

## Marketing & Advertising (1)

### SITUATION

You are taking part in a business workshop about **modern marketing strategies**. The organisers have asked you to explain how marketing works in today's economy.

### MONOLOGUE

Give a short presentation on **What Marketing Is**.

1. Explain what marketing means and describe its main goals according to Text 1.
2. Describe how companies use marketing to communicate with customers.

### DIALOGUE

1. Do you think marketing influences consumer decisions strongly?
2. Discuss whether marketing mainly informs customers or persuades them.

### Text 1

"Marketing refers to the activities companies use to promote products and services to potential customers. These activities include market research, product design, pricing strategies, and communication campaigns. The goal of marketing is not only to sell products but also to understand customer needs and build long-term relationships with consumers. Companies often analyse consumer behaviour carefully in order to design effective marketing strategies. In modern economies, marketing plays a central role in helping businesses remain competitive in crowded markets."

### Exam tips:

- Read the text and underline or **highlight** the important words you need to use in your presentation
- Spend 1-2 minutes thinking about the answers, creating full sentences in your mind
- Choose key words which help you remember what you want to say
- Write down notes with your keywords, not full sentences

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## Marketing & Advertising (2)

### SITUATION

You are presenting at a business seminar about **advertising communication**.

### MONOLOGUE

Give a short presentation on **How Advertising Works**.

1. Explain how advertising communicates messages to consumers according to Text 1.
2. Describe the different media channels used for advertising.

### DIALOGUE

1. Do you think advertising affects people's choices more than they realise?
2. Compare television advertising with online advertising.

### Text 1

"Advertising is a key communication tool used by companies to promote products or services. Advertisements can appear in many forms, including television commercials, online videos, social media posts, billboards, and magazine advertisements. Effective advertising often combines visual design, persuasive language, and emotional storytelling to attract attention. The goal is to create a memorable message that encourages consumers to consider a particular brand or product. As media channels expand, companies must carefully choose where and how they communicate with their target audience."

### Exam tips:

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## Marketing & Advertising (3)

### SITUATION

You are speaking at a marketing event about **consumer behaviour**.

### MONOLOGUE

Give a short presentation on **Why People Buy Products**.

1. Explain the factors that influence consumer decisions according to Text 1.
2. Describe how marketing strategies respond to these consumer behaviours.

### DIALOGUE

1. Do you think people buy products mainly because they need them or because they want them?
2. Discuss whether emotional advertising is more effective than factual advertising.

### Text 1

“Consumer behaviour refers to the decisions people make when buying products or services. These decisions are influenced by many factors including price, quality, brand reputation, and personal preferences. Emotional factors such as status, lifestyle, or identity may also influence purchasing decisions. Marketing experts study these behaviours carefully to understand why consumers choose certain products. By analysing consumer preferences, companies can design advertising campaigns that connect with the interests and expectations of their target audiences.”

### Exam tips:

- Read the text and underline or **highlight** the important words you need to use in your presentation
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## Marketing & Advertising (4)

### SITUATION

You are participating in a discussion about **digital marketing**.

### MONOLOGUE

Give a short presentation on **Online Marketing Strategies**.

1. Explain how digital platforms have changed marketing according to Text 1.
2. Describe the advantages of online marketing for companies.

### DIALOGUE

1. Do you think digital marketing is more effective than traditional marketing?
2. Discuss whether online marketing sometimes becomes too intrusive.

### Text 1

“Digital technology has transformed marketing strategies in recent years. Companies now use websites, social media platforms, and online search engines to reach potential customers. Digital marketing allows businesses to communicate directly with consumers and measure how audiences respond to advertising campaigns. Online platforms also allow companies to adjust their marketing strategies quickly based on data and customer feedback. This flexibility has made digital marketing one of the most important tools in modern business communication.<sup>2</sup>

### Exam tips:

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## Marketing & Advertising (5)

### SITUATION

You are giving a presentation about **brand identity**.

### MONOLOGUE

Give a short presentation on **Building a Strong Brand**.

1. Explain what a brand is and describe its importance according to Text 1.
2. Discuss how companies create strong brand identities.

### DIALOGUE

1. Do you think brand reputation influences consumer choices?
2. Compare well-known global brands with smaller local brands.

### Text 1

“A brand represents the identity and reputation of a company or product. Successful brands often create strong emotional connections with consumers. Elements such as logos, slogans, colours, and advertising style help build a recognisable brand image. Companies invest heavily in branding because a positive brand reputation can encourage customer loyalty. When consumers trust a brand, they are more likely to choose its products over those of competitors.”

### Exam tips:

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## Marketing & Advertising (6)

### SITUATION

You are speaking at a business workshop about **target audiences**.

### MONOLOGUE

Give a short presentation on **Targeted Advertising**.

1. Explain what a target audience is according to Text 1.
2. Describe how companies identify and communicate with specific consumer groups.

### DIALOGUE

1. Do you think targeted advertising improves the effectiveness of marketing?
2. Discuss whether targeted advertising raises privacy concerns.

### Text 1

“Targeted advertising focuses on specific groups of consumers who are most likely to be interested in a product. Companies often analyse demographic information such as age, lifestyle, income level, and consumer interests. By identifying their target audience, marketers can design advertisements that communicate more effectively. Digital platforms have made targeted advertising easier because companies can analyse online behaviour and display personalised advertisements to users.”

### Exam tips:

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## Marketing & Advertising (7)

### SITUATION

You are participating in a seminar about **marketing ethics**.

### MONOLOGUE

Give a short presentation on **Ethical Advertising**.

1. Explain why ethical considerations are important in advertising according to Text 1.
2. Describe examples of responsible marketing practices.

### DIALOGUE

1. Do you think advertising sometimes misleads consumers?
2. Discuss whether governments should regulate advertising more strictly.

### Text 1

“Ethical advertising aims to communicate honestly with consumers and avoid misleading claims. Companies are expected to present accurate information about their products and avoid exaggeration or false promises. Ethical marketing also considers the impact of advertising on vulnerable audiences such as children. Many countries have regulations that limit certain types of advertising in order to protect consumers. Responsible companies often follow ethical guidelines to maintain trust and credibility.”

### Exam tips:

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## Marketing & Advertising (8)

### SITUATION

You are speaking at a marketing discussion about **influencer marketing**.

### MONOLOGUE

Give a short presentation on **Influencers and Social Media Marketing**.

1. Explain how influencer marketing works according to Text 1.
2. Describe why companies collaborate with social media influencers.

### DIALOGUE

1. Do you think influencers have a strong impact on consumer behaviour?
2. Compare influencer marketing with traditional celebrity advertising.

### Text 1

“Influencer marketing has become increasingly popular in the digital era. Social media influencers are individuals who have large online audiences and strong connections with their followers. Companies often collaborate with influencers to promote products through personal recommendations or sponsored content. Because followers trust influencers’ opinions, these endorsements can influence purchasing decisions. However, some critics argue that influencer marketing should always be clearly labelled to ensure transparency.”

### Exam tips:

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## Marketing & Advertising (9)

### SITUATION

You are presenting at a marketing conference about **global marketing strategies**.

### MONOLOGUE

Give a short presentation on **International Marketing**.

1. Explain how companies adapt marketing strategies for different countries according to Text 1.
2. Describe the challenges of marketing products in global markets.

### DIALOGUE

1. Do you think international brands should adapt their marketing to local cultures?
2. Discuss whether global brands influence local businesses.

### Text 1

“International marketing involves promoting products in different countries and cultural environments. Companies often adapt their marketing messages to match local traditions, languages, and consumer preferences. Cultural understanding is important because advertising that works well in one country may not be effective in another. Global brands therefore conduct market research to understand regional differences before launching international campaigns.”

### Exam tips:

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## Marketing & Advertising (10)

### SITUATION

You are taking part in a discussion about **the future of marketing**.

### MONOLOGUE

Give a short presentation on **Future Marketing Trends**.

1. Describe possible developments in marketing mentioned in Text 1.
2. Explain how technology may change advertising strategies.

### DIALOGUE

1. How do you think marketing will change in the next twenty years?
2. Discuss whether consumers will become more resistant to advertising.

### Text 1

“Marketing strategies continue to evolve as technology and consumer behaviour change. Artificial intelligence, data analysis, and personalised advertising may allow companies to communicate with customers more precisely than ever before. At the same time, consumers are becoming more aware of marketing techniques and may expect greater transparency from brands. Future marketing will likely combine advanced technology with ethical communication and strong brand relationships.”

### Exam tips:

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