

Cambridge University Press
978-0-521-70269-0 - Professional English in Use Marketing
Cate Farrall and Marianne Lindsley
Frontmatter
[More information](#)

Professional English in Use

Marketing

Cate Farrall
Marianne Lindsley



CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press
978-0-521-70269-0 - Professional English in Use Marketing
Cate Farrall and Marianne Lindsley
Frontmatter
[More information](#)

CAMBRIDGE UNIVERSITY PRESS
Cambridge, New York, Melbourne, Madrid, Cape Town, Singapore, São Paulo, Delhi
Cambridge University Press
The Edinburgh Building, Cambridge CB2 8RU, UK
www.cambridge.org
Information on this title: www.cambridge.org/9780521702690

© Cambridge University Press 2008

This publication is in copyright. Subject to statutory exception
and to the provisions of relevant collective licensing agreements,
no reproduction of any part may take place without the written
permission of Cambridge University Press.

First published 2008

Produced by Kamae Design, Oxford

Printed in the United Kingdom at the University Press, Cambridge

A catalogue record for this publication is available from the British Library

ISBN 978-0-521-70269-0 Edition with answers

Contents

INTRODUCTION	6	PRODUCT	
MARKETING BASICS		10 New product development 1	26
1 The marketing mix 1	8	A Idea generation	
A The Ps		B Idea screening	
B Marketing a new product		C Concept development and testing	
2 The marketing mix 2	10	D Marketing strategy and business analysis	
A The four Cs, As and Os		11 New product development 2	28
B AIDA		A Workflow	
3 SWOT analysis	12	B Product development and optimization	
A SWOT analysis		C Test marketing	
B SWOT and marketing strategy		D Commercialization	
4 Marketing strategy and the marketing plan	14	12 Brainstorming	30
A Marketing strategy vs. marketing plan		A The brainstorming session	
B Developing the marketing plan		B Brainstorming techniques	
5 Marketing ethics	16	C Suggesting and building on ideas	
A Social marketing		13 Product and service types	32
B Corporate social responsibility (CSR)		A Product types	
6 The market environment	18	B Word combinations with ‘goods’ and ‘products’	
A The micro environment		C Types of service	
B The macro environment: STEP analysis		14 Product life cycles	34
7 Legal aspects of marketing	20	A The Boston Consulting Group Matrix	
A Legal definitions		B Inside the Boston Box	
B Legal problems		15 Selling products and services	36
C The Consumer Protection Act		A The seller	
RESEARCH		B The purchaser	
8 Research 1	22	C Selling a service	
A Types of research		POSITIONING AND BRANDING	
B Research methodology		16 Branding 1	38
9 Research 2	24	A What is a brand?	
A Describing survey results		B Branding	
B Understanding trends and changes		C Word combinations with ‘brand’	

17	Branding 2	40
	A Brand platform	
	B Brand management	
	C Brand strategy	
	D More word combinations with 'brand'	

18	Brand values	42
	A Common brand values	
	B Describing brand values	

PEOPLE – CUSTOMERS AND STAFF

19	Market segmentation	44
	A What is market segmentation?	
	B How does market segmentation work?	
	C Common market segments	

20	Customer needs and behaviour	46
	A Maslow's Hierarchy of Needs	
	B Consumer Life Cycle (CLC)	
	C Purchasing behaviour	

21	Loyalty programmes	48
	A Customer loyalty	
	B Loyalty programmes	
	C Talking about loyalty programmes	

22	Motivation marketing	50
	A What is motivation marketing?	
	B Staff incentive schemes	
	C Incentives: travel and events	

23	Customer Relationship Management	52
	A One-to-one marketing	
	B CRM technology	
	C Privacy	

PRICE

24	The marketing budget	54
	A The marketing budget	
	B Budgeting approaches	
	C Return on investment (ROI)	

25	Price	56
	A Pricing strategies	
	B Pricing considerations	
	C The price test	

PLACE

26	Logistics and the distribution chain	58
	A Moving goods	
	B Direct distribution	
	C Indirect distribution	

27	Merchandising	60
	A Merchandise and merchandising	
	B Promotional merchandise	
	C Sports merchandising	
	D Film, book and music merchandising	

28	Trade shows	62
	A Why use trade shows?	
	B Organizing an event	

29	Telemarketing	64
	A What is telemarketing?	
	B Outbound telemarketing	
	C Inbound telemarketing	
	D Telemarketing scripts	

30	Online shopping and mail order	66
	A The online shopping experience	
	B Mail order and the ordering process	

31	Personal selling	68
	A The sales force	
	B Personal selling	
	C The sales process	
	D Marketing support	

PUBLICITY AND PROMOTION

32	Above, below and through the line	70
	A Above-the-line	
	B Below-the-line	
	C Through-the-line	
	D Advertising techniques	

33	Media strategy	72
	A Media strategy	
	B Media planning	
	C Media buying	

34	TV and radio	74
	A Advertising on TV or radio	
	B The audience	
	C Dayparts	
35	Outdoor advertising	76
	A Out-of-home advertising formats	
	B Effectiveness of OOH	
36	The press	78
	A Newspapers	
	B Magazines	
	C Choosing titles	
	D Choosing a position	
37	Printed documents	80
	A Design	
	B Preparing to print	
	C The print job	
38	Branded content	82
	A History of branded content	
	B Types of branded content	
	C Efficiency	
39	The internet	84
	A Internet advertising	
	B Search engines	
	C Search engine marketing	
40	Buzz marketing	86
	A Word of mouth	
	B Buzz marketing and stealth marketing	
	C Electronic buzz	
	D Generating a buzz	
41	Sales promotions and displays	88
	A Sales promotions	
	B Point of purchase (POP) or point of sale (POS) displays	
42	Direct mail and email	90
	A The advantages of direct mail	
	B Organizing a direct mail or email campaign	
	C Describing a mailshot	
43	Street marketing and sampling	92
	A History of street marketing	
	B Aims of street marketing	
	C Successful street marketing tactics	

PACKAGING		
44	Logos	94
	A Types of logo	
	B Logo design	
	C Typeface	
45	Materials and containers	96
	A Describing packaging	
PUBLIC RELATIONS		
46	Corporate communications	98
	A The goals of corporate communications	
	B Corporate values and identity	
	C Tools of corporate communications	
47	Public relations and lobbying	100
	A Public relations	
	B Media relations	
	C Lobbying	
	D Inside lobbying	
	E Outside lobbying	
48	Event and sports sponsorship	102
	A Sponsorship	
	B Types of sponsorship	
	C Word combinations with 'sponsor'	
49	Crisis communication	104
	A What is crisis communication?	
	B A crisis communication case study	
50	Corporate blogging	106
	A Blogging basics	
	B Blogs as a marketing tool	
Appendices		108
Answer key		120
Index		132
Acknowledgements		143

Introduction

Who is this book for?

Professional English in Use Marketing presents the vocabulary and expressions required to speak about marketing and related fields. It is designed to help those who work in marketing and need to use English. It will also help marketing students preparing for their first contacts with English speakers or studying for exams in English. The level of the book is intermediate to upper-intermediate.

This book assumes you know, or are in the process of learning from your marketing course, common marketing and communication concepts (such as *the marketing mix* and *targeting*). Our focus is on the words that are often used by professionals when talking and writing about marketing (such as *core target* and *focus groups*) and on English words which are given a special meaning in marketing (such as *buzz* and *loyalty*). Every unit uses authentic sources, including marketing forums, company websites, articles from the trade press, marketing blogs, marketing presentations, and case studies.

You can use the book on your own for self-study, or with a teacher in the classroom, one-to-one or in groups.

How is the book organized?

The book has 50 two-page thematic units. The units are divided into ten sections which cover topics such as **Product**, **Price** and **Place**. The first section, **Marketing basics**, introduces essential marketing vocabulary and concepts which you will need to tackle the more specialized units later in the book.

The left-hand page of each unit explains new words and expressions and shows how the vocabulary is used in real contexts. The right-hand page allows you to check and develop your understanding of the new language and how it is used, through a series of exercises. There is cross-referencing between units to help you develop your vocabulary.

There are twelve **appendices**, covering examples of confusing words, preparing a marketing plan, talking about numbers, describing brand values, market segments, indirect distribution methods, advertising techniques, TV and radio dayparts and programmes, types of out-of-home advertising, types of magazine, a newspaper rate card, and mailshot items.

There is an **answer key** at the back of the book. Most of the exercises have questions with only one correct answer. But some of the exercises, including the **Over to you** activities at the end of each unit (see opposite), are designed for writing and / or discussion.

There is also an **index**, which lists all the new words and expressions presented in the book and gives the unit numbers where they appear. It also indicates how the terms are pronounced.

The left-hand page

This page presents the key vocabulary in bold typeface for each theme or skills area. The language is introduced in a series of short texts, dialogues, diagrams and tables. Many vocabulary items are illustrated. Each unit has sections indicated by a letter – usually A, B and C – and a clear title.

In addition to vocabulary explanations, this page includes information about typical collocations (word combinations) and register (formal and informal language).

There are also **notes** on language points, for example where a particular grammatical form is associated with a word, or where the same word may have different uses.

The right-hand page

The exercises on the right-hand page allow you to check your understanding and give you practice in using the words and expressions presented on the left-hand page. There are a variety of exercises including crosswords, short texts, gap fills, matching exercises, and tables to complete.

'Over to you' sections

An important feature of *Professional English in Use Marketing* is the **Over to you** section at the end of each unit. This is your opportunity to put into practice the words and expressions in the unit by relating it to your professional situation, studies or opinions.

How to use the book for self-study

We suggest all learners start with the **Marketing basics** section. Learners can then work systematically through the book or pick topics that interest them from the **contents** page. Read through the texts on the left-hand page. If you meet words which you consider important and which are not explained in the text, look at the index to see if they are explained in another unit. Do the exercises on the right-hand page and check your answers in the key. If you find you have made mistakes, go back to the left-hand page and read through the texts again. Do the **Over to You** section and make sure that you use as many new words as possible. You should present your ideas out loud and ideally record yourself. The index gives help with pronunciation.

How to use the book in a classroom

Teachers can use this book as a framework for an 'English for Marketing' course or to supplement more general course books. The illustrations can often be used as a warm-up activity or as a talking point during the class. Sometimes, the left-hand page may be used as the basis for a presentation, either by the teacher or the learners. Learners can do the exercises individually or in small groups. They can compare answers in the groups or as a whole class feedback session. In the classroom, the **Over to you** sections can be used as a starting point for role plays, discussions and presentation activities, or adapted to out-of-class projects.

We hope you enjoy using this book.

Professional English in Use

Professional English in Use Marketing is part of a new series of **Professional English in Use** titles from Cambridge University Press. These books offer vocabulary reference and practice for specialist areas of professional English. Have you seen some of the other titles available in the series?

