

## Module 3 : Marketing & Promotion

### Marketing



#### Exercise 1: Marketing concepts

Write each of the following words next to its best definition:

#### ***Advertising – Marketing – Promotion – Publicity***

1. All the ways used to encourage demand for a product (the most general term)	
2. An activity that attracts people's attention to a product (one aspect of N° 1)	
3. Telling people about a product, e.g. on television or in magazines, in order to persuade them to buy it (one aspect of N° 2)	
4. Any information that makes people notice a product (this may be unplanned, out of control of the company and not part of its marketing strategy)	

#### Exercise 2: Marketing vocabulary

Find a word from the Marketing Presentation which matches the following definitions:

1. Separate parts of a market: \_\_\_\_\_
2. A small group of potential buyers who have similar needs or interests: \_\_\_\_\_
3. Important parts or attributes of a product: \_\_\_\_\_
4. A group of people the company is aiming to sell its products to: \_\_\_\_\_
5. Selling the same product to the whole market: \_\_\_\_\_
6. The portion of a market controlled by a particular company or product: \_\_\_\_\_
7. Another company selling a similar type of product: \_\_\_\_\_
8. A chain of businesses or intermediaries through which a product passes until it reaches the final consumer: \_\_\_\_\_
9. A person who purchases goods and services for personal use: \_\_\_\_\_
10. A marketing tool showing the progression of an item through the 4 stages of its time on the market:  
\_\_\_\_\_

### **Exercise 3: Marketing, product and market collocations**

*Make 3 collocations with each of the three words on the left, by matching each word up with 3 words on the right.*

<b>market</b>	campaign forces launch leader
<b>marketing</b>	line mix range
<b>product</b>	share tool

*Now complete the following sentences with one of the collocations you have formed.*

1. If the government doesn't interfere, then prices are set by \_\_\_\_\_.
2. 'The 4Ps' give the \_\_\_\_\_ for a particular product.
3. The \_\_\_\_\_ is when a new product is introduced onto the market.
4. Sponsored links on Google (when a customer searches for your product type) is a very effective \_\_\_\_\_.
5. The company that sells the most products on a particular market is the \_\_\_\_\_.
6. The variety of different products that one company sells is its \_\_\_\_\_.
7. A \_\_\_\_\_ consists of a set of related products produced by a company.
8. A \_\_\_\_\_ is a coordinated series of steps that can include promotion of a product through different media over a specific period of time.
9. The percentage of the market that you have is your \_\_\_\_\_.



## Exercise 4: The Marketing Mix

Fill the gaps in the sentences below with words from this list.

*commercials - competes - design - distribution - end-users - website - image - labels  
materials - newspaper advertisements - opportunities - online retailer - outlets – place  
sales promotion - posters - price - product - promotion - public relations - radio spot  
rival - satisfy - strengths - threats - weaknesses - website*

### 1. What is 'the marketing mix'?

The marketing mix consists of 'the four Ps': providing the customer with the right  
P\_\_\_\_\_ at the right P\_\_\_\_\_, presented in the most attractive way  
(P\_\_\_\_\_) and available in the easiest way (P\_\_\_\_\_).

### 2. What is 'Product'?

A product is not just an assembled set of components: it is something customers buy to  
s\_\_\_\_\_ a need they feel they have. The i\_\_\_\_\_ and the d\_\_\_\_\_ of  
the product are as important as its specification. Packaging (e.g. design, l\_\_\_\_\_,  
m\_\_\_\_\_) is also part of the product.

### 3. What is 'Price'?

The product must be priced so that it c\_\_\_\_\_ effectively with r\_\_\_\_\_  
products in the same market.

### 4. What is 'Promotion'?

The product is presented to customers through advertising (e.g. TV c\_\_\_\_\_,  
r\_\_\_\_\_, n\_\_\_\_\_, p\_\_\_\_\_), publicity, P.R. (p\_\_\_\_\_  
r\_\_\_\_\_) and s\_\_\_\_\_ p\_\_\_\_\_.

### 5. What is 'Place'?

Your product must be available to customers through the most cost-effective channels of  
d\_\_\_\_\_. A consumer product must be offered to e\_\_\_\_\_ in suitable retail  
o\_\_\_\_\_, or available to purchase via an o\_\_\_\_\_ r\_\_\_\_\_ or company  
w\_\_\_\_\_.

### 6. What is meant by 'S.W.O.T'?

A firm must be aware of its S\_\_\_\_\_ and W\_\_\_\_\_ and the O\_\_\_\_\_ and  
T\_\_\_\_\_ it faces in the market place.



## **Exercise 5: The 4 Ps**

*Put these words or expressions in the correct column of the marketing mix.*

*packaging – generic – chain store – company website – giveaways – VAT  
online retailer – quantity/bulk discount – point of sale display – benefits  
factory outlet – free samples – franchise – features – life cycle – slogan/jingle  
suggested retail price – profit margin – price list – mailshots, leaflets and flyers*

PRODUCT	PRICE	PLACE	PROMOTION

## **Exercise 6: Market Research**

*Use the following words to complete the sentences.*

*questionnaire – focus group – quantitative – survey – consumer panel – qualitative*

1. Data collected by market research can be \_\_\_\_\_ (factual and numerical) or \_\_\_\_\_ (opinions and attitudes that are difficult to measure).
2. To collect data on consumers' needs and preferences, the company can carry out a \_\_\_\_\_ using a \_\_\_\_\_, which can either be administered by email or via face-to-face interviews.
3. A \_\_\_\_\_ is a form of qualitative research in which a group of people are brought together to discuss their perceptions, opinions, beliefs, and attitudes towards a product.
4. A \_\_\_\_\_ is a group of end-users, generally recruited by a market research company or agency, who are used as respondents to answer specific research questions relating to product testing, taste testing or ad testing.