

# Contents

Unit	Topic	Vocabulary	Skills
<b>1</b> pp. 4-5	The Role of Marketing	Marketing acronyms	<b>Reading:</b> the definition of marketing
<b>2</b> pp. 6-9	The Marketing Mix	Marketing terminology	<b>Reading:</b> 4Ps, 4Cs and the extended marketing mix <b>Speaking:</b> discussing products and physical evidence <b>Writing:</b> an essay on one of the 4Ps
<b>3</b> pp. 10-13	SWOT Analysis	Strengths, weaknesses, opportunities and threats Product life cycle	<b>Reading and writing:</b> understanding and preparing a SWOT analysis <b>Speaking:</b> talking about life cycle of a product
<b>4</b> pp. 14-19	Market Research	Types of data and research methods	<b>Reading:</b> digital marketing and primary research methods <b>Listening and speaking:</b> a focus group discussion <b>Writing:</b> filling in a questionnaire
<b>5</b> pp. 20-21	Analysing Data	Describing changes and trends in data	<b>Reading and speaking:</b> understanding and describing charts and graphs
<b>6</b> pp. 22-26	Unsolicited Offers	Attracting attention, persuading, making offers and promises	<b>Writing:</b> unsolicited emails and letters <b>Listening:</b> unsolicited phone call <b>Speaking:</b> making and receiving an unsolicited phone call
<b>7</b> pp. 27-31	Promotional Correspondence	Promotional language for circular letters and promotional phone calls	<b>Writing:</b> circular letters <b>Listening:</b> promotional phone calls <b>Speaking:</b> making and receiving a promotional phone call
<b>8</b> pp. 32-35	The Purpose of Advertising	Elements of advertising	<b>Reading:</b> elements of an effective advert <b>Listening:</b> how to make advertising successful <b>Speaking:</b> the recall and effectiveness of adverts <b>Writing:</b> an essay on advertising

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<b>9</b> pp. 36-39	The History of Advertising	Origins and history	<b>Reading:</b> the origins and development of advertising <b>Speaking and writing:</b> debating the ethics of advertising <b>Writing:</b> analysis of a longstanding logo, slogan or adverts
<b>10</b> pp. 40-43	Advertising Media	Types of promotional media	<b>Reading and speaking:</b> the choice of media for an advertising campaign
<b>11</b> pp. 44-46	Working in Advertising	Jobs, responsibilities and skills Word formation and collocations	<b>Reading and speaking:</b> comparing jobs, roles and opportunities
<b>12</b> pp. 47-51	Product Placement, Sponsorship and Trade Fairs	Promotional language at a trade fair	<b>Reading:</b> other forms of promotional activity <b>Listening:</b> kinds of sponsorship; successful participation at a trade fair <b>Speaking:</b> presentation of a trade centre; role play at a trade fair
<b>13</b> pp. 52-55	Analysing Adverts	Features of an advert	<b>Reading:</b> brand stretching <b>Speaking:</b> discussing the images used, the emotions and the effect created by adverts <b>Writing:</b> slogans; analysing an advert
<b>14</b> pp. 56-57	Radio and TV Commercials	Elements of radio and TV commercials	<b>Listening:</b> a radio ad <b>Speaking:</b> analysing TV/radio commercials <b>Writing:</b> report on TV ads
<b>15</b> pp. 58-62	Applying for a Job	CVs and covering letters	<b>Reading:</b> how to write a CV and covering letter <b>Writing:</b> prepare a CV and covering letter
p. 63	Marketing & Advertising Word Bank		