"The most powerful person in the world is the storyteller. The storyteller sets the vision, values, and agenda of an entire generation that is to come."

Steve Jobs (1955 – 2011), co-founder of Apple

1. Marketing Discussion

1. What is marketing? What comes to your mind when you think of the word 'marketing'?
2. What's the difference between marketing and advertising?
3. Can you think of any memorable marketing campaigns? What made them so memorable?
4. What are the most successful marketing tactics?
5. How does your company market its products or services?
6. How would you explain the products or services of your company to prospective customers?
7. Is marketing always necessary for all products and services? Can you think of any exceptions?
8. What are the greatest challenges in marketing today?

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2. Marketing Vocabulary

- **market research** (noun) – *the collection, interpretation and analysis of information on the target market for a particular product or service.*
- **market segmentation / market segment** (nouns) – *the process (segmentation) by which potential customers can be grouped together (segment) into categories such as demographics or special interests.*
- **the marketing mix / the Four Ps** (noun) – *the four considerations known as the marketing mix are: product (the item or service sold to satisfy customers' needs); price (the correct price for the target market); promotion (how customers are informed about the product); and place (where the product will be sold to maximise sales).*
- **guerilla marketing** (noun) – *an unconventional,surprising or creative marketing strategy.*
- **marketing executive** (noun) – *a professional who works in marketing.*
- **niche market** (noun) – *a smaller, more specialised subset of a wider market for a product or service.*

Using the vocabulary words above, complete the following sentences (remember to use the correct form of the word, e.g. verb conjugation or plural noun)

1. Many companies make the mistake of trying to target the mass market when they would have much more success targeting a smaller _____.
2. Sasha Baron Cohen invading the Oscars ceremony and 'spilling' the ashes of Kim Jong-Il to promote his new film was a great example of _____.
3. The _____ for Apple's iPod was young adults and teenagers.
4. The _____ should always be taken into account when bringing a new product to market.
5. The results of JLB's _____ suggested their products should be aimed at recent retirees or those close to retirement.
6. The work of a _____ can vary from launching marketing campaigns, analysing market research data to managing social media accounts.

Marketing vocabulary comprehension questions

1. What is the best way to conduct market research for a product or service?
2. What is the market segment your company's products or services are aimed at?
3. Think of a product you bought recently and decide which of the Four Ps influenced your decision to buy it.
4. Have you ever seen any guerilla marketing?
5. Would you like to be a marketing executive? What do you think you would be doing day-to-day?
6. What niche markets could your company target?

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3. Video: Steve Job's Marketing Philosophy

You are going to watch a marketing presentation by Steve Jobs from 1997 called "Think Different."

Watch the video here: ***https://yourenglishpal.com/blog/business-english-conversation-lesson-plan-marketing/***

After you've watched the video, discuss the following questions:

1. Are the values of a company important when you buy a product? What values are you most attracted to in a brand?
2. What are the values that Apple communicates?
3. Steve Jobs mentioned Nike as an example of a company that communicates its values well. What are the values of Nike in your opinion?
4. Can you think of any other companies that market their products in a similar way?
5. Which companies tend to focus on specifications, rather than on values, when marketing their products?
6. Is there anything more important than communicating the brand's values when marketing products and services?

4. Marketing Conversation Questions

1. How has the internet changed marketing?
2. If you had created your own product or service, how would you go about marketing it?
3. How do national cultures affect how products are marketed?
4. What new consumer trends could marketing take advantage of?
5. What ethical considerations should you take into account when marketing a product aimed at children?
6. Do you think marketing could be considered an art or a science? Why or why not?
7. Is the purpose of marketing to convince people to buy things they don't need?
8. The New York Times described marketing as "the art of telling stories so enthralling that people lose track of their wallets." Do you agree with this definition of marketing?

5. Marketing Writing Task

Write an evaluation of one of your company's products or services using the Four Ps. Try to use some of the vocabulary you learned earlier in this lesson. For each of the Ps, include the following:

- Strengths and weaknesses.
- Threats or competition.
- Opportunities.

6. Marketing Answers

2. Vocabulary

1. niche market
2. guerilla marketing
3. market segment
4. marketing mix / Four Ps
5. market research
6. marketing executive

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