

	Skills	Language focus	Texts
UNIT 1	Describing your skills and qualifications	Discussing marketing tasks using verb–noun collocations	Listening The first day of a new job
The role of marketing page 6	Talking about what an organisation does	Asking about a person’s characteristics, skills, responsibilities and experience	An informal presentation at an employee induction
	Describing the role of marketing within an organisation	Explaining and giving examples; querying; showing understanding	Reading A job advertisement
	Identifying stakeholders	Collocations with <i>stakeholder</i>	
UNIT 2	Outlining a marketing plan	Sections of a marketing plan	Listening Discussing a SWOT analysis
Marketing plan 1: audit and objectives page 14	Carrying out a marketing audit and three types of analyses: a PESTEL, a SWOT and a Five Forces analysis	Common marketing acronyms	An explanation of a Five Forces analysis
	Setting marketing objectives	Describing trends	Reading A company mission statement
		Terms and verb forms in PESTEL / Five Forces analyses	Email outlining a marketing plan
		SMART marketing objectives	A PESTEL analysis and a Five Forces analysis
		Verb–noun collocations used in marketing objectives	Marketing objectives
UNIT 3	Writing a marketing strategy	Using demonstratives to connect ideas in writing	Listening A marketing team meeting to discuss a marketing strategy
Marketing plan 2: strategy and tactics page 22	Planning and discussing the marketing mix	In a meeting: explaining and summarising key points; suggesting tactics; disagreeing	A phone call to discuss a marketing budget
	Presenting the marketing budget	Collocations used in elements of the marketing mix; a marketing budget	Reading Email proposing a marketing strategy
	Writing an executive summary	Expressions used in an executive summary	Minutes from a team meeting
		Adverbs to make your writing more positive	An executive summary
UNIT 4	Respecting differences in cultural attitudes and behaviours	In a meeting: explaining a breakdown in communication; acknowledging and moving on; making another person feel more comfortable	Listening A meeting between associates from different countries
International customer communications page 30	Summarising a meeting	Introducing recommendations	A marketer describing the target market segment for a product
	Describing a target market segment	Numbers in the context of market segmentation	A design concept presentation
	Adapting a message for a new market	The language of concepts	Reading An email summarising a meeting
	Presenting and giving feedback on concepts	Positive and negative feedback	A brief to a design consultancy
UNIT 5	Explaining research needs	Verbs to describe market research issues in the financial services industry	Listening Describing a company’s marketing problems
Market research page 38	Formulating and explaining a market research plan	Market research techniques	A focus group discussion
	Moderating a focus group	Collocations with <i>focus group</i>	Reading Company websites: <i>About us</i>
	Writing survey questions; explaining survey data	Moderating a discussion	An email outlining a market research plan
		Terms for online surveys	Writing online surveys
		Describing survey results	

	Skills	Language focus	Texts
UNIT 6	Discussing possibilities in an idea generation meeting	Hypothetical situations The language used in concept statements	Listening An idea generation meeting to discuss problems and solutions
New product development (NPD) and branding page 46	Developing an idea into a concept statement Creating a brand Writing a brief for a brand identity	Verbs and collocations used to talk about <i>branding</i> Sections of a typical brief to a branding agency	Reading Key findings from a market research report Extracts from a brief to a branding agency
UNIT 7	Creating and presenting a marketing message	Discussing concepts Tools in the promotional mix	Listening A marketer presenting a promotional plan
Product launch and promotion page 54	Presenting the promotional mix Communicating effectively to internal stakeholders Planning and writing a press release	Presentations: moving on; showing slides; dealing with interruptions Adjectives to describe good internal communications Persuasive writing Verb forms and tenses used in press releases	Reading An internal staff email A press release
UNIT 8	Talking about results Making your point persuasively	Digital marketing techniques Positive and negative results of a strategy	Listening A meeting to discuss digital marketing strategy
Digital marketing page 62	Discussing digital marketing objectives and tools Writing good web copy	In a meeting: suggestions; agreeing and disagreeing Writing good web copy Using keywords	Reading A travel guide website The minutes of a meeting An email newsletter
UNIT 9	Responding to a request for information from a potential client	Expressions used in a request for information	Listening An agency informally pitches for business with a potential client
Agencies and suppliers page 70	Pitching informally to a potential client Choosing a supplier based on selection criteria Evaluating good copy	Collocations used to describe an agency's capabilities Structure in copywriting Using emotive language in copywriting	A meeting to discuss selection criteria for a potential supplier Reading A request for information
UNIT 10	Booking a stand at an event	Vocabulary relating to a trade show	Listening A phone call to negotiate the cost of an exhibition stand
Exhibitions and events page 78	Dealing with a visitor to the stand Networking at a social event Writing a follow-up email	Negotiating: offers and asking for a concession Useful language for stand staffers Networking topics and conversation at an event Follow-up emails	A conversation between a stand staffer and a visitor to the stand A networking event Reading A booking form for a stand at an exhibition Advice for stand staffers A follow-up email
Additional material	page 86	Glossary	page 114
Audioscript	page 88	Acknowledgements	page 120
Answer key	page 98		