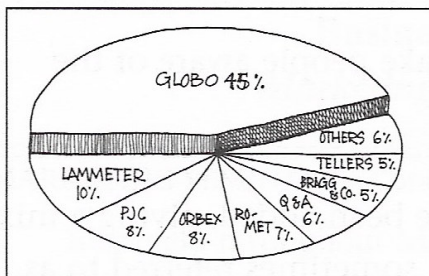


4 Marketing, marketing people and markets

- A** For each definition choose the correct word or phrase.
- 1** Providing money to cultural or sporting activities in exchange for advertising rights.
a) promotion b) grant aid **c) sponsorship**
 - 2** A business which specializes in giving advice and support to companies about marketing and markets.
a) marketing consultancy b) counselling service
c) company analysts
 - 3** An economy which allows open and reasonably free exchange between private companies.
a) command economy b) conservative economy
c) free market economy
 - 4** A market in which there are too many suppliers producing similar products.
a) saturated market b) buyers' market c) heavy market
 - 5** A market in which there are few suppliers producing goods that a lot of people want to buy.
a) weak market b) sellers' market c) light market
 - 6** A company which sells more of a particular type of product than its competitors.
a) trend setter b) multinational c) market leader
 - 7** A person who uses their specialist knowledge of a specific market to try to explain what has happened and predict what will happen.
a) market analyst b) forecaster c) market broker
 - 8** A specific promotional activity over a limited period of time.
a) campaign b) season c) trend
 - 9** The activity of moving goods from the producer to the consumer.
a) selling b) distribution c) orientation

- 10 The activity of selling goods to other countries.
a) multinational b) exporting c) exchange distribution
- 11 The proportion of the total market which one company controls.
a) dominion b) market place c) market share
- 12 What a company or organization says it intends to do for its customers/clients and the community.
a) corporate mission b) strategic plan c) corporate image
- B Match each picture below to one of the terms above.

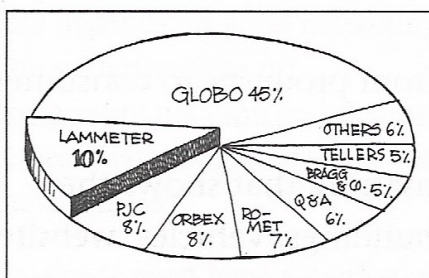
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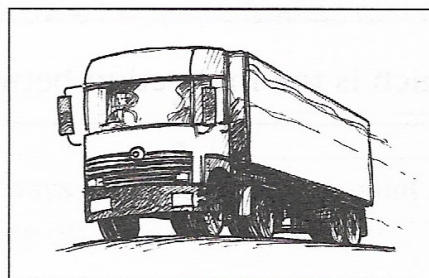
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4



5



- Practise using the words you learn so they become active vocabulary. For example, choose six words from this test that you did not know before and write a sentence using each one.
- Diamonds are a classic example of a **sellers' market**. There is a lot of demand for the product but there are very few **suppliers**. That's why diamonds are rare and extremely expensive!

5 The four Ps and three more Ps

Fill in the missing words in this description of the marketing mix.

The traditional marketing mix was described in terms of four Ps:

- 1 P r o d u c t, the goods or services

- 2 P _ _ _ _ , the cost of the product

- 3 P _ _ _ _ , often called distribution

- 4 P _ _ _ _ _ _ _ _ , which aims to make people aware of the product.

In recent years other considerations have been added, giving a mix of normally seven Ps. The additional three, sometimes referred to as service Ps are:

- 5 P _ _ _ _ _ , or everyone involved from producer to consumer

- 6 P _ _ _ _ _ e _ _ _ _ _ , or anything that shows the existence of the company, e.g. its buildings, vehicles, website, stationery, staff uniforms, badges.

- 7 P _ _ _ _ _ , which is the interaction between *everyone* involved.



The last P is an increasingly important part of training nowadays. Companies and organizations must be sure that their product or service reaches the customer in the most efficient and effective way.

6 Planning

Look at the flyer below advertising marketing strategy seminars. Fill each gap with the correct word from the box.

mix opportunities people physical evidence place
~~plan~~ price process product promotion
 strengths threats weaknesses

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Success depends on good marketing. Your business needs a clear strategy to develop understanding of:

1. your present position and the market environment
2. the best marketing strategy to reach your customers and build profits for your business

Any business must have a marketing (1) plan. This should be based on a clear SWOT analysis, i.e. understanding of the present market position in terms of:

- (2) _____
- (3) _____
- (4) _____
- (5) _____

The seminar will examine ways to develop a seven-point marketing (6) _____ consisting of:

- (7) _____
- (8) _____
- (9) _____
- (10) _____
- (11) _____
- (12) _____
- (13) _____

Send for details and an application form now to Andrew G. Boscher, Chief Executive Marketing,
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 or by email to andyboscher@sandkells.co.uk