

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.....

English Conversation

Marketing

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