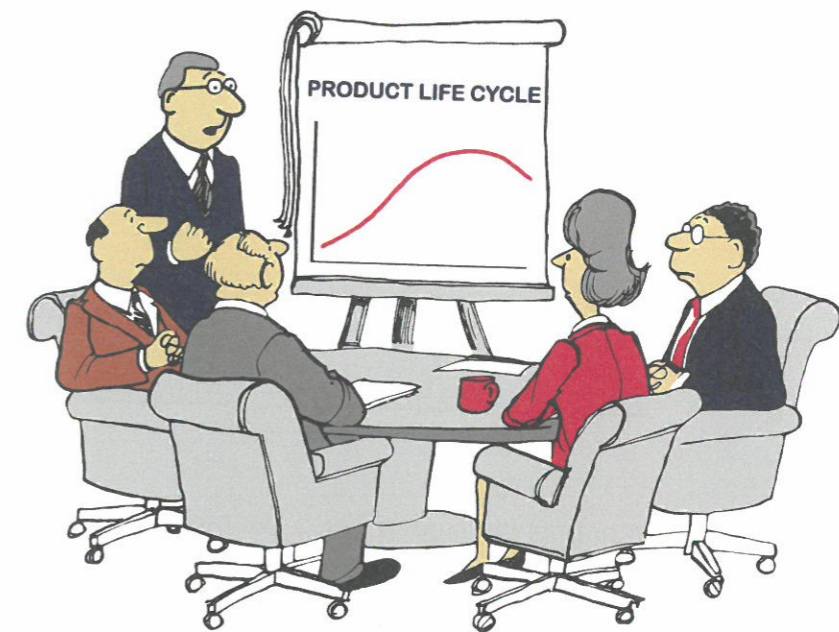


CHAPTER 8

MARKETING Thinking outside the box

- 8.1. Careers in marketing
- 8.2. Marketing business
- 8.3. Marketing activities
- 8.4. Consumers and marketers
- 8.5. Advertising and Public Relations
- 8.6. New era of marketing



And this all happened in the last week ...



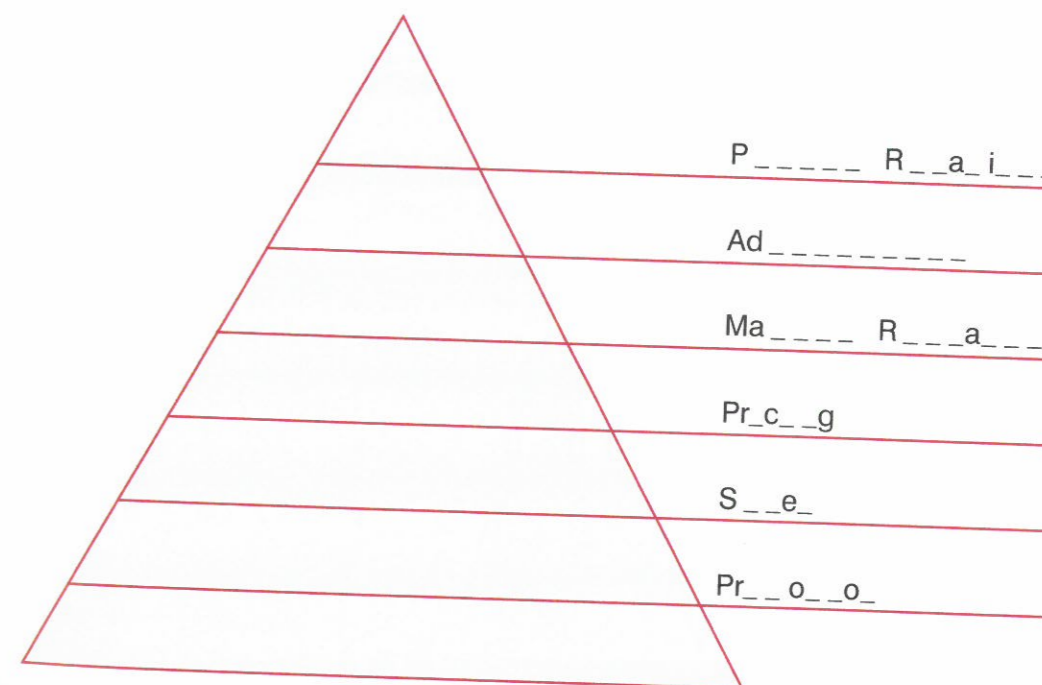
8.1. CAREERS IN MARKETING



VOCABULARY & SPEAKING

Task 1.

What areas is marketing linked to? Complete the diagram below, and describe the connection between marketing and the areas from the diagram.



Task 2.

What educational background could people working in marketing have? Read the examples below, and compare your answer. Then, use the phrases to describe your education.

Elliot

Elliot has an MA in Creative Writing from the University of Manchester.

Sean

Sean has a BA (Hons) from Nottingham Trent University.

Tom

Tom graduated from Nottingham Trent University with a BA (Hons) in Business (Marketing) before entering the world of marketing.

Charlotte

Charlotte graduated from the University of Oxford with a BA (Hons) in English Language and Literature.

Esther

Esther graduated in 2013 from De Montfort University with a BA (Hons) in Media and Communication.

Lauren

Lauren completed a BA (Hons) in Economics at the University of Manchester.

Pete

Pete has a BA (Hons) degree in English Literature and Design from the University of Central Lancashire.

Rainu

Rainu has a BA in Marketing Management from Manchester Metropolitan University.

Sarah

Sarah graduated from the University of Birmingham in 2011 with a 2:1 Joint Honours Degree in English and American and Canadian Studies.

Jason

Jason has graduated from the Teesside University with a BSc in Computer Science and then from the University of Nottingham with a MSc in Management of Information Technology.



LISTENING

CD2

19

Task 1.

Listen to Derek, a career advisor describing the profile of marketing manager, and decide whether the statements below are true or false.

1. Brand management is the most popular marketing profession among people graduating from universities. T/F
2. Advertising is an element of the marketing process. T/F
3. Marketing managers are mostly needed in manufacturing companies. T/F
4. Marketing managers usually have heavy workloads. T/F
5. Stress resistance is an attribute required from marketing managers. T/F
6. Marketing managers are rather reluctant to take responsibility. T/F
7. In order to work as a marketing manager you must have a degree in economics. T/F

8. Postgraduate study is not an obligatory requirement for marketing managers. T/F
9. People with sales experience are more likely to become marketing managers. T/F
10. You have to start as a marketing assistant in order to become a marketing manager. T/F

Task 2.

Prepare a profile of your work position, and present it to the group.



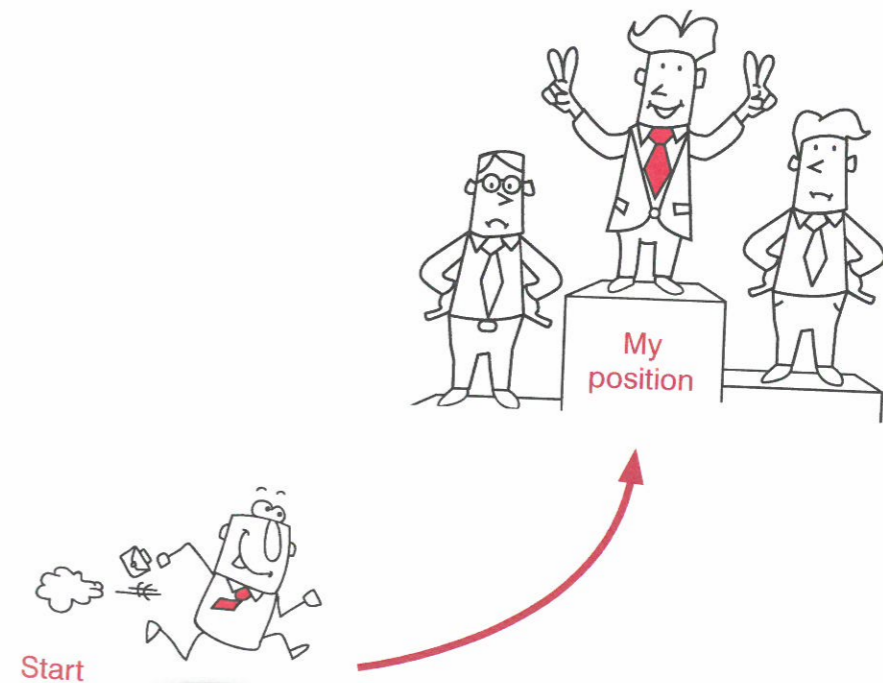
SPEAKING & VOCABULARY

Task 1.

People wishing to work in marketing have a lot of opportunities to choose from. Where could they work, and which areas seem the most attractive to you?

Task 2.

The words *representative*, *assistant*, *manager* and *executive* refer to the positions occupied by people working in different companies. How would you name your position? What is your role in the company's organisational structure? What is the process of career advancement in your company/industry?



Task 3.

What do marketing specialists do? Complete the collocations below, and answer the question.

create _____
launch _____
develop _____
execute _____
monitor _____
provide _____

oversee _____
analyse _____
determine _____
gather _____
evaluate _____
measure _____



GRAMMAR: RELATIVE CLAUSES

Task 1.

Fill in the sentences below using *who*, *which/that*, *whom*, *whose*, *where* and *when*, or leave the space blank, if possible.

1. The marketing specialist _____ we hired last month has relevant experience for this job.
2. The marketing campaign _____ we launched last week proved to be a great success for our company.
3. I selected an applicant _____ graduated in marketing from the University of Kent.
4. Our company, _____ is based in Gdynia, has decided to enter new foreign markets.
5. Let me talk to Adam _____ is our expert on digital marketing strategies.
6. I need to select the best marketers for my team, _____ seems to be a hard nut to crack.
7. Marketing graduates, _____ constitute 20% of our students, are offered placements in well-established marketing agencies all over the country.
8. What was the name of the marketing agency _____ services we've used recently?
9. How do you target young professionals, for _____ career development is a priority?
10. You should maintain contacts with your customers _____ you meet at the networking events.
11. The Internet is the place _____ your target customers spend most of their time.
12. It's not easy to win new customers _____ the competition seems to be so fierce.
13. Marketing departments, _____ appeared in the 80s, adopted a traditional approach to marketing activities.
14. Can I speak to the manager _____ is running your marketing department?
15. Our company offers special mid-season discounts, _____ is good news for our loyal customers.

Task 2.

Use the relative clauses you practised in Task 1 to describe a person whom you admire because of his/her professional achievements or a tool which you could not imagine your workday without.



8.2. MARKETING BUSINESS



READING & SPEAKING

Task 1.

Read about Hallam, a digital marketing company from the UK, and fill in the gaps with the correct preposition.

Hallam Internet is a digital marketing company based conveniently 1) _____ the heart of the UK. From our offices here in Nottingham, we serve business customers 2) _____ the UK. Our offices are easy to access with great transport links across the country. This means that, as well as clients in London, we also have a wide range of customers 3) _____ other areas. We also have international clients in countries such as Belize, Thailand and France. 4) _____ combining our past experience with up to date knowledge and a passion 5) _____ staying one step ahead, we help businesses to achieve their goals 6) _____ the web. We offer digital marketing services, all aimed 7) _____ helping your business to increase web traffic and generate more leads and sales. As a digital marketing client, you can expect:

- increased website traffic
- increased rankings 8) _____ the search engines
- improved quality of website traffic, delivering more leads and enquiries

We work alongside some of the world's leading brands, including Experian, Ford, and the Arts Council, as well as having long standing client relationships 9) _____ firms of solicitors, manufacturers, accommodation providers, service providers and the broad spectrum of small to medium-sized businesses. Our clients appreciate our plain speaking approach. We are experts in communicating complex theory in a manner that is understandable, so you know exactly what we're doing and why we're doing it. If you're looking for a digital marketing company, get in touch now 10) _____ calling 0800 622 6100 or use our online contact form.

Task 2.

What makes Hallam different from other companies? Look how Sarah, the company owner, summarised their competitive advantage. What do her words tell us about Hallam?

We know our clients well – we're not a factory.
We have a proven track record.
We are plain speaking.



LISTENING

CD2

Task 1.

20

Listen to Sarah talking about Hallam, and summarise what she said about the company.

CD2

Task 2.

21

Listen to the recording once again, and answer the questions below.

1. Who are geeks? Whom can you describe using this word?
2. What does the phrase *call a spade a spade* mean?
3. Which two words from the second part of her speech are synonyms?
4. Which phrase from her speech means *accomplish sth*?



GRAMMAR: ARTICLES & READING

Task 1.

Fill in the text below with the article a, the or (-).

What makes us different from other digital marketing agencies? We have 1) _____ proven track record of delivering strong results for our clients. We don't make 2) _____ promises we can't keep, but when we do make 3) _____ promise, you can trust us to deliver the results. We are 4) _____ team of professional digital marketers with more than 65 years combined experience working in 5) _____ online marketing.

Many of our clients choose to stick with us year after year. You will have your own consultant that you will work with, who knows your business, is dedicated to your account, and is available to talk to you when you want to. We want to delight our customers, and with many of them staying with us for 6) _____ prolonged period, we know we're delivering 7) _____ great service as well as great results.

We are 8) _____ company you can trust. Established in 1999, Hallam has been chosen as 9) _____ supplier by Experian, Ford, the Arts Council, and hundreds of 10) _____ smaller businesses. All of our consultants are top in their field, and we only deliver 11) _____ ethical search marketing services. We are in 12) _____ industry for the long game, and our clients are, too.

Task 2.

Read the text again, and answer the questions below.

1. What does Hallam's proven track record refer to? Provide at least two synonyms for the term *track record*.
2. How can Hallam as a marketing agency deliver strong results for its customers?
3. What does it mean that customers stick to Hallam? Provide at least two synonyms for the verb *stick to sb* in this context.



LISTENING & WRITING

CD2

Task 1.

22

Alex and Daniel were Hallam's clients. Listen to their testimonials, and write the phrases which are used to express customer satisfaction.



WRITING: CLIENT TESTIMONIAL

Task 2.

Think about a service you have used recently, and write a testimonial presenting your customer experience using the phrases below.

Phrases for writing customer testimonials:

I've been cooperating with _____ (company name) for _____
 I've been using the services of _____ (company name) for _____
 The company provided a solution for _____
 Almost two years on, we are still working closely with _____ (company name) to _____
 A great customer experience!
 It was the best customer experience I've ever had!
 My number one supplier – customer-focused and responsive.
 The approach they've taken shows how you can deliver cost-effective and high quality service.
 I couldn't be happier with the results.
 I'm satisfied with your professionalism, expertise and service.
 The company did a great job of tailoring services to our needs.

_____ (company name) is the best provider I've ever worked with.

Prompt answers in less than 2 hours.

They always answer your questions within 24 hours.

All my requests were addressed right away.

This is an effective team that really cares for their clients.

Their advice and ideas are extremely valuable.

My success has accelerated because of _____

Well done.

Highly recommended.

I wouldn't hesitate to work with them again.

Awesome work.

Thank you all for your assistance.

Keep up the great work!



READING & VOCABULARY

Task 1.

Read the text about WSI Internet Consulting & Education, a company offering marketing solutions for businesses, and put the verbs in brackets in the correct grammatical form.

With international headquarters in Toronto, Canada, WSI Internet Consulting & Education 1) _____ (DELIVER) profitable Internet solutions to companies of all sizes since the mid 1990s. We are committed to 2) _____ (IMPROVE) the profitability of our customers through the use of leading-edge Internet technologies, 3) _____ (DELIVER) by _____ and business-oriented Internet consultants. WSI 4) _____ (ESTABLISH) in the UK for more than 6 years. From our offices in near Carterton in Oxfordshire we help our customers to get the best from the Internet by 5) _____ (PROVIDE) everything from informal advice and consultancy through to comprehensive Internet marketing systems. Thanks to the trust and support of our customers over the years, our network 6) _____ (GROW) to over 1500 Internet consultants serving businesses across all sectors in 87 countries worldwide. Our network of certified Internet Consultants is the largest of its kind and we 7) _____ (RANK) the no. 1 Internet services business in the world by industry-leading Entrepreneur magazine. As a leading provider of Internet solutions worldwide, WSI 8) _____ (EMPLOY) highly certified technical staff and benefits from critical support agreements with the leading suppliers in the industry. These strategic partnerships mean our clients 9) _____ (RECEIVE) the highest standards of service quality and reliability. It is an advantage we are proud of and one we hope you 10) _____ (COME) to appreciate.

Task 2.

Look at the phrases from the text, and provide synonyms of the italicised adjectives.

leading-edge Internet technologies ➔

industry-leading magazine ➔

knowledgeable Internet consultants ➔

certified Internet consultants ➔

business-oriented Internet consultants ➔

comprehensive Internet marketing systems ➔

critical support agreements ➔

strategic partnerships ➔



WRITING: COMPANY PROFILE

Task 3.

You were asked to provide a short summary of your company's profile. Look at the example of WSI, and write a similar description of your company.

WSI – delivering success through the Internet

WSI is a full service Internet and Digital Marketing Agency. We design and build award-winning, fully optimised websites and e-commerce systems. We create innovative and effective design solutions for the web and mobile devices. Our award-winning team have years of experience in designing visually stunning websites that will ensure your company gets noticed. We actively market our clients' websites online through:

- Search Engine Optimisation
- Online Advertising
- Email Marketing
- Social Media Marketing

We deliver powerful solutions for all enterprises, from small and medium-sized businesses right through to large corporations.





SPEAKING

Task 1.

How can companies market their websites online? Look at some possibilities below, and add your own examples. Brainstorm ideas with the group.

search engine optimisation | email marketing | social media marketing

Task 2.

WSI prepared their offer for businesses depending on their size and level of development. Imagine you are a company representative, and your task is to present the offer to three prospective customers: a small business owner, manager of a middle-sized enterprise and managing director of a large corporation. Use the information below.

The Professional Starter Pack – perfect for smaller businesses _____

- professionally built, search engine friendly website
- powerful content management system
- unlimited branded email addresses
- website hosting and domain management
- Google Analytics installed
- unlimited telephone support
- affordable monthly payment scheme

The Business Builder Pack – perfect for growing businesses _____

- custom built, fully search engine optimised Website
- powerful content management system
- unlimited Branded Email addresses
- Website hosting and domain management
- Google Analytics installed
- search engine optimisation management
- unlimited telephone support
- optional monthly payment scheme

Corporate Solutions – perfect for larger enterprises _____

- enterprise level content management systems
- full implementation support
- comprehensive staff training
- technical consultancy and support
- unlimited telephone support
- access to our comprehensive digital marketing products and services



READING & SPEAKING

Task 1.

Why do companies prepare mission statements? Are they all well written? Read the text below, and answer the questions.

The foundation of any marketing plan is the firm's mission statement. A mission statement explains the purpose of why a company is in business and what it is trying to accomplish. A mission statement should be focused on the market and environment and not just on a company's products or services. When a company focuses too closely on its products or services rather than benefits to consumers, the company is exhibiting marketing myopia.

Task 2.

Have you heard about marketing myopia? Why do companies fail in this respect? Can you think of any examples?

Task 3.

Read the text about an exemplary mission statement, and paraphrase the italicised fragments so that they contain the word(s) in brackets and are synonymous with the original phrase.

An example of an excellent mission statement is Apple's. The mission statement is 'Apple is committed to *bringing the best personal computing experience* to students, educators, creative professionals and consumers around the world through its innovative hardware, software and Internet offerings.' This *covers a lot of ground* and, as we know, allows Apple to *delve into many areas of the market*. Once a mission statement has been created, it is important to *conduct a situational analysis on the overall business environment* in order to compete effectively.

1. bringing the best personal computing experience (ensure)

2. covers a lot of ground (information)

3. delve into many areas of the market. (insight)

4. conduct a situational analysis on the overall business environment (SWOT analysis)



WRITING: MISSION STATEMENT

Task 4.

Write a short mission statement of your company using the tips provided above or choose a mission statement available online, and analyse it in terms of its marketing appeal. Look at the example in Task 3.

BUSINESS SKILLS

Task 1.

It is important to conduct a situational analysis of the overall business environment in order to compete effectively. Have you heard about such tools as Porter's five forces model, PEST and SWOT? Complete the sentences below.

Porter's five forces model provides a perspective for _____

PEST is a tool for understanding _____

SWOT is aimed at _____

Task 2.

Look at the factors businesses need to consider while conducting a SWOT analysis. Choose a company, either the one you work for or a company from your industry, and write its SWOT analysis based on the information below. Then, deliver a presentation using the phrases below.

STRENGTHS

- competitive advantages
- USPs (unique selling propositions)
- resources, assets, people
- experience, knowledge, data
- financial reserves, likely returns
- marketing (reach, distribution, awareness)
- innovative aspects
- location
- price, value, quality
- accreditations & certifications
- processes, systems, IT
- cultural & behavioural factors
- management cover, succession
- philosophy & values

WEAKNESSES

- gaps in capabilities
- lack of competitive strength
- reputation, presence & reach
- financials
- own vulnerabilities
- timescales, deadlines & pressures
- cash flow, start-up cash-drain
- supply chain robustness
- reliability of data
- morale, commitment, leadership
- processes & systems
- management cover, succession

OPPORTUNITIES

- market developments
- competitors' vulnerabilities
- industry or lifestyle trends
- technology development & innovation
- global influences
- new markets
- niche target markets
- geographical factors
- export & import
- business and product development
- research
- partnerships
- seasonal, weather & fashion influences

THREATS

- political effects
- legislative effects
- environmental effects
- IT developments
- competitor intentions
- market demand
- new technologies, services, ideas
- vital contracts & partners
- sustaining internal capabilities
- obstacles faced
- insurmountable weaknesses
- loss of key staff
- sustainable financial backing
- economy – home & abroad
- seasonality & weather effects

Useful phrases for delivering presentations:

The subject/topic of my presentation is _____
I'm going to divide my presentation into _____ parts.

Let's begin/start by _____

First of all, I'll _____ and then I'll go on to _____

Then _____

Finally _____

Moving on now to _____

Let me turn to _____

The next issue I'd like to focus on is _____

Let's look at _____

I'd like to draw your attention to _____

What these figures clearly show is _____

Just to give you the background to this _____

To put this into perspective _____

Let's consider this issue in more detail _____

As an illustration, _____ or To illustrate this point _____

A pertinent example of this is _____

To give you a relevant example _____

To sum up _____ or To summarise _____

To conclude _____ or In conclusion _____ or I'd like to recap _____

The take-home message here is _____

In other words _____

To put it more simply _____

I'm happy to answer any queries/questions.

Please feel free to ask questions.

Task 3.

Now, look at the factors considered in a PEST analysis. Conduct the PEST analysis of the company you work for or any company of your choice, and deliver a similar presentation.

POLITICAL

- › ecological/environmental issues
- › current legislation
- › future legislation
- › international legislation
- › regulatory bodies and processes
- › government policies
- › trading policies
- › funding, grants & initiatives
- › home market pressure groups
- › international pressure groups
- › wars & conflicts

ECONOMIC

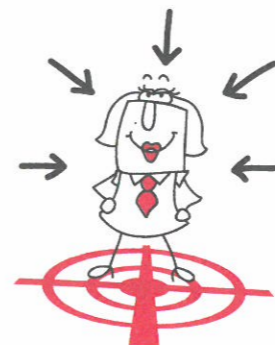
- › economic trends
- › overseas economies
- › taxation
- › market/trade cycles
- › seasonality issues
- › specific industry factors
- › distribution trends
- › interest/ exchange rates
- › monetary issues
- › international trade

SOCIAL

- › lifestyle trends
- › demographics
- › consumer attitudes and opinions
- › media views
- › law changes affecting social factors
- › company image
- › consumer buying patterns
- › fashion & role models
- › major events & influences
- › buying access & trends
- › ethnic/religious factors
- › advertising & publicity
- › ethical issues

TECHNOLOGICAL

- › competing technology development
- › research funding
- › associated/dependent maturity of technology
- › manufacturing capacity
- › information & communications
- › technology legislation
- › innovation potential
- › technology access
- › licensing, patents, intellectual property
- › global communications



8.3. MARKETING ACTIVITY



READING & VOCABULARY

Task 1.

What does marketing management involve? Look at the key tasks related to this process, and fill in the gaps with the words below.

collect | identify | supply | offer | serve | attract | retain | determine | develop | feed

Identify target markets

Management have to 1) _____ those customers with whom they want to trade. The choice of target markets will be influenced by the wealth consumers hold and the business' ability to 2) _____ them.

Market research

Management have to 3) _____ information on the current and potential needs of customers in the markets they have chosen to 4) _____. Areas to research include how customers buy (which marketing channels are used) and what competitors are offering.

Product development

Businesses must 5) _____ products and services that meet needs and wants sufficiently to attract target customers to wish and buy.

Marketing mix

Having identified the target markets and developed relevant products, management must then 6) _____ the price, promotion and distribution for the product. The marketing mix is tailored to 7) _____ value to customers, to communicate the offer and to make it accessible and convenient.

Market monitoring

The objective in marketing is to first 8) _____ customers - and then (most importantly) 9) _____ them by building a relationship. In order to do this effectively, they need feedback on customer satisfaction. They also need to 10) _____ this back into product design and marketing mix as customer needs and the competitive environment change.

Task 2.

You are going to read the text about marketing departments. Based on the introduction below, what issues does the article raise?

Do companies still need marketing departments? And if they do, should they focus on the P of promotion (often the case) or be principally responsible for the three other Ps: product, price and place? Company CEOs often think about this question. They wonder whether the marketing department is of the right size and is carrying on the right functions, and whether it should be expanded, reduced or even eliminated.

Task 3.

How did marketing departments come into existence? Read the next part of the article, and mark the milestones in the history of marketing departments.

MARKETING DEPARTMENTS

PAST

NOW

It's hard to answer these questions without understanding how marketing departments came about in the first place. Marketing departments are a relatively recent organisational innovation as companies started to establish them in the 1960s. Companies always had sales departments, and they also made use of outside ad agencies and marketing research firms. Then a number of leading companies, including Procter & Gamble and General Electric, set up small marketing groups primarily to help their sales forces get more **leads** and to help improve the company's management of advertising and communications. Companies started to add brand managers to handle different brands, and these brand managers kept expanding the marketing department even further. Over time, other skilled employees were added to the marketing department, including pricing experts, sales promotion experts, **market segment** managers and category managers.

Marketing departments then took on the responsibility of creating **marketing plans** and budgets. Marketing was clearly a cost department and was expected to prove that its advertising and other activities helped increase sales revenue.

The marketing department initially was headed by a marketing director or a vice president of marketing. The company's **sales force** typically is separately managed by a vice president of sales, even though most, if not all, marketing textbooks have included sales as part of marketing. The vice president of marketing and the vice president of sales are supposed to work together closely, even though they usually have different ideas of how marketing and sales dollars should be spent. Marketing favors a large budget for advertising, whereas sales would like to put more money into sales force development.

Around 1990, companies started to change the name of vice president of marketing to chief marketing officer. This was more than a word change. Marketing now was

in the hands of a chief who could join the other chiefs – the chief executive officer, chief operations officer, chief financial officer and chief information officer – the senior officers who plan the company's current and future strategies. Today, there are about 3,000 CMOs in the US. Companies in only a few other countries have appointed CMOs to manage the marketing function.

Task 4.

What do the bolded phrases from the article refer to?

- leads →
- market segment →
- marketing plans →
- sales force →

Task 5.

Read the article once again, and decide whether the statements below are true or false.

1. Marketing departments replaced sales departments. **T/F**
2. Marketing departments were established exclusively to help sales departments win new customers. **T/F**
3. Brand managers used to be in charge of marketing departments. **T/F**
4. Marketing departments were responsible for advertising activities. **T/F**
5. The vice president of sales and the vice president of marketing were supposed to liaise with each other. **T/F**
6. The vice president of sales and the vice president of marketing frequently agreed on the budget allocation. **T/F**
7. Chief marketing officers can influence a company's current and future development. **T/F**

Task 6.

Look at the activities performed by CMOs, and fill in the gaps with the correct verbs below.

gathering
stewarding
representing
measuring
bringing

championing
upgrading
accounting for
monitoring

Formally, a CMO can be seen as responsible for six activities:

- 1) _____ the evolving consumer landscape, 2) _____ the voice of the customer, and 3) _____ the development of a strong customer orientation to build customer loyalty and retention
- 4) _____ customer insights to help develop new products and services for achieving growth objectives
- 5) _____ the corporate brand and branding practice

- 6) _____ marketing technology and skills in the company
- 7) _____ and 8) _____ marketing financial performance
- 9) _____ insight into the corporate portfolio and synergies.

A new CMO is advised to focus on only a few of these activities, especially those that would produce an early impact on sales revenue. The CEO wants to know, within a year or two, that the CMO has produced results that cover the cost of this position. Studies show that CMOs tend to last about two years at most organisations.

Task 7.

Look at the example above, and list the main activities you perform at work. Then, present them using the phrases below.

I'm in charge of _____
 I report to _____
 I run the HR/marketing/legal department _____
 I perform/fulfil/discharge duties such as _____
 I handle/deal with (e.g. issues, problems) _____
 I face (e.g. challenges) _____

Task 8.

Who should be responsible for marketing in a company? Read the last part of the article, and decide whether you agree or disagree with the following statement. Use the phrases below.

Some companies have argued that marketing is too important to be left to marketers, and it should be everyone's responsibility. We appreciate the belief in the importance of marketing, yet our concern is that if everyone is doing the marketing, then no one is in charge and responsible for it. It would be like asking all of your children to take out the garbage, which almost guarantees that it will never get taken out.

AGREE

I couldn't agree more.
 That's a good point.
 I'd go along with that.
 I entirely agree with the statement.
 That's exactly what I think.
 I agree up to a point.

DISAGREE

I totally disagree.
 I beg to differ.
 That's not always the case.
 No, I'm not so sure about that.
 I have mixed feelings about that.
 That's not entirely true.



SPEAKING & LISTENING

Task 1.

Direct mail, email marketing and telemarketing are all promotional activities involved in direct marketing. First, complete the following table, and then work with a partner in the way described below.

Student A is a marketing director in a middle-sized enterprise manufacturing furniture. You decide how to allocate this year's budget for promotional activities to boost sales. Ask your marketing team leader for advice on which marketing activities to use, and give your opinion on every option you hear from your subordinate. You are against direct marketing as an old-fashioned and ineffective form of advertising.

Student B is a marketing team leader who firmly believes in direct marketing and its impact on boosting sales. Your task is to convince your manager to allocate a lion's share of the budget on direct mail, email marketing and telecasting. Remember to provide relevant arguments supporting your suggestions.

Direct marketing	
Advantages	Disadvantages

Task 2.

What is the concept of cold calling about? Are there any techniques sales people use to make cold calling effective? How do customers react to it?

CD2 Task 3.

23

Are there any legal restrictions imposed on direct marketing? Listen to Alison, a lawyer talking about basic legal rules involved in direct marketing, and tick the issues she mentioned. Then, compare the situation in the UK with the Polish legal reality in this respect.

cookies	
telesales	
data protection	
marketing lists	
fax marketing	
financial penalty	
opt-out option	
text messages	



SPEAKING & LISTENING

Task 1.

Maciej is an artist who runs his own online shop selling silk hand-made scarves for women appreciating unique design. However, Maciej's budget on marketing is very limited. Is marketing on a tight budget possible at all? What would you advise Maciej considering his limited resources?

CD2 Task 2.

24

Listen to what Ron, a marketing specialist, advised Maciej, and compare it with your advice. Did he mention any methods you have not thought about?



8.4. CONSUMERS AND MARKETERS



VOCABULARY & SPEAKING

Task 1.

What is the difference between a customer and a consumer? Fill in the sentences and example below with the words *customer* and *consumer*.

1. A _____ is someone who purchases and pays for a product or service.
2. A _____ is the ultimate user of the product or service who may not have paid for the product or service.

Example:

A food manufacturing business makes own-label, Italian ready-made meals for the major supermarkets. As far as the business is concerned, the _____ is the supermarket to whom it supplies meals. The _____ is the individual who eats the meal.

Task 2.

Think about a common marketing word which collocates well with the verbs below.

market, promote
develop
launch

a p _____

Task 3.

Consumer products may be classified into convenience, shopping, specialty and unsought products. Define these categories, and label the goods below with the right category.

bread
fridge
Rolex watch
microwave
washing liquid
BMW

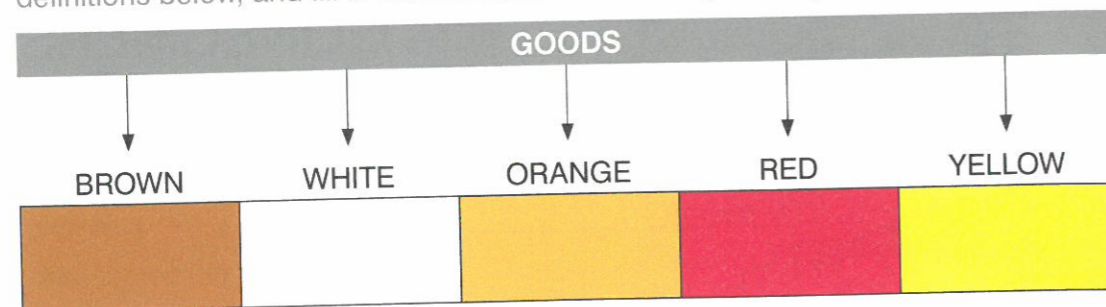
life insurance
milk
trousers
newest model of a smart phone
jewellery
toothpaste

Task 4.

What is product placement? Can you provide any examples of it?

Task 5.

Have you heard about brown, white, orange, red and yellow goods? Read the definitions below, and fill in the sentences with the right category of goods.



brown goods – light electronic consumer goods
 white goods – heavy equipment needed at home
 orange goods – consumer goods changed regularly
 red goods – products consumed quickly after buying
 yellow goods – non-consumable goods replaced after many years of service

1. Consumers replace _____ because of their standard wear and tear.
2. _____ include TV sets and radios.
3. Consumers buy _____ a few times in their lives.
4. _____ cover major household appliances.
5. _____ such as food have a short lifespan.

Task 6.

Fill in the following sentences with the correct preposition.

1. This new model of our product appeals to the _____ 20 market.
2. The sales team were briefed _____ the functionalities of the product.
3. My company decided to diversify _____ new products.
4. Why did customers lose faith _____ our products?
5. Could you check if we have this product _____ stock?
6. Let me inspect the product _____ defects.

Task 7.

Look at the sales promotion techniques below, and answer the following questions.

1. What sales promotion techniques are most common in Poland?
2. Which sales promotion techniques do you find effective and why?
3. Which sales promotion techniques do you find ineffective and why?
4. Which sales promotion techniques appeal to you as a customer?

BOGOF
 money off coupons
 loss leaders
 discount vouchers
 tying

free gifts
 bundling
 point of sale materials
 loyalty cards
 competitions

Task 8.

Match the sales promotion techniques above with the examples below.

1. Ana bought two milk chocolate packages together and paid the price of one chocolate package.
2. Martin bought a moisturising body lotion for his girlfriend and received a small tube of a hand cream.
3. Hanna bought a bottle of champagne, which allowed her to take part in a chance to win a trip to Paris.
4. Mario bought a Business English coursebook together with a CD including additional study materials. They are always sold together.
5. Monika cut the coupon out of a fashion magazine and bought a swimsuit at a reduced price.

**SPEAKING & LISTENING****Task 1.**

According to the VALS framework (Values, Attitudes and Lifestyles), consumers are classified into eight categories based on their buying habits. Search for the definitions of profiles in accordance with the VALS framework, and discuss them with the group.

CD2
 25

Task 2.

Listen to eight people talking about their consumer habits, and match each speaker with his/her corresponding consumer type.

VALS: Innovators | Thinkers | Believers | Achievers | Strivers | Experiencers
 | Makers | Survivors

Tomasz is a/an _____
 Monika is a/an _____
 Leszek is a/an _____
 Mateusz is a/an _____

Martin is a/an _____
 Marta is a/an _____
 Roza is a/an _____
 Katrin is a/an _____

Task 3.

Which VALS type do you represent and why?



READING & SPEAKING

Task 1.

Do marketing fliers attract your attention? What colours seem to attract people most in your opinion? Fill in the headings from 1 to 4 and the gaps in each extract below with a relevant colour, one per each extract.

1. _____

Bright colours attract the eye, and _____ is the top attention-getter. But be cautious in the shade of _____ used for a flier, as the colour can cause eye fatigue. A vibrant _____ will certainly get noticed, but if the flier has a lot of text that requires people to look at it for long, it may be unpleasant to read, and they may not make it to the end. That said, _____ provides excellent contrast with the dark colours typically used for text, so readability is high. Psychologically, _____ is associated with the sun and evokes feelings of cheerfulness.

2. _____

_____ is a powerful, bold colour that stands out and is effective at getting attention. It generates feelings of excitement and stimulates the senses. Use it with heavy black text for a dramatic presentation. Don't go too small with text on red paper, though, since there may not be sufficient contrast for easy readability. The eye is naturally drawn to _____, which is why marketers commonly use _____ ink to spotlight important areas or information they don't want the reader to miss.

3. _____

Combine the top two attention-getting colours, and you get _____. It can be hard to incorporate _____ into a design aesthetically, especially since it is so strongly associated with autumn. If you aren't careful, a/an _____ flier with black text will look like a Halloween promotion. Even so, it is generally an underused colour. If you use _____ in your marketing fliers and your competitors don't, you could greatly benefit. _____ is considered a motivating colour – and you want your potential customers energized.

4. _____

This colour demands attention. _____ is the most visible colour to the human eye – it's all around us in nature, after all – so people are preprogrammed to respond to it. But while medium and dark shades of _____ make people think of foliage, bright _____ conveys a message of fun and newness.

Task 2.

Look at the coloured boxes below and describe what emotions they evoke in customers? Which colour appeals to you?



ADVERTISING



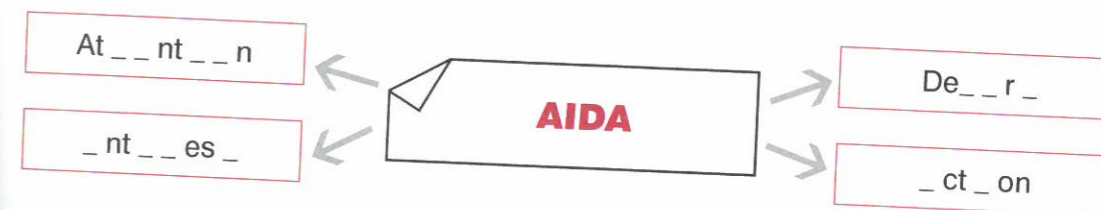
8.5. ADVERTISING AND PUBLIC RELATIONS



LISTENING

Task 1.

Effective advertising is based on the AIDA model. Decipher the abbreviation, match the stages involved in the model with the corresponding customers' thoughts below, and put them in the correct order.



- _____ I'm really curious about practical tips for me as a job seeker.
- _____ I want to read this book covering guidelines on a successful job interview.
- _____ I'll find an online bookshop and order this book.
- _____ The book could help me to prepare better for my job interview.

CD2
26

Task 2.

Listen to Victoria, an advertising specialist providing a definition of the AIDA model, and discuss four elements of the model she mentioned.



SPEAKING & VOCABULARY

Task 1.

Do you agree with the statement below about advertising? Justify your opinion. Advertising, if done correctly, can do wonders for your product sales, and you know what that means: more revenue and more success for your business.

Task 2.

Look at the list of what advertising can and cannot do for a business, and choose the correct verb below.

CAN DO

Remind customers and 1) *inform/introduce* prospective customers about the benefits of your product or service

- 2) *undertake/establish* and maintain your distinct identity
- 3) *enhance/enlarge* your reputation
- 4) *lure/encourage* existing customers to buy more of your product/service
- 5) *achieve/attract* new customers and replace lost ones
- Slowly build sales to 6) *boost/flourish* your bottom line
- Promote your business to customers, investors, and others

CANNOT DO

- 7) *create/produce* an instant customer base
- Cause an immediate, sharp increase in sales
- 8) *solve/solidify* cash flow or profit problems
- Substitute for poor or indifferent customer service
- 9) *dispose/sell* useless or unwanted products or services

Task 3.

Use the table below to compare advertising and public relations. Use the phrases below.

Advertising	Public Relations
Space or time in the mass media must be purchased.	Mass media coverage (if any) is not paid for.
You determine the message.	The media control the interpretation of the message.
You control timing.	The media control the timing.
One-way communication – using the mass media does not allow feedback.	Two-way communication – the company should be listening as well as talking, and the various PR venues often provide immediate feedback.
Message sponsor is identified.	Message sponsor is not overtly identified.
The intention of most messages is to inform, persuade, or remind about a product – usually with the intention of making a sale.	The intention of public relations efforts is often to create goodwill, to keep the company and/or product in front of the public, or to humanise a company so the public relates to its people or reputation, rather than viewing the company as a non-personal entity.

Advertising

The public may view the message negatively, recognising advertising as an attempt to persuade or manipulate them.

It is very powerful at creating image.

Writing style is usually persuasive and can be very creative, often taking a conversational tone; it may even be grammatically incorrect.

Public Relations

The public often sees public relations messages that have been covered by the media as more neutral or believable.

It can also create image, but can sometimes stray from how it was originally intended.

Writing style is generally more formal and less colloquial.

When compared with advertising, PR _____

When set beside PR, advertising _____

In comparison to advertising, PR _____

Similarly _____

Likewise _____

As opposed to PR, advertising _____

Unlike advertising, PR _____

On the one hand _____ on the other hand _____

For one thing _____ for another thing _____

Task 4.

Are PR activities reserved exclusively for big companies? Can small businesses use publicity opportunities for their own benefit? If so, how?

Task 5.

When do companies need to get media coverage? Complete the list of possible PR opportunities.

a new product launch
involvement with a charity
significant anniversaries
business partnerships

Task 6.

Look at publicity opportunities companies can create. What might be the effect of each activity below?

- ▶ submitting articles for publication
- ▶ commissioning a survey on serious or fun issues and sending the results to the press
- ▶ suggesting a newspaper competition with your product as the prize
- ▶ giving expert opinions
- ▶ sending letters to the editor on business topics using your business address



READING & VOCABULARY

Task 1.

How do companies deal with bad publicity resulting from disgruntled employees and customers, crises and accidents? Read a few tips below, and choose the correct preposition for each gap.

Make sure employees know who to refer journalists' enquiries to, and ensure that only employees who are authorised to do so respond 1) _____ enquiries. If a journalist contacts you, check their deadline, carefully construct a written statement, and respond 2) _____ time. It usually doesn't look good if you refuse to comment. Show you have done everything you reasonably could to correct any problems. If there's a tricky follow-up 3) _____ question, take time to put your case 4) _____, and restate it by written communication if possible. It's not a good idea to go 5) _____ the record when there's bad news. Answer truthfully 6) _____ any questions put to you, although it's not your job to volunteer every detail. Be aware that any response you give may carry legal implications. In the worst case scenarios it might be worth seeking legal advice before making any responses, or consider making statements for the media 7) _____ your legal representatives.

- | | | | |
|------------|------------|------------|------------|
| 1. a) to | b) for | c) with | d) at |
| 2. a) at | b) on | c) in | d) till |
| 3. a) away | b) on | c) up | d) with |
| 4. a) for | b) through | c) away | d) forward |
| 5. a) off | b) of | c) at | d) up |
| 6. a) on | b) to | c) forward | d) with |
| 7. a) by | b) through | d) with | d) without |

Task 2.

Read a sample press release for a local newspaper, and answer the questions below.

1. What is the aim of writing this press release?
2. What elements does it consist of?
3. What kind of language does the author of this press release use?
4. What effect would Anytown Construction like to achieve with this press release?

Anytown Construction Ltd
20 Grove Road, Anytown TZ10 5ZT

Tel 01234 567890
email pr@anytown.co.uk
Fax 01234 098765

Press release 01/09/10

Anytown Firm Builds Business on Email

Anytown Construction is using a new email and telephone system to tackle the problem of contacting your builder whilst a job is in progress.

Anytown Construction is handing out a special email address to all new and prospective customers. They can use it to query progress and the date and time of work, and send in comments, suggestions and requests for changes in the work being carried out.

And for those people who don't have email at home or work, Anytown Construction has set up a phone and voicemail service to take messages and requests.

"Customers have a right to know exactly what's going on. They need a quick answer and they need to get it from the boss," said Anytown Construction managing director Andy Peters.

The service is aimed at both private and commercial clients.

Builders have often been blamed, sometimes unfairly, for bad communications. That was often because they were out and about on various sites and you couldn't expect the employees working on your project to know all the answers.

"But you haven't got the same excuses with modern technology. Mobile phones and email have transformed the picture. I can now be contacted anywhere and give an instant answer," Peters added.

The new service has meant extra investment by Anytown Construction – and a new member of staff to manage the service. Lisa Wright, 24, who lives in Anytown, has joined the company to take on the new role of customer service manager.

"Customer satisfaction is our priority and I'm confident this service will more than pay for itself," said Peters.

And the benefits of technology to the building trade don't stop with email. Peters is now working on an Anytown Construction website which will have everything from pictures of completed projects to advice on planning your loft conversion or new offices.

Contact: Andy Peters at [tel number, land and mobile – email address].

Notes to Editors:

1. Photographs of Andy Peters and Lisa Wright enclosed.
2. This press release can be sent to you by email.
3. Anytown Construction Ltd is a family firm founded in 1964. It is involved in housing and commercial building in the county. Its most recent large project was the Lansdowne Community Hall in Derwent Drive, Anytown.



LISTENING & VOCABULARY

CD2
27

Task 1.

Spotlight recruitment is a small and fast-growing dynamic company specialising in creative and corporate recruitment. Listen to Nicola, the company managing director talking about their successful PR strategy, and make a list of activities she performed to raise the profile of her business.

CD2
28

Task 2.

Listen to the recording once again, and complete the collocations below with the correct verbs.

- _____ marketing/PR objectives
- _____ time
- _____ achievable targets
- _____ impact
- _____ someone on a contract
- _____ writing
- _____ relationships
- _____ or _____ PR strategies
- _____ something in industry relevant press and media
- _____ the profile
- _____ candidates and clients updated
- _____ stronger attention
- _____ technology

Task 3.

Look at the last statement made by Nicola, and replace the italicised phrases with their synonymous equivalents.

"Embracing technology and social media and making it work for us by communicating clearly with everyone we deal with, and *thinking outside the box* to adapt to client and candidates changing needs *have been at the forefront* of us *leading by example*."

- think outside the box →
- be at the forefront of sth →
- lead by example →



8.6. NEW ERA OF MARKETING



SPEAKING & READING

Task 1.

How have marketing activities performed by companies changed over time? What approach to marketing have been adopted? And what are the reasons for this change?

Task 2.

Read a fragment of the article about the changing role of marketing, and compare your answer.

The age of digitalisation has raised new questions about marketing and its role. More companies know that they must add social media and Internet marketing skills to their **marketing toolkits**. If brand choices increasingly are influenced by other consumers rather than by mass media, company marketing departments must redefine their roles, activities and responsibilities.

The principal question has to do with whether the marketing group should limit its activity to promotion (and advertising) or should exercise a strong influence on product, price and place decisions. Even in the **executive suite**, the CMO often is seen by the other chief officers as primarily managing communications rather than substantially influencing product, price and place. In many companies, particularly in high-tech organisations, the new **product development** occurs within the research and development group or within a separate entity, often called product managers. Interestingly, these product managers are not part of marketing. As long as this situation persists, the company cannot deliver integrated marketing, which calls for aligning all **four Ps** to produce and deliver the maximum value to the target customers.

The key to a successful **marketing strategy** is that the elements of the **marketing mix** are in sync: If a premium or superior product is being produced, the product needs to be priced higher, the distribution should be through higher-quality or more service-oriented distributors, and it must be communicated as a premium product. A company should not let its product be developed by one group, its prices set by another group, its **distribution channels** determined by a third group and its promotion developed by a fourth group.

This **outsourcing** of the functions of marketing is happening in many domains beyond just product development. Some of marketing's traditional functions are migrating to other departments in the company. Consider the following: new products often are developed by the **R&D** or product development teams; pricing is set by the finance team; channels are determined by the logistics and supply chain departments; the market strategy is set by a strategy department; service is handled by the **customer service** department; and data mining is handled by IT. That leaves marketing with managing communication, branding and **differentiation**, and customer behaviour.

Task 3.

Discuss what the bolded phrases from the article above mean.

marketing toolkits →
executive suite →
product development →
four Ps →
marketing strategy →
marketing mix →

distribution channels →
outsourcing →
R&D →
customer service →
differentiation →

Task 4.

Provide synonymous collocations of the phrases below.

raise new questions →
exercise a strong influence →
manage communications →
persist (about a situation) →
call for aligning sth →
deliver value to customers →

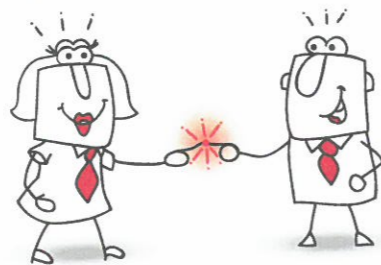
set prices →
migrate to other departments →
develop products →
determine channels →
handle service →
mine data →

Task 5.

Marketing is no longer about using traditional channels, but about constantly innovating and utilising creative solutions that will maximise returns. How do you understand this statement? How to add creativity to marketing activities?

Task 6.

Do you agree that people spend most of their time online, and marketing efforts should be focused on the company online presence?



READING & VOCABULARY

Task 1.

Maria, Tony, Kamila and Edyta all handle marketing issues in small companies. They are discussing different forms of enhancing their company's online presence. Read what they said, and fill in the gaps with the idiomatic phrases below.

goes hand in hand
breathe life into your website
taking a little of the marketing load off your shoulders
gather information on the fly
cornerstone
nuts and bolts

Maria – Online Presence

One of the best places to invest marketing dollars is creating an online presence. The 1) _____ to this strategy is a website, a modern necessity for every business. It will tell your company's story, convey trust and persuade consumers to do business with you.

Tony – Constant Content

To 2) _____ and keep consumers coming back, devote some of your marketing dollars to producing fresh content. Blog posts on topics related to your industry, products or services are usually easiest to produce. If they add value readers will be more likely to share them with others, 3) _____. Consider using podcasts, web seminars and short videos to add variety to your offerings. They are also very shareable, making it much easier for consumers to find you.

Kamila – Going Mobile

Smartphones are more and more popular and consumers use them to 4) _____. Mobile versions of websites should look similar to their Internet versions while providing simple navigation, search functions and share buttons. They should have all the other 5) _____ of your business, such as your logo, slogan, product descriptions and customer reviews.

Edyta – Being Social

A social media presence often 6) _____ with having one online. Companies that are more social can usually engage consumers and establish relationships with them more easily. This can help create loyal customers who are more willing to recommend your products or services. Set up accounts with some of the more popular social channels, such as Facebook and Twitter. Post to those channels regularly, and respond to consumers who interact with you to build a bigger clientele.

Task 2.

Find the verbs in the text with a similar meaning to the ones below.

communicate →
convince →
allocate →

involve →
build →
advocate →

Task 3.

Complete the sentences below with the word(s) appearing in the text.

1. Facebook and Twitter are referred to as _____
2. A digital audio or video you can download from the Internet to your computer is a _____
3. Another word for a web seminar is _____
4. A symbol identifying the company's products and services is its _____
5. Another word for *hook* in a marketing sense is a _____
6. Feedback given by customers is also called _____



READING & SPEAKING

Task 1.

Have you heard about the consumers representing Generation Z? Read the first part of the article *Z Marks the Spot* describing this consumer group in the US, and present their key characteristics.

GENERATION Z

Generation Z is the most tech-savvy group of consumers yet. Here's a look at their habits and how marketers can connect with them.

Born just after the much-buzzed-about millennial generation, the consumers of Generation Z are digital natives growing up in the age of technology. Born from 1990 through 2010, members of Gen Z range from age 3 to 23, according to Cambridge, Mass.-based research firm Forrester Research Inc. Experts say that marketers will have their work cut out for them when it comes to appealing to their multi-screen, digitally savvy lifestyles.

"Gen Z has had direct access to information at a scale that's unprecedented at a very young age. Kids who are 11 and 12 years old have had iPads since they were 8, so they're much more savvy with manipulating and maintaining information, and brands will have to deal with that," says Jamie Gutfreund, chief strategy officer at The Intelligence Group, a youth-focused consumer insights company based in Los Angeles.

According to Forrester, Gen Z consumes more media online than offline, spending 3.9 hours a week watching TV online, compared with 1.6 hours for all US adults. More than one-third of Gen Zers use a tablet regularly, 70% of 10- to 13-year-olds carry

a mobile device and 65% use mobile apps, according to The Intelligence Group's Cassandra Report, which studies the habits of Gen Z.

In 2012, Time Inc. commissioned a study to show how the proliferation of digital devices and platforms would affect the media consumption habits of digital natives. The study showed that digital natives switched their attention between media platforms (TVs, magazines, tablets and smartphones) 27 times per hour, about every other minute. 84% of Gen Z multitask while watching TV with an average of 1.5 other Internet-connected devices such as laptops and cell phones. What are they doing on those extra devices? 71% visit social networking sites, followed by 63% who are browsing the Web and 57% who are doing homework, Forrester says.

Task 2.

Describe Generation Z using your list from Task 1, and the key words below.

tech-savvy
digital natives
mobile apps
digital devices

media consumption
media platforms
social networking

Task 3.

Refer back to the article, and decide what the figures below relate to.

1990 →
8 →
1.6 →
65 →
27 →

Task 4.

How can marketers appeal to Generation Z? Read the second part of the article to find out, and complete the statements below.

To cater to Gen Z's short attention spans, marketers should create synergy between online and offline efforts with content across digital channels and brand assets that are customisable and sharable, says Tracy Stokes, principal analyst at Forrester who focuses on brand-building with Gen Z. "Gen Z doesn't distinguish between their online and offline friends; it's all one world, so you have to come across as one brand across all of those different touch points."

Gen Z has higher expectations of brands, in general, and they constantly re-evaluate brand choices, Stokes says. "You've got to stay fresh to keep their interest. They value innovation, new products, new services, something to look at, something to come back to."

Well-designed packaging also appeals to Gen Z, Gutfreund says. "They live in a world where everybody knows what everybody else is doing, and they're bounty hunters for unique experiences. Because they're Instagram-oriented, 'show me, don't tell me,' products that are visually distinct will get shared."

The members of Gen Z are open to relationships with brands as long as those brands are authentic, Stokes says. "There's so much information available right now that people can peek behind the curtain and figure out what you're doing in terms of how honest you are and what your offer is. Gen Z is more equipped than anyone to figure that stuff out. If you're being inauthentic, they can tell."

Above all, marketers can connect with Gen Z by asking them to participate in their campaigns, Stokes says. "This generation is really used to sharing opinions and crowdsourcing their decisions, whether it's about eye glasses or where they go out at night."

1. The amount of time you can concentrate on your task is _____
2. The opposite of *online* is _____
3. Creating customers' knowledge and opinions about e.g. a product made by a particular company is referred to as _____
4. If you add the prefix *re-* to a verb, e.g. *re-evaluate* (brand choices), it means that you _____
5. Someone who searches for criminals for a reward is called a _____
6. Another word for *different* is _____
7. When you discover or determine something you _____ it _____
8. The opposite of *genuine* is _____
9. People are accustomed to different matters. In other words, they are _____ to them.
10. Obtaining information from people via the Internet is _____



LISTENING & BUSINESS SKILLS

Task 1.

Think about the development of social media platforms. Which of them do you use and why? Have they undergone any changes recently? Brainstorm ideas with the group.



Task 2.

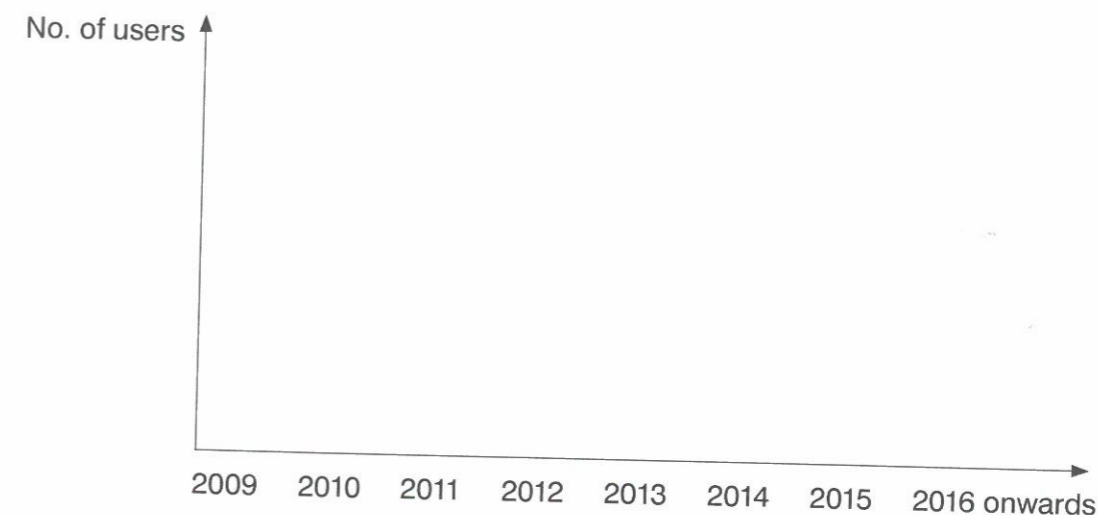
Listen to the podcast about social media trends for 2015 & beyond, and answer the questions below.

1. What do the figures tell us about the direction social media trends are going in?
2. Why are users afraid of handling their personal data by social media channels?
3. How could companies benefit from social media business partnerships?
4. How could you summarise in one sentence social media trends which are being currently observed?
5. How might social media change in the future based on the current situation?

Task 3.

Draw a graph showing the popularity of social media channels over recent years, and present these changes using the words/phrases for describing trends and the language of presentations below.

Social Media Measured by the Number of Users



Useful phrases for describing trends:

report an increase
report a decrease
fluctuate
level off
hit bottom
bottom out
reach a peak
grow slightly or rapidly
rocket
sky rocket
fall steadily or dramatically
drop steadily or dramatically
plunge
plummet
slight, moderate, rapid, dramatic (increase/decrease)
(increase/decrease) slightly, moderately, rapidly, dramatically

Useful phrases for delivering presentations:

The subject/topic of my presentation is _____
I'm going to divide my presentation into _____ parts.

Let's begin/start by _____
First of all, I'll _____ and then I'll go on to _____
Then _____
Finally _____

Moving on now to _____
Let me turn to _____
The next issue I'd like to focus on is _____
Let's look at _____
I'd like to draw your attention to _____

What these figures clearly show is _____
Just to give you the background to this _____
To put this into perspective _____
Let's consider this issue in more detail _____

As an illustration, _____ or To illustrate this point _____
A pertinent example of this is _____
To give you a relevant example _____

To sum up _____ or To summarise _____
To conclude _____ or In conclusion _____ or I'd like to recap _____
The take-home message here is _____

In other words _____
To put it more simply _____

I'm happy to answer any queries/questions.
Please feel free to ask questions.