**UNIT 7. MARKETING**

**Marketing** is the activity of presenting, advertising and selling a company’s products in the best possible way.

**Marketing** is ‘looking at the business through the customer’s eyes’.

**Task 1.Work in pairs. Think about a famous brand. Imagine you are the company that makes it. Answer the questions below.**

Questions that every business has to ask

* What’s unique about my product?
* Who is my target buyer?
* Who are my competitors?
* How do I position my product in the market?
* How do I distribute it?

**Task 2. Read the article and summarize each of the 4 Ps (Product, Price, Promotion, Place).**

How are additional**four Ps** important in marketing?

*e.g. Product: You must have a high quality product which meets the customers’ needs.*

**How to Market**

It’s not enough for a business to make great product – they have to find customers and then sell it! That’s where marketing comes in. Marketing is essential because it helps companies to decide on their goals and strategies. Marketing is all about identifying and meeting customer needs.

**The Marketing mix – the ‘four Ps’**

Marketing concerns every aspect of a business and can be divided into four areas – the‘four Ps’ **(Product, Price, Promotion and Place**). Every business achieves different balance between them **to** make marketing mix.

**Product**

A high quality product that is right for the market is the key to marketing success. If it is a mobile phone, it needs to look and feel right, be fashionable and easy to use, and offer the right services. It must reflect the end – user’s needs and wants and offer something different from its competitors.

**Price**

Price is an important factor. A quality or luxury product can have a higher price. Organic food can be priced high because it offers customers guarantees of safety and taste. But if you are entering a new market you may set low price to compete better. Low price may also be used by supermarkets for economy brands, and shopping sites such as Amazon promote with aggressive pricing strategies.

**Promotion**

This includes advertising, publicity and selling. Personal selling by sales representatives is an effective way to sell products such as cars. Advertising is essential and is used by most companies. It may be on the Internet,TV, radio, on posters, in newspapers and magazines and on mobile phones. Some companies target specific customer groups and send direct mail ads.

**Place**

It’s no good having a perfect product if you can’t get it to your customer. A business has to distribute its products effectively. They can be distributed directly to your customer, via a shop, or indirectly through a wholesaler. Wholesalers act as a link between a company and retailers. Direct selling is becoming increasingly important on the Internet.

**Today some marketers talk about an additional four Ps:**

* **People**: how your staff (or employees), are different from those in a competitor’s organization, and how your clients are different from your competitor’s clients.
* **Physical presence**: how your shop or website looks.
* **Process:** how your product is built and delivered, or how your service is sold, delivered and accessed.
* **Physical evidence**: how your service becomes tangible*(capable of being touched, material*). For example, tickets, policies and brochures create something the customers can touch and hold.

**Task 3. Match the verbs with the words and phrases. Sometimes more than one combination is possible.**

|  |  |
| --- | --- |
| 1. achieve
 | a) a price |
| 1. offer
 | b) products |
| 1. meet
 | c) a new market |
| 1. enter
 | d) customer groups |
| 1. distribute
 | e) services |
| 1. set
 | f) customer needs |
| 1. target
 | g) results |

**Task 4**. **A marketing manager is talking about the marketing mix for a brand of cleaning products. Choose the correct words from the brackets to complete the text, and then match each speech bubble with one of the Ps.**

1. Our (*staff / reputation / competitors*) are highly motivated. We really believe in our brand. For example, our (consumers / employees / customers) are always trying to improve what we do.

2. Our (*tools / range / support*) includes detergent, toilet cleaner and sponges.

3. We use a lot of (*advertising / presence / promotional*), usually in women’s magazines.

4. You can ﬁnd the brand in supermarkets and local shops. The (*tangible / accessibility / process*) of our (*staff / mix / outlets*) is important. We need to be in a lot of (*locations / supports / distributions*) so that we are easy to ﬁnd.

5. We are more (*accessibility / reputation / expensive*) than our (*competitors / staff / sales*) but we offer good credit terms and we sometimes run special (*deals / processes / support).*

**Task 5. Complete the text using words from the box.**

*advertising mix price products promotional*

Marie Curie Cancer Care is reviewing its marketing strategy in an attempt to attract a wider audience. It will stop using **(1**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ techniques, such as mailings and events. Television **(2**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and face-to-face marketing are both being tested in a bid to supplement the charity’s typical over-60s donor base with younger supporters. If tests prove successful, they will become part of Marie Curie’s marketing **(3) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**. In addition, Marie Curie Cancer Care is expanding its online shop. Stylish handbags at a **(4) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** of £10 are attractive to younger customers. Marie Curie Cancer Care says it is responding to customers’ needs and wants by selling elegant fashionwear **(5**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**Task 6.Do the following words and expressions refer to Product, Price, Place, Promotion, or People?**

*accessibility, customers, discounts, location, sales force, branding, delivery, distribution, quality, special deals, competitors, direct marketing, launch, reputation support*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Product | Price | Place | Promotion | People |
|  |  |  |  |  |

**Task 7. Work in groups.Think about an expensive brand and a less expensive alternative. What are the differences in the marketing mix for the two brands?**

**Task 8.Complete the article about a supermarket in - store event using words from the box.**

*awareness customers identiﬁed meet promotional*

This week, Tesco launches its biggest ever ‘Health Event’ – illustrating its commitment to helping (**1**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ lead a healthy and active lifestyle. The supermarket has (**2**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ health as an important customer concern and is working to (**3**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ the needs of its customers. Hundreds of (**4**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ operations for healthy products will run all over the store, from fresh produce through to grocery and healthcare lines. Tesco hopes that (**5**) \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_of its initiative will be high.

**Task 9. Replace the underlined words and expressions with alternative words and expressions from the box.**

*afford high quality revenue objectives convenient price socially acceptable*

1. Mobile phones are *fashionable and attractive* to the youth market. 2. We have a reputation for providing *good standard* mobile phones. 3. The *costto user* of mobile phones is kept down because they are subsidized by the network providers. 4. This means more people can *have the money to buy* the product. 5. More and more, customers buy mobile phones online because it is more *accessible.*

6.*Expected earnings* from 3G phones were not met when the products were ﬁrst launched.

**Task 10.Put the words in each sentence in the correct order.**

1.attention attract must product the to we.

2.aware become of people brand the will.

3.an create in interest need product the to we.

4.an customers develop in interest product the to want we.

5.a desire develop must our own product to we.

6.people steps take it to try will.

7.action buy must prompt it to we.

**Task 11. Read the text about marketing and match 1- 4 paragraph with the headings below.**

A Dare to be different \_\_\_

B Be global think local \_\_\_

C Marketing medicine \_\_\_

D The feel good factor \_\_\_

**1**. People often wonder what makes a brand different from a product. Quite simply, in marketing terms, products aren’t brands. Products are general, while brands are something *unique*. Brand identity consists of far more than the physical product itself. It includes all the psychological features that we have learnt *to associate* with it. Top brands form a person relationship with *consumers*; they are able to make us feel more confident, more powerful, healthier, and happier. Brands are promises and people buy what they believe in.

**2.** A brand has *USPs (Unique Selling Points)*, specific features which*set it apart* from its *competitors.* For example, Barbie was the first doll to look like a young woman, and a metal rivet (kniedė) was the unique feature of Levi jeans. Both brands have had numerous imitators, but generally speaking, a ‘me – too’ productwon’t achieve the success of the one it follows.

**3**. People who say you don’t need to worry about the competitors couldn’t be more wrong.*Competent* managers have to know how to position their brand in relation to the competition in terms of factors like price and quality of the product. Managers should relate the brand’s values in a meaningful way to the consumers they have targeted. With worldwide brands this may mean changing your message from country to country, or even with one market. Coca – cola produces a version for Japan, which is sweeter than the one sold in the US. The Japanese prefer beef with a higher fat content, so McDonald’s naturally *obliges*. Ronald McDonald’s name was even changed to Donald because the Japanese have trouble saying ‘r’.

**4**. The product life cycle is a familiar one in marketing. A product is *launched,* developed, goes through a period of growth, enters *maturity,declines,* and eventually dies. A top brand should go on and on if it is well managed. A brand manager is like a doctor or plastic surgeon, who can keep the brand healthy and looking fresh down the years. Brand managers must be able to identify new *segments* of the market, particularly when products have become mature. Coca – cola has introduced a large number of variants *to appeal to* different consumers. So knowing what stage your branded product is at in this cycle may help you decide when to launch a line extension or go for a relaunch with *improvements* and ‘added – value’ features. Newer versions of cars, for instance, will come with air – conditioning or self – parking system as a *standard feature*, or they will have a facelift to modernize the look even though what’s under the bonnet may stay the same.

**Task 12. Read the text again and decide if these statements are true (T) or false (F).**

1. *Brand* is just another word for *product. \_\_\_*
2. Brands can help us feel good about ourselves. \_\_\_
3. USPs aren’t as important as people believe. \_\_\_
4. It’s better to be first in the market with a new idea. \_\_\_
5. People worry too much about competition. \_\_\_
6. Global brands may need to think ‘local’. \_\_\_
7. There’s little you can do to keep a brand alive. \_\_\_
8. Some changes to products are simply cosmetic. \_\_\_

**Task 13. Match the words *in italics* from the text with the following definitions.**

1. Features or characteristic of a product, service, etc. that distinguishes it from others of a similar nature and makes it more appealing.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
2. Do as (someone) asks or desires in order to help or please them. \_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. A very advanced or developed state. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
4. [Make](https://www.macmillandictionary.com/dictionary/british/make_1) someone or something [different](https://www.macmillandictionary.com/dictionary/british/different) and [special](https://www.macmillandictionary.com/dictionary/british/special_1). \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
5. Being the only one of its kind; unlike anything else.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
6. Stage for a product when the sales keep decreasing/getting smaller after reaching a long and consistent peak. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
7. Each of the parts into which something is or may be divided. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
8. Connect (someone or something) with something else in one's mind. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
9. Having the necessary ability, knowledge, or skill to do something successfully. \_\_\_\_\_\_\_\_\_\_\_
10. A person who purchases goods and services for personal use. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
11. A new product is developed and offered to the customers. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
12. An organization or a business engaged in commercial or economic rivalry with others. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
13. Equipment that is marketed on a product over which the purchaser can exercise no choice. \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
14. Please or attract someone.
15. A thing that makes something better or is better than something else.

**Task 14. Using the information in paragraph 4, identify the different points of a product’s life cycle on a graph below.**

[**T**](https://pmstudycircle.com/2015/10/project-life-cycle-vs-product-life-cycle/#T)

**Task 15. Go online and make a research on any other long – lasting successful world’s most recognizable brand name(s). Find out how they succeeded in relaunching existing brands to appeal to new generations of consumers.**