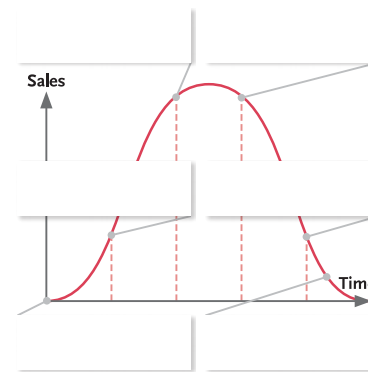


#### IV Marketing

Fill in the stages of the **product life cycle**:

Growth / Introduction /  
Product development / Decline /  
Maturity / Saturation



### Going international

Now let's use the basics of the chapter "Marketing" in English!  
Marketing is not only advertising and selling. Marketing has to be understood as identifying and satisfying customer needs.

#### Exercise 1

Complete the following text with the words from the box.

marketing strategy → market research → primary → secondary  
→ competitors → customers → target group

Companies use \_\_\_\_\_ to gain information about their \_\_\_\_\_. This information is used to determine the \_\_\_\_\_. It can be obtained by using \_\_\_\_\_ or \_\_\_\_\_ market research and provides information about \_\_\_\_\_, \_\_\_\_\_ and the overall market environment.

#### Exercise 2

Which of the 4 Ps of Marketing do the following examples belong to?

Example	Marketing Ps
A company uses a low price at the launch of a new product to gain market share.	
Samsung offers mobile phones, fridges, washing machines, TVs and computer monitors.	
When opening a video on Youtube you see a short advertisement about Iglo's newest frozen fish product.	
Sonnentor sells its herbal tea in its own shops, online and at certain supermarkets.	
Your friend brags about his new iPhone in class.	
Apple offers its customers a unique user experience with an integrated IT user interface on all systems.	
After pre-ordering a screwdriver you can pick it up directly in your nearest OBI-store two hours later.	

#### Exercise 3

Describe examples of advertisements you have seen on social media. Try to use full sentences.

Ein Unternehmen muss ständig von außen mit Waren versorgt werden.



Es gibt verschiedene Beschaffungsprinzipien, wie man Waren einkaufen kann.



## V Material- und Warenwirtschaft

Sie finden

- Material- und Warenwirtschaft im Überblick/  
Seite 198
- Beschaffungsmarketing (Beschaffungslogistik)/  
Seite 200
- Lager-, Transport- und Entsorgungslogistik/  
Seite 230