Handout 1

In groups match the key vocabulary to the correct definitions. Research the words and their correct definitions using your coursebook and the internet to help you.

Key words	*Definitions*
1) internal	*a) what is right or wrong*
2) external	*b) a measure of how much profit a product or service might make*
3) ethical issues	*c) a large market*
4) principles of marketing	*d) the division of customers into smaller groups based on their features*
5) profitability	*e) outside (a business)*
6) brand awareness	*f) a small market*
7) mass market	*g) to understand the name of a company and the products that they sell*
8) broad marketing campaign	*h) inside (a business)*
9) niche market	*i) to recognise, anticipate, stimulate and satisfy demand*
10) market segmentation	*j) attracting a variety of people*

LIVEWORKSHEETS

Task A: Rearrange the words to form complete sentences.

1. We / face / issues. / ethical / will / I / think

2. will /our / by / on / T.V. / product / advertising / sell / We

3. that / most / our / product. / customers / think / I / will / buy

4. will / to / buy / by / discounts. / encourage / product / We / our / customers / offering / this

Task B- B. Underline the correct option for each sentence.

1. I think we will *face/facing* some ethical issues.

2. We will *selling/sell* our product by advertising on T.V.

3. I think that most customers will *buy/buying* our product.

4. We will *encouraging/encourage* our customers to buy this product by offering discounts.

LIVEWORKSHEETS