. |
| 4 | Position | d | to make both short and long-term marketing plans. |
| 5 | Follow up | e | to check on consumer satisfaction with the product or service |
| 6 | Evaluate | f | or assess if your strategy is effective or not. |
| 7 | Reposition | g | constantly where you keep a close watch on customers and competitors. |
| 8 | Monitor | h | your product or service if you are not getting a successful customer response. |

3 Finish these notes about marketing strategy with the correct verb form of the given word.

- a _____ (Profile) the market to find out the wants and needs of the consumers.
- b Good marketing must (penetration) _____ an entire market to attract as many customers as possible.
- c Effective marketing strategy aims to (saturation) _____ the market to push out the competition.
- d Companies (diversification) _____ their products and services to give a better choice to consumers.
- e Marketing considers how wholesalers (distribution) _____ products to retailers.

4 Circle the right word to fit the queries in this market survey.

COMPANY PROFILE

- 1 What is the full name of your company?
- 2 Who are your track/target customers?
- 3 What are the demographics/demonstration of your market?
 * Age
 * Social Class
 * Gender, etc
- 4 Please describe your product reason/range.
- 5 What kind of brand image do you prepare/project?
- 6 What is your market share/show?
- 7 Who is your mean/main competitor?
- 8 Where are your shops located/limited?

5 Complete these marketing acronyms.

- NPD New P..... D.....
- USP U..... Selling P.....
- SWOT Strengths W..... O..... T.....
- POS P..... of S.....
- R & D R..... and Development



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Teachers Notes

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Procedure

- As a preview, ask students to brainstorm about 3-4 different components of marketing strategy. Check and discuss their familiarity with the meaning and function of the worksheet headings: branding, marketing steps and researching/profiling markets.
- Hand out worksheets. Have the students work together in pairs.
- Students complete the worksheet. The pairs exchange the worksheets with another pair to do a preliminary answer check.
- As a whole class review, assign each pair a different section to prepare a short overview to include answers to the exercise with added examples and discussion. Set up each pair with the following suggestions.
 - In exercise 1, have one set of pairs take branding. They add to the description with examples of famous brands such as Marlboro, Microsoft or McDonalds. They can include branding examples from their own companies.
 - In exercise 2 and 3, a pair reviews the marketing steps and strategy. They add other important steps they use in their own marketing. Or they can comment on 2-3 steps in the list as the most important or the most complicated/difficult.
 - In exercise 4, another pair comments on other elements of demographics and explains the meaning of product range. They come up with 2-3 other questions for the survey. They also can give examples of questionnaires they deal with in their own business.
 - For section 5, pairs give an example of each marketing activity from their own company experience.

Tips

- Look on internet under ‘marketing basics’ or skim through any basic academic business textbook to check your understanding of fundamental marketing concepts.
- Emphasize examples from the students own workplace along with well-known local and international companies.
- If your class time allows (or as homework), have the students prepare a branding, marketing steps and strategy mini-presentation. Assign each pair a different topic such as a new food or drink product, perfume, hotel, car etc. They devise a branding strategy including logo, slogan and image projection for the potential customer. Then the students follow the marketing steps for their assigned topic where they give a key idea to make each step effective. Students can write this up in a chart or webbing format to use to speak from in their presentations.

Key

1.

Branding

As a key marketing component, branding uses slogans and logos to differentiate a product or service from its competitors. Customers associate a brand name with quality and value.

Branding should guarantee the highest standards for customers. This creates brand awareness and brand loyalty where the consumers trust the products and services.

2.

1 – b, 2 – d, 3 – c, 4 – a, 5 – e, 6 – f, 7 – h, 8 – g

3.

- a Profile
- b Penetrate
- c Saturate
- d Diversify
- e Distribute

4.

2 – target, 3 – demographics, 3 – demographics, 4 – range, 5 – project, 6 – share, 7 – main, 8 – located

5

- NPD New product development
- USP Unique selling point
- SWOT Strengths, weaknesses, opportunities and threats
- POS Point of sale
- R & D Research & development