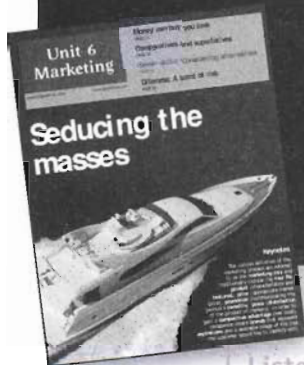


Unit 6

Marketing



Listening T9

Vocabulary: Marketing
Language: Comparatives and superlatives
Career skills: Considering alternatives
Writing: Email comparing candidates

1 Listen to a news report about price differences in Europe and answer the questions.

- 1 Give two facts about the DKW price survey. *Covers 6 euro countries.*
- 2 Name ten items mentioned in the report.
- 3 Give three reasons for the price variations across Europe.

2 Listen again. Are the statements *true or false*?

- 1 Nurofen tablets are more expensive in Rome than Amsterdam. *true*
- 2 Price gaps have become narrower across Europe in the last two years.
- 3 Madrid isn't as expensive a city as Paris.
- 4 All products are dearer in Brussels than in other European cities.
- 5 Electrical goods have the largest price differences in Europe.
- 6 Tax is one of the most important influences on prices in Europe.
- 7 Price differences in America are the same as those in Europe.
- 8 London is no longer the most expensive city in Europe.

Language check

Read the article about marketing in Scandinavia. Complete the article with the following words.

happiest than least best equal most generous more

A midsummer night's dream



In the world of marketing, images of the Nordic states are often used to suggest healthy, honest lifestyles, but how does the image compare to the reality? Well, to be a citizen of one of these countries today is to be ¹ *more* assured of wealth, political stability, generous welfare, low crime and a good life ² _____ in most other countries. In international comparisons, one of the Nordic five (Norway, Sweden, Denmark, Finland and Iceland) is

regularly at the top. Finns are the ³ _____ corrupt people anywhere. Norwegians enjoy the ⁴ _____ standard of living. The Finnish economy is the ⁵ _____ competitive after America. The Nordics as a group are the ⁶ _____ in their jobs, and most ⁷ _____ with foreign aid. Nordic women enjoy more ⁸ _____ treatment with men than those anywhere else – and so on.

1 Which of the verbs does not match each noun?

- 1 A PRODUCT
a influence b design c sell d advertise
- 2 A BRAND
a establish b create c build d open
- 3 A MARKET
a target b dominate c guarantee d enter
- 4 AN IMAGE
a distribute b have c project d present
- 5 AWARENESS
a raise b heighten c pick up d increase

2 Complete the sentences with the correct options a-c.

- 1 Younger customers regularly _____ *c* from one brand to another.
a branch b distract c switch
- 2 It's crucial to _____ up a good client base.
a extend b build c increase
- 3 Our competitors are trying to _____ us from expanding.
a destroy b disappoint c deter
- 4 The logo stands _____ quality and value for money.
a for b out c in
- 5 Consumers _____ the product with glamour and social status.
a aspire b associate c attach
- 6 Our aim is to _____ up with a new concept.
a come b go c take
- 7 The Mani perfume range _____ to the younger end of the market.
a attracts b advertises c appeals
- 8 The market has changed beyond _____.
a recognition b proportion c expectation

3 Complete the sentences with *into*, *with*, *to*, *of*, *up* or *on*.

- 1 My colleague always comes up with such good ideas.
- 2 What is your attitude _____ brands?
- 3 Consumers can be manipulated _____ buying things.
- 4 We need to focus _____ our new marketing campaign.
- 5 We need to appeal _____ a wider range of consumers.
- 6 They are accused _____ copying a rival's advertising strategy.
- 7 New markets are opening _____ all the time.
- 8 People are spending more _____ beauty products than before.

4 Complete the table below.

	adjective	noun
1	guilty	<i>guilt</i>
2		consistency
3	ambitious	
4		reliability
5		competition
6		responsibility
7	secure	
8		cynicism
9	evil	
10		value

Writing

1 Complete the job advertisement with the correct form of the words in brackets.

Marketing Manager

JTC is one of the country's most established (¹distribute) *distribution* companies. We are currently looking for a highly-motivated and experienced Marketing Manager to join our (.organise) _____.

The (³succeed) _____ candidate will lead a team of more than 50 staff throughout the region. We expect you to have a professional (⁴qualify) _____ and experience of brand management, market (⁵analyse) _____, (⁶advertise) _____ and communications. You will also be (⁷create) _____ and willing to take responsibility for (⁸extend) _____ our current market.

Interested? [Click here for details about how to apply.](#)

2 You have interviewed two candidates for the Marketing Manager position advertised above. Write a brief email to a colleague:

- letting him /her know who you want to offer the position to and why
- including a comparison of the candidates' qualifications and experience
- comparing the salary hoped for by the candidate(s) with the salary offered
- making a general comment about the successful candidate.

Then compare your answer with the suggested answer on page 93.

Reading

1 Read the article and answer the questions.

- 1 Name the promotional Economist campaign of the 1980s mentioned in the article. *White out of Red*
- 2 What was the result of the campaign?
- 3 Give an example of a successful slogan from the campaign.

Well written, and red

The Economist brand was the subject of a talk organised by the recently formed Isle of Man group of The Chartered Institute of Marketing. The talk was the second event for the Institute in the Island, and was sponsored by Mainstream Media in association with The Economist.

Titled "Well written and Red", the talk was ¹ *given* by Robin Riddle, The Economist's northern UK Sales and Marketing Manager with particular responsibility for the magazine's commercial ² _____ in the Isle of Man and the Channel Islands.

His presentation outlined the success of the magazine's "White out of Red" promotional ³ _____ launched in the 1980s, which had resulted in growth in its ⁴ _____ base, and heightened global brand ⁵ _____, both of which, he said, had been achieved without discounting the product.

The success of the campaign, which had seen The Economist's ⁶ _____ revenue grow by 250 per cent since 1987, could, said Mr Riddle, serve as an inspiration to other businesses, helping them to ⁷ _____ hard decisions.

Despite these difficult decisions, said Mr Riddle, the late eighties had enabled the company to ⁸ _____ its product more effectively and so target its ⁹ _____ more easily.

Mr Riddle said that The Economist's independence was the key to its success. The Economist is now on sale in 200 countries and enjoys a UK circulation matching that of the Financial Times. Choosing to ¹⁰ _____ a unique position on global events and combining unexpected views with clever comments had contributed to this success.

With a modest advertising budget, The Economist had succeeded in keeping and finding customers through an innovative campaign based on the concept of "what it would do for you." Posters in the magazine's distinctive red and white colours caught the spirit of the late eighties and nineties, with award winning advertisements such as "If your assistant reads The Economist, don't play too much golf" and "Given a choice, would you pick your brain?"

In opinion polls, 100% of Economist readers had one. The Economist

2 Match the pairs then use them to complete the article.

- | | | |
|---------------|-------|--------------|
| 1 target | _____ | a a position |
| 2 give | _____ | b a market |
| 3 adopt | _____ | c a talk |
| 4 make | _____ | d a product |
| 5 position | _____ | e a decision |
| 6 advertising | _____ | f base |
| 7 client | _____ | g revenue |
| 8 brand | _____ | h interests |
| 9 promotional | _____ | i awareness |
| 10 commercial | _____ | j campaign |