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Class: EAP 1



Kingsway Institute

ENGLISH FOR ACADEMIC PURPOSES (EAP)

EAP 1A SUMMARY PORTFOLIO

***Summary 2 of 2* FIRST DRAFT**

Date Issued: Tuesday, 8 April, 2014
Date Due: First Draft- Monday, 14 April, 2014
Final Draft- Monday, 28 April, 2014
Weighting: 5% for 2 assessments

Instructions:

- Use the formatting set on the following pages
 - 12 point font
 - double-spaced lines
 - 2.5 cm margins
- Print out and submit First Draft by the first due date above.
Your teacher will correct and return the First Draft to you.
You should then include those corrections and any other improvements in a rewrite of the assignment.
Submit the Final Draft as part of your complete Writing Portfolio on the final due date given above, together with the First Draft with teacher's corrections.
- Use *Google Drive* to make and store your journal.
- Use the Kingsway EAP wiki site at kingswayeap.wikidot.com to link to your *Google* document.
- Any indication of plagiarism will result in an automatic Fail grade for this component.

EAP 1A Summary Portfolio

Student Name: Ekaterina Enina

Assessment 2 (of 2)

Date: 14 April, 2014

Summary of a Text

Look at the extract from *EAP Now!* by K. Cox & D. Hill.

(Taken from Cox, K. & Hill, D. (2007) EAP Now! Preliminary, p29)

- **Write a summary of this book extract**

Write 150-200 words.

There is only one reason for accepting the importance of demographics which describes selling products to different groups of people. This article tells us about a correct definition of marketing segmentation and shows us why it is beneficial for companies.

Marketing segmentation include a great amount of different associations of people. For example, there are men, women, similar-aged population, built up areas, groups who have various public and financial ranks and even people with children.

Business owners is assisted by valuable procedures in order to aim their commerce to gentry. Moreover, developing fractions of market can find just-produced goods particularly for them.

Every country has own sophistication and typical features, so the public notices of sale which are successfully worked for one population, may be changed for another.

In order to determinate variety of goods which will be interested by one or another marketing segments, marketing studies must be done by business owners.

Therefore, firstly, marketers should execute marketing studies establishing people's wishes. Secondly, companies need to develop advertising campaign to clear up people's

preferences. According to their findings they have to create new kinds of goods for different groups of people.

MARKET SEGMENTATION

- ① Have you ever wondered why advertisements for babies' nappies are shown during daytime TV but not usually at night? Or advertisements for beer and wine only in the evenings? The answer is linked to something called market segmentation and is just one of the reasons why an understanding of demographics is important in marketing. So, what exactly is market segmentation, and how is it useful to companies?



- ② In market segmentation, society is divided into groups, based on such things as age, where they live, sex, socio-economic status (their social class and how rich they are) and whether they have children. A group of people (or cohort) having similar characteristics, for example, women in their 30s and 40s with children and who are living in relatively wealthy neighbourhoods, is known as a market segment or demographic. A market segment could also include a group of people sharing common interests, lifestyle, attitudes etc.
- ③ The technique of market segmentation is useful to marketers because it helps them to target their marketing to the right group of people. Clearly sales will be higher, for example, if computer games are advertised to young people rather than old people. And different games might be advertised in a magazine for teenagers than in a magazine for young adults. Further, new products

may be developed especially for newly emerging market segments. For example, due to improvements in medical science, people are having a healthier and longer retirement, and therefore a lot more money is spent on leisure products for older people than in the past.

- ④ With an example like computer games, it can be seen easily which ones interest different groups.

However, it might be less clear with

other products. If, for example, a car company wants to expand into a new country by selling a car it already makes, how does it know which demographic to aim at? Different cultures have different characteristics, so the advertising that works for one market segment in one country might have to be modified in another country.

- ⑤ The company must do market research, which can show which kind of people are interested in the product and are ready to buy it. Further, different versions of the car, perhaps with different body styles, engine tunings and interior features, might be produced for different demographics, and advertising shown where each demographic is likely to see it.
- ⑥ The reverse of this process is also common. A company might first do market research to find out what the market wants. Then a product will be designed that fits the results of this research. Different variations of this product may be made to appeal to different demographics.