

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: