

# ENGLISH CONVERSATION: MARKETING



Listen and repeat the dialogue out loud by pausing the recording after each sentence:

Answer the following questions:

1. What's the topic of their discussion?
2. Who is their target market?
3. What are the 4 P's?
4. How much will their product cost?
5. How will they promote their product?
6. Where will they sell their product?
7. Because their product is....  cheap  expensive
8. Will they sell their product online as well?  yes  no
9. What difference does their product have as compared to their competitors?

Their product has \_\_\_\_\_, which gives them an advantage.

10. Are they pleased with their marketing strategy?

- one of them is happy
- both of them are satisfied
- they both want to find a better strategy

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Watch the video to check your answers and find the English for ....



[youtube.com/watch?v=LqQYC4VzHWU](https://www.youtube.com/watch?v=LqQYC4VzHWU)

a/ Je crois qu'on devrait cibler ... :

b/ Je pense que c'est un bon marché cible pour notre produit :

c/ Nous devrions pencher vers le moins cher :

d/ un volume plus conséquent nous aidera à avoir de meilleurs bénéfices :

e/ Qu'est-ce qui différencie notre produit de la concurrence? :

f/ Je pense que nous avons une très bonne stratégie marketing :

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Now read the script out loud with your partner:

- We need to discuss our marketing strategy.
- Where should we start?
- Let's start with our target marketing segment.
- Okay. Who is our target market?
- I believe we should target middle-class males, ages eighteen to twenty-five.
- I think this is a good target market for our product.
- Let's discuss the 4 P's.
- You mean Price, Promotion, Product and Place?
- Yes. What do you think our price should be?
- I think we should lean toward the less expensive side.
- Do you think five dollars is a good price?
- Yes. What about our promotion?
- We should use TV advertisements and ads on websites.
- Good idea. Where should we sell our product?
- We should sell at large supermarkets rather than specialty stores.
- Why is that?
- Because our product is inexpensive, so a higher price will help us have higher profits.
- I see. What about selling online?
- I think we could sell our product on our own website and affiliate websites.
- Good idea. What sets our product apart from our competition?
- We have additional accessories customers can use that other products don't have.
- That does give us an advantage.
- I think we have a great marketing strategy.
- I think so too.



Have a look at another video to learn some more *slangs & jargons marketing vocabulary*. Copy the words explained in the video in your English notebook or in the free box:



[youtube.com/watch?v=44jnm3W1JKU](https://www.youtube.com/watch?v=44jnm3W1JKU)