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PAGE	TITLE	TOPICS	USEFUL LANGUAGE AND SKILLS
5	1 Introduction to marketing and advertising	Jobs and responsibilities Corporate identity, logos Branding	Talking about job descriptions Presenting your ideas
11	2 Finding the customer	Market research Customer profiles Data collection A telephone survey	Giving and asking for opinions Agreeing and disagreeing Market research terms Asking questions Writing reports
19	3 Planning a marketing strategy	The marketing plan The five Ps Pricing and positioning strategies	Writing emails Writing a positioning strategy Giving a presentation
27	4 Creating ads	The AIDA model for advertising Working with an ad agency Advertising channels Rate sheets	Discussing an ad campaign Giving feedback
37	5 Marketing tools	Distribution channels Types of discounts Types of retailers Telemarketing Direct marketing	Telephoning – getting through Writing to the customer (direct mailings)
45	6 Presenting your public face	Public relations Websites as a marketing tool Sponsoring Effective press releases	Getting customer quotes Writing a press release Writing a holiday letter
53	7 Marketing through trade fairs	Giveaways Organizing events Attending a trade fair	The language of trade fairs Socializing Reporting on a trade fair visit

PAGE	APPENDIX
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62	Partner files
65	Answer key
69	Transcripts
73	A–Z word list
77	Glossary
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