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

LIVEWORKSHEETS

ENGLISH CONVERSATION: MARKETING

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

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 :

LIVEWORKSHEETS

ENGLISH CONVERSATION: MARKETING

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 the 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.

LIVEWORKSHEETS

ENGLISH CONVERSATION: MARKETING

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

LIVEWORKSHEETS