Тема уроку : Marketing Strategies

Цілі уроку:

Практична:

активізація лексичних одиниць з галузі різних видів маркетингу ;

ознайомлення учнів з поняттями тактики та стратегії маркетингу ;

удосконалення навичок аудіювання та читання ;

Розвивальна

Розвивати мовну здогатку ,логіку мислення та пізнавальні інтереси учнів вокабуляр ділового мовлення;

Розвивати загальнокультурні уміння учнів.

Освітня

Поглиблення знань учнів з вивчаємої теми ; розширення вокабуляру ділового мовлення для адекватного спілкування і взаєморозуміння в сфері бізнесу,

Виховна

Виховувати здатність проявити себе в умовах сучасного ділового спілкування;

Виховувати зацікавленість у розширенні своїх знань.

Обладнання уроку: аудіофайл , матеріали для виконання тестових завдань з опанування лексичним матеріалом,читання та аудіювання, платформа Єдина Школа, блог

1.Vocabulary Revision

Name the types of digital marketing

What is it called ?

1.a method where a company pays a website if someone clicks on its advert
2.a method where a customer gets a special offer sent to their phone
3 .a method where customers get direct commercial mail
4.an online diary
5.using special methods to get your website at the top of search results
6.using websites like Facebook to promote products and services

2. 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.



niche	segmentation	hare	leader	penetration
buyer's	target	closed	open	research

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.

3 .Listening

Task1

Gap-fill exercise

Listen to the recording and fill in all the gaps, Use the "Hint" button to get a free letter if an answer is giving you trouble.

https://www.uefap.net/exercises/listening/marketing/markfra_5.htm

Task 2
Multiple choice

Choose the correct variant

1. What is the author's opinion about marketing?
A. The author loves all kinds of marketing.
B. The author hates all kinds of marketing.
C. The author likes creative marketing but dislikes marketing directed at children.
D. The author dislikes creative marketing but likes marketing directed at children.

2. According to the text, what makes the author angry?
A. Marketing campaigns that target adults.
B. Marketing campaigns that use slogans.
C. Marketing campaigns that are directed at children.

D. Marketing campaigns that mention food.

3. What is viral marketing?
A. Marketing through spam mail.
B. Marketing that targets children.
C. Marketing campaigns with untrue slogans.
D. Marketing campaigns for fast food.

4. What is the author's opinion about smoking?
A. The author thinks smoking is cool.
B. The author thinks smoking is unhealthy.
C. The author thinks smoking is an effective marketing strategy.
D. The author thinks smoking is a creative advertising campaign.

4.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.

5. Sum up what you have learned about marketing stratagies

Do the tasks and send me your answers