

Theme: Marketing Strategies

1.Vocabulary Practice

- 2 “Market” word partnerships. There are a number of words which combine with “market” to form compound nouns and word partnerships which are very common in marketing.



Check these words and do the task.

Use the word map to complete the sentences.

1. *Market penetration* is the extent to which a company gains a share of the market.
2. A market is a market, in which the supply of goods is plentiful. Buyers can, therefore, influence sellers to compete with one another in forcing down prices.
3. Market is the division of market based on geography, social class and consumer behaviour.
4. A market is a small part of a specialized market.
5. A market is a country or area which a monopolist has declared to be out of bound to all producers except himself.
6. Market is the proportion of the total demand for a product supplied by a particular manufacturer.
7. An market is a country or area, in which, by agreement, several manufacturers are free to compete with each other in selling their products.
8. A market is the company that sells the largest quantity of a particular kind of product.
9. A market is the group of people that you want to sell your product.

2.Reading

Task 1

Read the text

Creating the Marketing Strategy

[Inputs That Inform Marketing Strategy](#)

https://docs.google.com/document/d/15t-k_U4NtOdQgn-V5NjQ2aMplxgTc92S/edit?usp=sharing&ouid=102719968173624611772&rtpof=true&sd=true

Task2

T/F Statements:

1. The marketing strategy is not influenced by the corporate strategy.
2. Conducting a situation analysis is an important part of developing a marketing strategy.
3. The target customer is the centerpiece of the marketing strategy.
4. Focusing on the target customer is always a priority for organizations.
5. The market planning process consists of 5 layers.
6. Corporate objectives have no impact on the marketing strategy and objectives.
7. Market segmentation depends on the corporate objectives for market growth.
8. The number of new products launched by a company is not influenced by corporate objectives.
9. Marketing objectives are not important for defining and measuring the goals of the marketing strategy.