

ENGLISH CONVERSATION: MARKETING



Name:

Watch the video and listen to the dialogue carefully to answer the questions below.

You can pause the recording to check your answers.....



youtube.com/watch?v=LqQYC4VzHWU

Answer the following questions:

1. What's the topic of their discussion?

Marketing Campaign

Marketing Strategy

Marketing Activities

2. Who is their target market?

3. What are the 4 P's?

Price

Power

Product

Piece

Promotion

Place

Praise

4. How much will their product cost?

Dollars

5. How will they promote their product?

TV advertisements

Ads on websites

Both

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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?

additional expenses

available accessories

additional accessories

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 happy

☐ they both are not happy

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