IDIOMA I **REVISION AND MARKETING**

A-Choose the correct Word

1- There was a drop in sales last month. Sales last month.

2- Sales skyrocketed last year. Sales last year

3- The dollar price decreased

4- The name is Nivea.

5- Last year's figures were than in 2018

6- This year Revenues were than last year

7- The company is

8- The number of is 500

9- Last year the number of employees

10- The CEO Mr. Jefferson

11- The company electronic devices

12- The company financial services

13- The company´s turnover $1 million

14- Turnover means

15- The company 300 employees

16- 100 outlets around Bs As

17- It 50 products on the market

18- Strengths means

19- Weaknesses means

20- SWOT ANALYSIS means

B-**MARKETING**

A company Marketing Mix is the combination of marketing activities that it uses in order to promote a particular product or service.

There are 4 P'S: PLACE , PRODUCT , PRICE AND PROMOTION

WHAT IS PLACE?

WHAT IS PRODUCT?

WHAT IS PRICE?

WHAT IS PROMOTION?

When a company needs to know many many people can buy a product they offer for sale they carry out MARKET RESEARCH

WHAT IS MARKET RESEARCH?

Most companies have got a Marketing Department. The Marketing director **is responsible for** Research and Development (R&D) of new products, promotion, distribution, prices and sales.

WHAT IS R&D?

The Sales Department **is responsible for** the sales of the product

WHAT IS SALES?

The R&D Department **is responsible** for market research and testing new products

WHAT IS TESTING NEW PRODUCTS?

The Promotion Department **is responsible for** organising the advertisements

WHAT IS ADVERTISEMENT?

C-THE OBJECTIVES OF MARKETING

- **INCREASE SALES REVENUE AND PROFITABILITY**
- **INCREASE OR MAINTAIN MARKET SHARE**
- **MAINTAIN OR IMPROVE THE IMAGE OF THE PRODUCT OR COMPANY**
- **TARGET A NEW MARKET OR MARKET SEGMENT**
- **DEVELOP NEW PRODUCTS OR IMPROVE EXISTING PRODUCTS**

Choose the correct equivalent in Spanish:

1- **INCREASE:**

2- **SALES REVENUE:**

3- **PROFITABILITY:**

4- **PROFITS:**

5- **MARKET SHARE:**

6- **IMPROVE:**

7- **MAINTAIN:**

8- **IMAGE OF THE PRODUCT:**

9- **TARGET:**

10- **MARKET SEGMENT:**

11- **DEVELOP:**

12- **EXISTING PRODUCTS:**