UNIT 20

MARKETING - INVESTMENT

I. GETTING STARTED

1. Listen and answer the question. (File 1)

"What is the main purpose of the talk?"

A. To introduce a product

B. To secure testimonials

C. To summarize progress

D. To launch a business

"Which product is the speaker discussing?"

A. Swimming eyewear

B. Sporting-goods shops

C. Diving suits

D. Gold medals

2. Fill in the blanks using the phrases in the box.

_____
The use of social media platforms and websites to promote a product or service

_____
For maximum impact, it should be responsive, up-to-date and represent your company well

_____
The process of optimizing your website to rank higher in search engine results page to drive traffic to your website

_____
Using creative and original content for the purpose of generating brand awareness, traffic growth, lead generation and targeting customers

SEO (Search Engine Optimization)	Engaging Website
Social Media Marketing	Content Marketing

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III. PRACTICE

Exercise 1. Listen and choose the correct answer. (File 2)

1. Who is the speaker congratulating?

(A) Executive board members

(B) A new business partner

(C) Marketing staff

(D) Food scientists

2. According to the speaker, what do customers like about the commercial?

(A) The images of families

(B) The video quality

(C) The professional actors

(D) The background music

3. What most likely will listeners do next week?

(A) Interview candidates

(B) Share ideas

(C) Check some statistics

(D) Develop a recipe

Exercise 2. Listen and choose the correct answer. (File 3)

1. What are the speakers discussing?

(A) A budget

(B) A client survey

(C) A new employee

(D) A presentation

2. What type of company do the speakers work for?

(A) A financial-planning business

(B) An insurance company

(C) A marketing firm

(D) A law office

3. What does the woman say should be emphasized?

(A) Creating innovative products

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(B) Expanding the customer base

(C) Building an effective team

(D) Reducing expenses

Exercise 3. Listen and choose the correct answer. (File 4)

1. What does the company want to do?

(A) Hold a focus group

(B) Expand into new markets

(C) Hire an architect

(D) Develop a new Web site

2. Why did the woman invite the man to the meeting?

(A) To present the results of data analysis

(B) To develop a slideshow for clients

(C) To announce a new store location

(D) To prepare for a shareholder's meeting

3. What will the meeting attendees most likely do next?

(A) Report on individual progress

(B) Look at some design plans

(C) Discuss some marketing ideas

(D) Create a project timeline

Exercise 4. Choose the correct answer.

1. By predicting the number of visitors to your site, our marketing team will review your online marketing strategy and search ---------- ways to market the site itself.

   A. of

   B. for

   C. to

   D. at

2. We encourage frequent customer visits during all phases of the project to facilitate ---------- and to ensure that the project goals are being attained successfully.

   A. communicate

   B. communicator

   C. communication

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D. communicates

3. Whether you're interested in the MCSE, CIW, or the CCNA, LaSalle Computer Learning Center offers the computer ------- that can help you reach your career goals.

   A. train

   B. trains

   C. trained

   D. training

4. The CEO has requested that the board of directors review the budget proposal for the next year -------.

   A. attentive

   B. attentions

   C. more attentive

   D. more attentively

5. Fruit Mart's advertising initiative has been the most ------- marketing project in our neighborhood.

   A. persuasive

   B. persuasively

   C. persuade

   D. persuasion

6. Because of her ------- work ethic, Mrs. Moon, head of the marketing team, was awarded the Frank Watkins Award in May 2005.

   A. strong

   B. dependent

   C. finished

   D. probable

7. Forelli Media Inc. is an internationally -------- marketing firm noted for its success throughout Europe, East Asia, and the Americas.

   A. recognized

   B. recognizing

   C. recognize

   D. recognizes

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8. As part of our latest marketing strategy, this coupon ------- customers to save more money on purchases made within a certain time period.

A. allows

B. promotes

C. accepts

D. gives

9. The decline in sales was ------- due to the lack of innovation in the ideas of the marketing team.

A. probably

B. nearly

C. usefully

D. safely

10. ------- research has shown shifting trends in fashion, the marketing team is looking at new approaches in advertising.

A. So

B. Since

C. Despite

D. Unless

11. ------- hiring the British marketing agent Arthur Downshire, Keene Clothiers Co. has gained an edge against its competition.

A. Up

B. About

C. By

D. To

12. While Mr. Christopher Bloom is in New York to meet with an important client, he may ------ a few financial investment seminars.

A. attend

B. attendance

C. were attending

D. attendee

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13. Employees on official business are offered ------- for any expenses incurred for meals-related to workshops, business meetings, or company-related events.

A. investment

B. dimension

C. reimbursement

D. expenditure

14. An investment ------- gradually increases in value over the years can be more profitable than more short-term alternatives.

A. that

B. they

C. what

D. when

15. The Chamber of Commerce will -------- concerns about declining investment in the township's newly-constructed industries.

A. comment

B. remark

C. address

D. exclaim

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Exercise 5. Choose the correct answer.

E-mail

To:	All Staff
From:	Jessica Perry
Subject:	Conference
Date:	19 July
Attachment:	Workshop application

Hello everyone,

The fourth annual Australian National Sales and Marketing Conference (ANSMC) will take place from 18 to 22 November here in Perth. Conference organizers have asked local marketing specialists to help out by giving a keynote speech, leading a workshop, or working in the exhibition hall. - [1] -.

Our chief executive officer, Martin Hughes, wants us to take advantage of this excellent opportunity for Hughes Australia Marketing to achieve visibility on a national stage. It is sure to help us to expand our client base. Mr. Hughes has already agreed to give a keynote speech about using survey results to create successful marketing campaigns.

- [2] -. I am designing our company's booth for the exhibition hall. If you would like to help, please come to Room C556 at 2:00 P.M. next Tuesday, 23 July, for a planning meeting. - [3] -.

If you would like to lead a workshop, please complete the attached proposal form and return it to me by 26 July. - [4] -. You may present alone or with a partner.

Workshop ideas will be discussed and approved at a managers' meeting on 29 July.
Thanks,

Jessica

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1. What is the purpose of the e-mail?

(A) To remind staff to register for a conference

(B) To apologize for missing a deadline

(C) To invite staff to submit an application

(D) To request responses to a marketing survey

2. What is suggested about Hughes Australia Marketing?

(A) It is hosting the ANSMC

(B) It is located in Perth

(C) It has been in business for four years

(D) It serves clients throughout Australia

3. According to the e-mail, why does Mr. Hughes want employees to participate in the ANSMC?

(A) So they can learn new marketing strategies

(B) So they can share the results of a survey

(C) So they can attract new clients

(D) So they can listen to his keynote speech

4. In which of the positions marked [1], [2], [3], and [4] does the following sentence best belong?

"This will help me ensure that none of our workshop topics overlap."

(A) [1]

(B) [2]

(C) [3]

(D) [4]

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Exercise 6. Choose the correct answer.

www.kateweicommunications.com

Marketing your business can be confusing. Newspapers and magazines are (1) ..... useful venues for advertising. (2) ....., social media platforms have become even more critical marketing outlets.

Kate Wei Communications utilizes both traditional outlets and the latest communication platforms. (3) ..... . In addition to exceptional print services, Kate Wei Communications has the expertise to help you (4) ..... your online presence. Why wait? Choose our award-winning firm to strengthen your company's image today!

1.

(A) still

(B) nowhere

(C) soon

(D) evenly

2.

(A) As a result

(B) To demonstrate

(C) Other wise

(D) However

3.

(A) Marketing professionals give conflicting advice

(B) Traditional methods have the best impact

(C) We will develop a diverse plan for your business

(D) We have recently changed our terms of service

4.

(A) optimal

(B) optimize

(C) optimization

(D) optimum

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