CAMBRIDGE

Cambridge University Press 978-0-521-70269-0 - Professional English in Use Marketing Cate Farrall and Marianne Lindsley Table of Contents More information

Contents

INTRODUCTION	6	
MARKETING BASICS		
 The marketing mix 1 A The Ps B Marketing a new product 	8	
2 The marketing mix 2 A The four Cs, As and Os B AIDA	10	
 3 SWOT analysis A SWOT analysis B SWOT and marketing strategy 	12	
 4 Marketing strategy and the marketing plan A Marketing strategy vs. marketing plan B Developing the marketing plan 	14	
 5 Marketing ethics A Social marketing B Corporate social responsibility (CSR) 	16	
 6 The market environment A The micro environment B The macro environment: STEP analysis 	18	
 C Legal aspects of marketing A Legal definitions B Legal problems C The Consumer Protection Act 	20	
RESEARCH		
8 Research 1A Types of researchB Research methodology	22	
9 Research 2 A Describing survey results	24	

B Understanding trends and changes

PRODUCT

A B C	New product development 1 Idea generation Idea screening Concept development and testing Marketing strategy and business analysi	26
A B C	New product development 2 Workflow Product development and optimization Test marketing Commercialization	28
Α	Brainstorming The brainstorming session Brainstorming techniques Suggesting and building on ideas	30
A B	Product and service types Product types Word combinations with 'goods' and 'products' Types of service	32
	Product life cycles The Boston Consulting Group Matrix Inside the Boston Box	34
A	Selling products and services The seller The purchaser Selling a service	36
POS	ITIONING AND BRANDING	
AB	Branding 1 What is a brand? Branding Word combinations with 'brand'	38

CAMBRIDGE

Cambridge University Press 978-0-521-70269-0 - Professional English in Use Marketing Cate Farrall and Marianne Lindsley Table of Contents More information

		ACE.	
 17 Branding 2 A Brand platform B Brand management C Brand strategy D More word combinations with 'brand' 	40 26	Logistics and the distribution chain Moving goods Direct distribution	58
18 Brand values	40	C Indirect distribution	
 A Common brand values B Describing brand values PEOPLE – CUSTOMERS AND STAI 19 Market segmentation 	FF (Merchandising Merchandise and merchandising Promotional merchandise Sports merchandising Film, book and music merchandising	60
A What is market segmentation?B How does market segmentation work?C Common market segments	28	Trade shows Why use trade shows? Organizing an event	62
 20 Customer needs and behaviour A Maslow's Hierarchy of Needs B Consumer Life Cycle (CLC) C Purchasing behaviour 	Ē	TelemarketingWhat is telemarketing?Outbound telemarketingInbound telemarketingTelemarketing scripts	64
 21 Loyalty programmes A Customer loyalty B Loyalty programmes C Talking about loyalty programmes 		Online shopping and mail order The online shopping experience Mail order and the ordering process	66
 22 Motivation marketing A What is motivation marketing? B Staff incentive schemes C Incentives: travel and events 23 Customer Relationship Management 	/ E	Personal selling The sales force Personal selling The sales process Marketing support	68
A One-to-one marketingB CRM technologyC Privacy	32	BLICITY AND PROMOTION Above, below and through the line	70
PRICE	E	A Above-the-line B Below-the-line C Through-the-line	
 24 The marketing budget A The marketing budget B Budgeting approaches C Return on investment (ROI) 	33	 Advertising techniques Media strategy Media planning 	72
 25 Price A Pricing strategies B Pricing considerations C The price test 	-	2 Media buying	

4

© Cambridge University Press

CAMBRIDGE

Cambridge University Press 978-0-521-70269-0 - Professional English in Use Marketing Cate Farrall and Marianne Lindsley Table of Contents More information

> PACKAGING 34 TV and radio 74 A Advertising on TV or radio 44 Logos 94 **B** The audience A Types of logo C Dayparts B Logo design **35** Outdoor advertising 76 **C** Typeface A Out-of-home advertising formats 45 Materials and containers 96 **B** Effectiveness of OOH A Describing packaging 78 **36** The press **A** Newspapers PUBLIC RELATIONS **B** Magazines C Choosing titles 46 Corporate communications 98 **D** Choosing a position A The goals of corporate communications **37** Printed documents 80 B Corporate values and identity C Tools of corporate communications A Design **B** Preparing to print 47 Public relations and 100 **C** The print job lobbying **38** Branded content 82 A Public relations A History of branded content **B** Media relations B Types of branded content **C** Lobbying **C** Efficiency **D** Inside lobbying E Outside lobbying **39** The internet 84 48 Event and sports 102 A Internet advertising sponsorship **B** Search engines C Search engine marketing A Sponsorship **B** Types of sponsorship 40 Buzz marketing 86 Word combinations with 'sponsor' A Word of mouth **B** Buzz marketing and stealth marketing 49 Crisis communication 104 **C** Electronic buzz A What is crisis communication? **D** Generating a buzz **B** A crisis communication case study 41 Sales promotions and 88 50 Corporate blogging 106 displays A Blogging basics A Sales promotions **B** Blogs as a marketing tool B Point of purchase (POP) or point of sale (POS) displays Appendices 108 42 Direct mail and email 90 Answer key 120 A The advantages of direct mail B Organizing a direct mail or email campaign Index 132 **C** Describing a mailshot 43 Street marketing and 92 Acknowledgements 143 sampling A History of street marketing **B** Aims of street marketing C Successful street marketing tactics

5