

Marketing & Advertising

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 range of activities that companies use to promote their products and services to potential customers. It is a broad concept that includes market research, product development, pricing strategies, and communication campaigns. The main goal of marketing is not only to increase sales but also to understand customer needs and create value for consumers over time.

One important aspect of marketing is analysing consumer behaviour. Companies study how people make purchasing decisions, what influences their choices, and what expectations they have. This information helps businesses design products and services that meet customer demands more effectively. In addition, marketing strategies are often adjusted based on changing trends and market conditions.

Communication plays a central role in marketing. Companies use various channels to present their products, explain their benefits, and build relationships with customers. This may include advertising, social media, websites, and direct communication. Through these methods, businesses aim to create a positive image and encourage customer loyalty.

In modern economies, marketing has become increasingly important due to strong competition in many industries. Companies must clearly differentiate their products and communicate their value effectively. As a result, successful marketing is essential for maintaining a competitive position and achieving long-term business growth."

- 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 & write down notes with your keywords, not full sentences

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Marketing & Advertising

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 one of the most important communication tools used by companies to promote products and services. It allows businesses to reach large audiences and present their offers in a way that attracts attention and influences consumer decisions. Advertisements can be found in many different forms, including television commercials, online videos, social media posts, billboards, and printed materials such as magazines.

Effective advertising often combines several elements. Visual design plays a key role in capturing attention, while persuasive language helps communicate the message clearly. In addition, many advertisements use emotional storytelling to create a connection with the audience. This approach can make a product more memorable and encourage consumers to develop a positive attitude towards a brand.

The choice of media channel is also an important factor in advertising. Traditional media, such as television and print, can reach broad audiences, while digital platforms allow companies to target specific groups more precisely. Online advertising has become particularly important, as it enables businesses to interact directly with consumers and respond quickly to changing trends.

As the number of media channels continues to grow, companies must carefully plan their advertising strategies. Choosing the right platform and message is essential for reaching the intended audience and achieving effective communication.”

Exam tips:

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Marketing & Advertising

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 should make us worried about our privacy.

Text 1

“Targeted advertising is a marketing strategy that focuses on specific groups of consumers who are most likely to be interested in a particular product or service. Instead of addressing a general audience, companies aim to tailor their messages to meet the needs and preferences of clearly defined groups. These groups, known as target audiences, are often identified using information such as age, income level, lifestyle, and personal interests.

By analysing this data, companies can better understand their potential customers and design more effective advertising campaigns. For example, a product aimed at young adults may be promoted differently from one intended for older consumers. This targeted approach increases the chances that advertisements will be relevant and engaging for the audience.

Digital technology has made targeted advertising more precise and efficient. Online platforms can collect data about user behaviour, such as browsing history and online activity. This allows companies to display personalised advertisements that match individual interests. As a result, consumers are more likely to see products that are relevant to their needs.

However, targeted advertising also raises important questions about privacy. Some people are concerned about how personal data is collected and used. Despite these concerns, targeted advertising remains a powerful tool for improving the effectiveness of marketing communication in modern business environments.”

Exam tips:

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