



English for Marketing & Advertising

UNIT TITLE		TOPICS	USEFUL LANGUAGE AND SKILLS
1	Introduction to marketing and advertising	Job and responsibilities Corporate identity, logos Branding	Talking about job descriptions Presenting your ideas
2	Finding the customer	Market research Customer profits Data collection A telephone survey	Giving and asking for opinions Agreeing and disagreeing Market research terms Asking questions Writing reports
3	Planning & marketing strategy	The marketing plan The four Ps Pricing and positioning strategies	Writing emails Writing a positioning strategy Giving a presentation
4	Creating ads	The AIDA model for advertising Working with an ad agency Advertising channels Rate sheets	Discussing an ad campaign Giving feedback
5	Marketing tools	Distribution channels Types of discount Types of retailer Telemarketing Direct marketing	Telephoning-getting through Writing to the customer (direct mailing)
6	Presenting your public face	Public relations Websites as a marketing tool Sponsoring Effective press releases	Getting customer quotes Writing press releases Writing holiday letter
7	Marketing through trade fairs	Giveaways Organizing events Attending a trade fair	The language of trade fairs Socializing Reporting on a trade fair visit