

Cambridge University Press
978-0-521-12460-7 - Cambridge English for Marketing
Nick Robinson
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Introduction

The aim of *Cambridge English for Marketing* is to improve your professional communication skills, whether you are a marketing professional or a student of marketing or business. To give you practice in carrying out the most common marketing tasks in English, each unit contains:

- an engaging marketing context to keep you interested and motivated
- true-to-life listening material so that you can hear how language is used in marketing contexts
- authentic text-types – that is, the types of text that marketers have to read and write
- a focus on the vocabulary, phrases and grammatical structures that you need in order to work in English as a marketing professional
- realistic and stimulating speaking and writing tasks to practise all the language you've learnt

Audioscripts for the listening material and a complete answer key, including suggested answers for the discussion activities, are at the back of the book. You will also find a full glossary containing explanations of the technical marketing vocabulary used in the book. In addition, you can find extra activities online at www.cambridge.org/elt/englishformarketing

How to use *Cambridge English for Marketing* for self-study

If you are working on your own, you can do the units in any order you like. Choose the topic that you want to look at and work through the unit, doing the exercises and checking your answers in the answer key. Note any mistakes you make, and go back and listen or read again to help you understand what the problem was. For the listening exercises, it's better to listen more than once and to look at the audioscript after the exercise so that you can read the language you've just heard. For the speaking activities, *think* about what you would say in the situation. You could also try talking about the discussion points with your colleagues.

I hope you enjoy using the course. If you have any comments on *Cambridge English for Marketing*, you can email me at englishformarketing@cambridge.org



Nick Robinson taught English in Spain, specialising in English for Specific Purposes and Business English. He then worked for Cambridge University Press as a Marketing Executive and as an Editor. Before becoming involved in English language teaching, he worked in advertising for a major London newspaper and an international property magazine. In 2007, he moved to York to become a freelance author, editor and trainer. He is the author of the *Infotech* 4th Edition Online Workbook and the *English Vocabulary in Use* Elementary CD-ROM 2nd Edition. He is the co-author of the *face2face* Advanced Teacher's Book; the *English Unlimited* Elementary, Pre-intermediate and Intermediate Self-study Packs; and *Let's Talk Online*, an online speaking and listening course. Since November 2009 he has been a Brand Manager at Cambridge University Press.

About The Chartered Institute of Marketing

The Chartered Institute of Marketing is the leading international professional marketing body, with some 45,000 members worldwide. First established in 1911, it has for almost a century defined the marketing standards that operate in the UK and is the global champion of best marketing practice. The Institute exists to develop the marketing profession, maintain professional standards and improve the skills of marketing practitioners, enabling them to deliver exceptional results for their organisations. It does this by providing membership, qualifications and training to marketing professionals and businesses around the world. For more information, please visit: www.cim.co.uk

	Skills	Language focus	Texts
UNIT 1	Describing your skills and qualifications Talking about what an organisation does Describing the role of marketing within an organisation Identifying stakeholders	Discussing marketing tasks using verb–noun collocations Asking about a person's characteristics, skills, responsibilities and experience Explaining and giving examples; querying; showing understanding Collocations with <i>stakeholder</i>	Listening The first day of a new job An informal presentation at an employee induction Reading A job advertisement
The role of marketing page 6			
UNIT 2	Outlining a marketing plan Carrying out a marketing audit and three types of analyses: a PESTEL, a SWOT and a Five Forces analysis Setting marketing objectives	Sections of a marketing plan Common marketing acronyms Describing trends Terms and verb forms in PESTEL / Five Forces analyses SMART marketing objectives Verb–noun collocations used in marketing objectives	Listening Discussing a SWOT analysis An explanation of a Five Forces analysis Reading A company mission statement Email outlining a marketing plan A PESTEL analysis and a Five Forces analysis Marketing objectives
Marketing plan 1: audit and objectives page 14			
UNIT 3	Writing a marketing strategy Planning and discussing the marketing mix Presenting the marketing budget Writing an executive summary	Using demonstratives to connect ideas in writing In a meeting: explaining and summarising key points; suggesting tactics; disagreeing Collocations used in elements of the marketing mix; a marketing budget Expressions used in an executive summary Adverbs to make your writing more positive	Listening A marketing team meeting to discuss a marketing strategy A phone call to discuss a marketing budget Reading Email proposing a marketing strategy Minutes from a team meeting An executive summary
Marketing plan 2: strategy and tactics page 22			
UNIT 4	Respecting differences in cultural attitudes and behaviours Summarising a meeting Describing a target market segment Adapting a message for a new market Presenting and giving feedback on concepts	In a meeting: explaining a breakdown in communication; acknowledging and moving on; making another person feel more comfortable Introducing recommendations Numbers in the context of market segmentation The language of concepts Positive and negative feedback	Listening A meeting between associates from different countries A marketer describing the target market segment for a product A design concept presentation Reading An email summarising a meeting A brief to a design consultancy
International customer communications page 30			
UNIT 5	Explaining research needs Formulating and explaining a market research plan Moderating a focus group Writing survey questions; explaining survey data	Verbs to describe market research issues in the financial services industry Market research techniques Collocations with <i>focus group</i> Moderating a discussion Terms for online surveys Describing survey results	Listening Describing a company's marketing problems A focus group discussion Reading Company websites: <i>About us</i> An email outlining a market research plan Writing online surveys
Market research page 38			

	Skills	Language focus	Texts
UNIT 6	Discussing possibilities in an idea generation meeting	Hypothetical situations The language used in concept statements	Listening An idea generation meeting to discuss problems and solutions
New product development (NPD) and branding page 46	Developing an idea into a concept statement Creating a brand Writing a brief for a brand identity	Verbs and collocations used to talk about <i>branding</i> Sections of a typical brief to a branding agency	Reading Key findings from a market research report Extracts from a brief to a branding agency
UNIT 7	Creating and presenting a marketing message	Discussing concepts Tools in the promotional mix	Listening A marketer presenting a promotional plan
Product launch and promotion page 54	Presenting the promotional mix Communicating effectively to internal stakeholders Planning and writing a press release	Presentations: moving on; showing slides; dealing with interruptions Adjectives to describe good internal communications Persuasive writing Verb forms and tenses used in press releases	Reading An internal staff email A press release
UNIT 8	Talking about results Making your point persuasively	Digital marketing techniques Positive and negative results of a strategy	Listening A meeting to discuss digital marketing strategy
Digital marketing page 62	Discussing digital marketing objectives and tools Writing good web copy	In a meeting: suggestions; agreeing and disagreeing Writing good web copy Using keywords	Reading A travel guide website The minutes of a meeting An email newsletter
UNIT 9	Responding to a request for information from a potential client	Expressions used in a request for information	Listening An agency informally pitches for business with a potential client
Agencies and suppliers page 70	Pitching informally to a potential client Choosing a supplier based on selection criteria Evaluating good copy	Collocations used to describe an agency's capabilities Structure in copywriting Using emotive language in copywriting	A meeting to discuss selection criteria for a potential supplier Reading A request for information
UNIT 10	Booking a stand at an event	Vocabulary relating to a trade show	Listening A phone call to negotiate the cost of an exhibition stand
Exhibitions and events page 78	Dealing with a visitor to the stand Networking at a social event Writing a follow-up email	Negotiating: offers and asking for a concession Useful language for stand staffers Networking topics and conversation at an event Follow-up emails	A conversation between a stand staffer and a visitor to the stand A networking event Reading A booking form for a stand at an exhibition Advice for stand staffers A follow-up email
Additional material	page 86	Glossary	page 114
Audioscript	page 88	Acknowledgements	page 120
Answer key	page 98		