

Video Vocab 003: Marketing 1

1. **Marketing** noun [U] (Translation: _____)
2. **Advertising** noun [U] (Translation: _____)
3. **Brand** noun [C] (Translation: _____)
4. **Launch** verb [T] (Translation: _____)
5. **Consumer** noun [C] (Translation: _____)
6. **Market Research** noun [U] (Translation: _____)
7. **Brand Identity** noun [U] (Translation: _____)
8. **Public Relations** noun (Translation: _____)
9. **Position** verb [T] (Translation: _____)
10. **Campaign** noun [C] (Translation: _____)

Definitions

1. Marketing noun

mar·ket·ing 'märkiti ng

Definition:

The action or business of promoting products or services to the public or other businesses.

Examples:

Marketing plays an important part in the success of a new product.

The Internet has allowed companies target their marketing more precisely.



Marketing collocates strongly with many other words.

Examples:

Marketing Plan

Marketing Mix

Marketing Manager

Direct Marketing

Targeted Marketing

Viral Marketing

2. Advertising noun [U]

ad·ver·tis·ing

Definition:

The promotion through public announcements in newspapers, TV, radio or the Internet of a product, service or event, in order to attract or increase interest in it.

Examples:

My company now spends more on advertising on the web than we do on TV.

GE has increased its advertising budget by 10% to help it grow in new markets.



3. Brand noun [C]



brand brand

Definition:

A distinct product made by a company.

Examples:

What brand of soap do you usually buy?

The Coca-Cola brand is worth more than 55 billion dollars.

4. Launch verb [T]

launch län ch

Definition:

To introduce a new product, with advertising and publicity.

Examples:

We plan to launch the new product next month. Ford plans to launch 3 new small car models this year to try to recapture market share.

5. Consumer noun [C]

con·sum·er kən'soömər

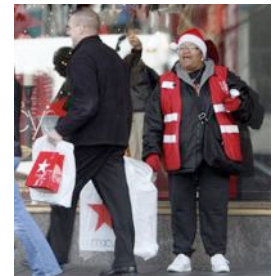
Definition:

A person who buys goods or services.

Examples:

The rise in transport cost will mean higher prices for the consumer.

Consumer advertising is only a small part of our marketing mix because we are mainly focused on corporate clients.



6. Market research noun [U]

mar·ket re·search 'märkit ri'sər ch

Definition:

The collecting and processing of information about customers – how they feel about a product and why they will or will not use a product or service.

Example:

Market research shows that there is demand for another large supermarket in the area.

We often talk about to specific types of market research:

Quantitative research is the objective and systematic process in which numerical data is utilized to obtain information about a particular product or service.

Qualitative research involves the use of qualitative data, such as interviews and participant observation data, to understand a particular market or brand.



7. Brand identity noun [U]

brand i·den·ti·ty brand i'dentitē



Definition:

How a company wants the consumer to see its product. The company may want the customer to see the product as a luxury item or perhaps a cheaper item.

Examples:

*Gucci has a strong brand identity in the luxury market.
The new advertising campaign is intended to improve our brand identity.*

8. Public relations noun

pub·lic re·la·tions 'pəblik ri'lā sh əns

Definition:

Creating and maintaining a good image with your customers and the public. (Public Relations is often abbreviated as **PR**.)

Examples:

*After the recent scandal, the company has started a new PR campaign to help improve public relations.
Angela works in PR. She's the Public Relations officer for a German bank.*

9. Position verb [T]

po·si·tion pə'zi sh ən

Definition (*in a marketing context*):

To affect the way a product is presented to the public and the how people think about that product.



Examples:

We need to position the new product carefully or we will miss our target marketing.

Toyota is positioning its products to middle-income families in Asia.



10. Campaign noun [C]

cam·paign kam'pān

Definition:

A planned and organized series of actions intended to promote a product or service.

Examples:

Our company will launch a new campaign to market our products to European consumers.

Accenture will launch a new marketing campaign to promote its services to small companies.

My Examples *(Write a complete sentence for each word.)*

1. Marketing: _____

2. Advertising: _____

3. Brand: _____

4. Launch: _____

5. Consumer: _____

6. Market Research: _____

7. Brand Identity: _____

8. Public Relations: _____

9. Position: _____

10. Campaign: _____

