**SO\_SESSION 3**

1. **Reading: Main Reading 2 – They know what you want** (**Marketing**) (1hr 10 mins)

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| **Questions** | **Text** | **Language notes** |
| **Matching information** (tìm thông tin/chi tiết trong đoạn)  **STRATEGY**  **\*\*\*Làm cuối cùng - sau khi đã tương đối hiểu bài**  Đọc qua các câu xem có câu nào match được luôn không (decide in 10s).   * Đọc từ câu 1 & đọc từng câu - underline key words (ý chính).   Scan -> intensive reading  \*1 câu không được quá 1’15s => move on câu tiếp | | |
| 1. a reference to distinct marketing methods in certain contexts. | **C**  Selling a perfume, a lawn mower, a ballpoint pen, and a pet food will  obviously call for different marketing techniques | Distinct =  Methods = |
| 2. a mention of the purpose of marketing | **B**  In short, the goal of marketing is to channel a shopper's choices toward a single, specific product. |  |
| 3. examples of what people purchase for meals | **A**  With her shopping list in hand, a supermarket customer is facing the challenge of selecting a breakfast  cereal for her family. The shelves are stocked with as many as 200 varieties. Should she buy wheat,  corn, rice, bran, or oat cereal? |  |
| 4. a mention of methods that could be used to promote a product effectively. | **E**  Maybe the ads will invoke the authority of a famous baby doctor to emphasize the health appeal. The ads will certainly emphasize things like good taste, easy preparation, and high nutrition. Maybe the ads will include coupons for free samples |  |
| **Process completion**  **STRATEGY** - tương tự sentence completion:  Word limit ONE WORD -> underline & anticipate word form -> scan -> intensive reading -> answer | | |
| The marketing plan starts with a 5 **survey**  to understand the needs of potential customers. | Paragraph C  A marketing plan often begins with a survey to determine who is most likely to buy a certain type of  product. | Start = begin |
| A 6 **slogan** is made to **deliver** a **message**. | Paragraph D  They also create a marketing  slogan: Give your baby a Healthy Start. | (v) …. a message |
| The **marketing team** determines the location and the content of the 7 **Ads/advertisements** . | Paragraph E  They must decide  where to publish advertisements and what the ads should say | Determine = |
| An appealing 8 **package** for the product is created. | Paragraph E (for the product)  A design company is ready designing an attractive  package for the product. | \*\*\*nếu câu hỏi có từ mới -> tìm thông tin bằng những details khác. |
| The product is **launched in** 9 **Supermarket(s)** after a number of **tests.** | Paragraph E  Finally, the new product will be placed on supermarket  shelves. | ... a product = place in supermakets |
| YES NO NOT GIVEN  YES-câu trong bài đúng với câu hỏi (>80%)  NO-câu trong bài phủ định câu hỏi (k thể xảy xảy ra trg hợp câu hỏi)  NG-không nhắc đến or không đủ thông tin | | |
| 10. A **marketing plan** includes ways to convince shoppers to buy a product. | Paragraph B  (A marketing plan, administered by a marketing director, includes what to name the product, how to advertise it, how to price it, how to package it, and how to convince customers to buy)  it.  **YES** |  |
| 11. Mothers want to be happy and want their babies to be smart.  Nếu câu hỏi: Mothers’ two priorities are to… | Paragraph D  **NG**  A survey indicates that most mothers have two top  priorities, 1. they want their babies to be healthy: 2. they want to be good mothers |  |
| 12. **Ads** published in magazines might **invoke the authority of** a famous woman who is also a mother. | Paragraph E  **NG**  Maybe the ads will invoke the authority of a famous baby doctor to emphasize the health appeal. | Invoke (v) đưa ra .. làm dẫn chứng |
| 13. Offering a **scholarship** would be an innovative gimmick for a new product. | **YES**  Maybe the marketing team will try something innovative, like offering a Healthy Start college  scholarship to a lucky winner. | Gimmick =  (v) … a scholarship |

1. **Writing: (line graph) (1 hour)**