

# Università di Cagliari



Corso di Laurea in Economia e Gestione Aziendale  
Corso di Laurea in Economia e Finanza

Lingua Inglese

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# MARKETING

English words connected with MARKETING

What words come to your mind when thinking about Marketing?



# MARKETING

Products, producers, manufacturers,  
makers, BRAND ◀ trademarks ▶

Fashion, design, patent  
advertising, image, MARKETING MIX ▶

slogan, slogo, logo, symbols ▶

quality, customer ▶, stores, shops, client,  
style, life style

popularity, a status symbol

BENEFITS ▶ DISTRIBUTION

COMPETITIVE ADVANTAGE

ASPIRATIONS



# Brands



# BRANDS

What is your definition of brand?

The name of a product

The image of a company in the market

The name used to recognize a company in the market

The identifying symbol/sign of a company



# Definition of “brand”

“Simply put, a brand is a **promise**. By identifying and authenticating a product or service, it delivers a **promise** of satisfaction and quality.”

Walter Landor, guru of the advertising industry

A decorative teal silhouette of a mountain range is located at the bottom right of the slide.

# Definition of “brand”

*The Dictionary of Business and Management :*

*"a name, sign or symbol used to identify items or services of the seller(s) and to differentiate them from goods of competitors."*

“What is your favourite **brand** of cigarettes?”

“The **brand** name of this soap is Flower”


“Lavazza is the **brand** leader in Italy among coffees”

A decorative teal silhouette of a mountain range is located in the bottom right corner of the slide.

# Brand management issues.

A strong brand is the most valuable **asset** (**property, plus**) of successful companies.

Brands are **assets** because, when properly managed, they provide a secure flow of **income** (**revenue, profits**) for the business.

A decorative graphic at the bottom of the slide consisting of a silhouette of a mountain range in a teal color, extending from the right side towards the center.

# Branded Goods


A **high quality** branded product is perceived by consumers as being **clearly better** than competing products.

Therefore, it generates **consumer preference** and **loyalty**

A decorative graphic at the bottom right of the slide, consisting of a silhouette of a mountain range in a teal color.

# Producer/Product Identification

Where markets are larger, complicated and national or global, the identity or image recognised by customers transfers from person to product. No longer accompanied by the producer, the product has to speak for itself.

A decorative teal silhouette of a mountain range is located in the bottom right corner of the slide.

# BRAND IDENTITY BRAND IMAGE

**B. Image:** The perception of your product or your brand by the consumer.

**B. Identity:** How you want the consumer to perceive your product or your brand.

Companies try to bridge the gap between the brand image and the brand identity.

## HOW??

**Attracting** the initial attention and recognition of **customers**, to **differentiate** the product from rivals, and to make **favourable associations**:

*"this car/aftershave/shirt will make you attractive to women".*

# The Marketing Mix



## The Four Ps

Selling the right **p**roduct at the right **p**rice, through the right channels, with the right support and communication, at the right place (**p**romotion & **p**lace)



# MARKETING AND BRANDS

What are your favourite brands of the following products?

SOFT DRINKS

CLOTHES

CARS

SHAMPOO

Why do you prefer these to other similar brands?

Now choose one of the products you use and consider the marketing mix for that brand:

**PRODUCT:** What are the product features?

**PRICE:** In comparison with similar products

**PROMOTION:** When and how is it advertised?

**PLACE:** Where can you buy that product?



# Marketing brands (Reading Comprehension) Money can buy you love (p. 51)

## PARA I:

“environment” refers to:

- A. nature protection
- B. social destruction
- C. animal protection

## PARA II:

**Grim** means...

**Increasingly** is grammatically an...from...

## PARA III:

Find in the text the expression which corresponds to “excellence and stability”  
“better”; “faster”: Morphological structures.

# Marketing brands (Reading Comprehension) Money can buy you love (p. 51)

## PARA IV

-What is a possible synonym in the text for “obtain, achieve”; and a possible one for “destroy, defeat”?

## PARA V

-What is a possible synonym for “valuable”? And the opposite for “old-fashioned”?



# Marketing brands (Reading Comprehension) Money can buy you love (p. 51)

## PARA I:

“environment” refers to:

A. nature protection

## PARA II:

Grim means depressing, worrying

Increasingly is grammatically an adverb from increase  
(v) → increasing (Adj.) → increasingly (Adv.)

## PARA III:

Find in the text the expression which corresponds to  
“excellence and stability”: quality and consistency

# Marketing brands (Reading Comprehension) Money can buy you love (p. 51)

## PARA IV

-What is a possible synonym in the text for “obtain, achieve”; and a possible one for “destroy, defeat”?

Reach; shoot down

## PARA V

- What is a possible synonym for “valuable”? Profitable, important

- And the opposite for “old-fashioned”? Current, fresh, modern

## Verbs

Complete the wordmap  
(p.51)

## Adjectives

**DOMINATE**  
**DEVELOP**  
**BUILD**  
**REPRESENT**

**BRAND**

**STRONG**  
**POWERFUL**  
**SUCCESSFUL**  
**VALUABLE**

Brands represent a good portion of the value of a company

Building a brand is complicated

Powerful brands dominate the world we live in

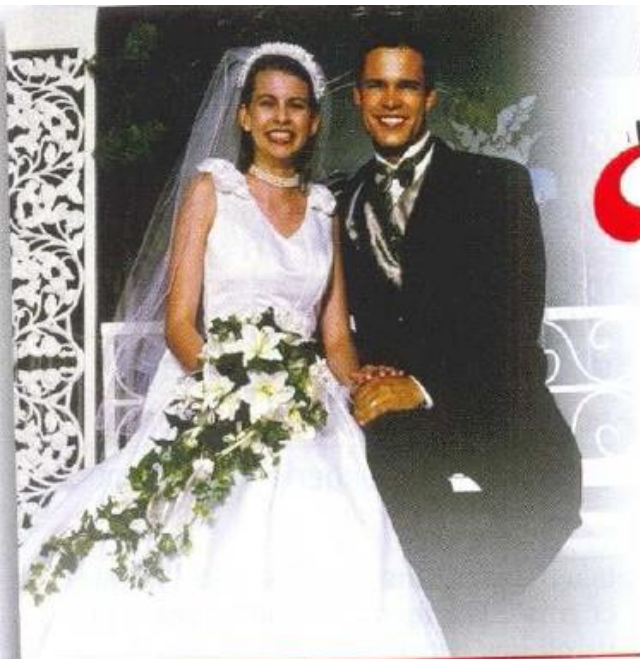
The new marketing approach is to develop a brand, not a product

# MARKETING BRANDS

**Complete the magazine article with the following words:**

CYNICAL, CONSUMERS, COMPETITION, MARKETS, EFFECTIVE,  
PITCHES, CUSTOMERS, MARKETERS, IMPRESSED

(p. 52)



## Saying 'I do', to the marketers

When young couples get married in the USA they also receive a gift bag marked 'newly-wed kit'.

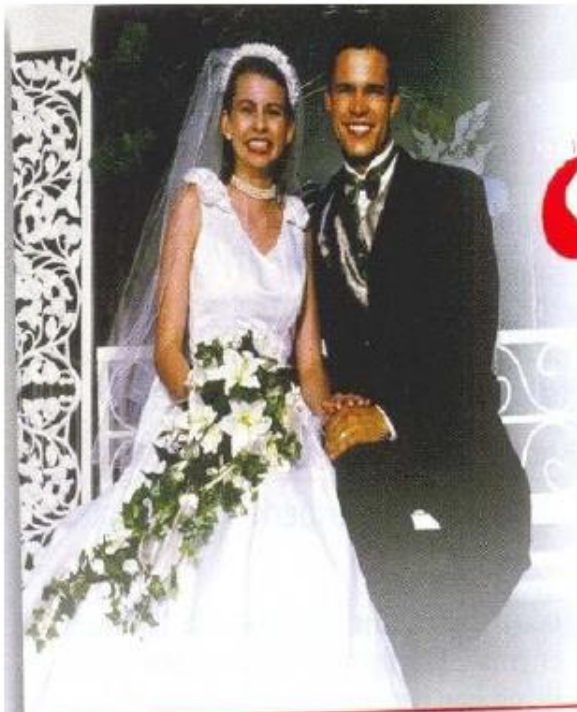
In a world of ever increasing <sup>1</sup> competition many companies are happy to use this new way to reach <sup>2</sup> \_\_\_\_\_. Corporate <sup>3</sup> \_\_\_\_\_ say that certain points in life make people especially vulnerable to sales <sup>4</sup> \_\_\_\_\_. Companies

such as Procter & Gamble have found this to be a very <sup>5</sup> \_\_\_\_\_ way to target extremely profitable

<sup>6</sup> \_\_\_\_\_ such as young couples. US newly-weds spend an average of \$70bn in the first year of marriage. One study shows that 67 per cent of women wear the same perfume they wore when they got married and a Bride's magazine study showed that after three years of marriage women were still

<sup>7</sup> \_\_\_\_\_ of the same stores they had shopped in before the wedding. While the gift bags do appeal to a lot of young couples, others are a little less <sup>8</sup> \_\_\_\_\_. As one rather <sup>9</sup> \_\_\_\_\_ young man said when he found a sample of deodorant and an offer for a new chequebook in his gift bag, 'does this mean that marriage stands for body odour and financial worries? This stuff seems better suited for a divorce kit!'

# MARKETING BRANDS



## Saying 'I do', to the marketers

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# MARKETING BRANDS

**Watch the following videos on marketing strategy**

<https://www.youtube.com/watch?v=biI0OPuAvTY>

<https://www.youtube.com/watch?v=sR-qL7QdVZQ>


# Brand (compounds)

## IMAGE AWARENESS STRETCHING LOYALTY LEADER MANAGER

- a) A person responsible for planning and managing a branded product
- b) The ideas which consumers have about a brand
- c) The tendency of customers to continue buying a particular product
- d) Using a successful brand to launch a product in a new category
- e) The knowledge which consumers have of a brand
- f) The brand with the largest market share

## LUXURY BRAND

## CLASSIC BRAND

- a) A brand associated with expensive, high quality products
  - b) A famous brand with a long history
- 

# Brand (compounds)

- a) A person responsible for planning and managing a branded product **MANAGER**
  - b) The ideas which consumers have about a brand **IMAGE**
  - c) The tendency of customers to continue buying a particular product **LOYALTY**
  - d) Using a successful brand to launch a product in a new category **STRETCHING**
  - e) The knowledge which consumers have of a brand **AWARENESS**
  - f) The brand with the largest market share **LEADER**
- 
- a) A brand associated with expensive, high quality products **LUXURY BRAND**
  - b) A famous brand with a long history **CLASSIC BRAND**

# Word-formation

**Adjectives in -al, -able:** promotional, practical, fashionable, reliable

**Adverbs in -ly:** promotionally, practically, fashionably, reliably

**Nouns in -ship, -er, -ation, -ist:** economist, promoter, relation, relationship

# Word building 1

Complete the table with the missing words

**Noun**

\_\_\_\_\_

Fashion

\_\_\_\_\_

Creation

Commerce

Economy

Fame

\_\_\_\_\_

**Adjective**

luxurious

\_\_\_\_\_

industrial

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

talented

# Word building 1

Complete the table with the missing words

**Noun**

Luxury \_\_\_\_\_

Fashion

Industry \_\_\_\_\_

Creation

Commerce

Economy

Fame

Talent \_\_\_\_\_

**Adjective**

luxurious

fashionable \_\_\_\_\_

industrial

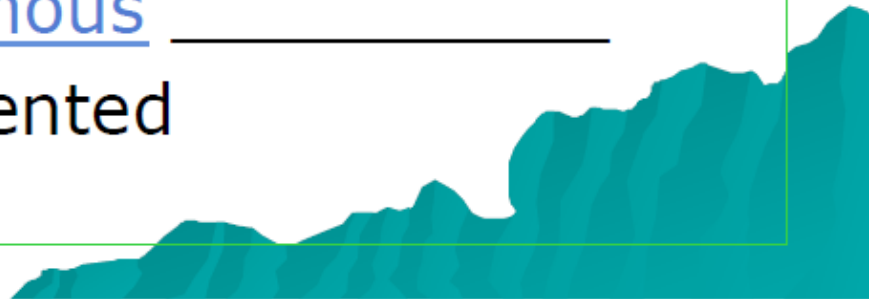
creative \_\_\_\_\_

commercial \_\_\_\_\_

economic \_\_\_\_\_

famous \_\_\_\_\_

talented



# Word building 2

Noun	Person	Verb
_____	_____	sponsor
_____	_____	
consumption	_____	_____
	_____	_____
marketing	_____	_____
	_____	_____
_____	_____	organise
_____	_____	
analysis	_____	_____
	_____	_____
_____	agent	No verb
_____		



# Word building 2

Noun	Person	Verb
sponsorship _____	sponsor _____	<b>sponsor</b>
<b>consumption</b>	Consumer _____	To consume _____
<b>marketing</b>	marketer _____	To market _____
organization _____	organiser _____	<b>organise</b>
<b>analysis</b>	Analyser _____	To analyse _____
Agency _____	<b>agent</b>	No verb



# LOGOS

The small sign or picture that is the symbol of a particular organization ★



The National  
Museum of  
Science & Industry

sci√m  
science  
museum


NATIONAL  
MUSEUM  
PHOTOGRAPHY  
FILM & TELEVISION

NRM  
NATIONAL  
RAILWAY  
MUSEUM

# Trade Marks



Any symbol, such as a word, number, picture, design, scent or sound used by manufacturers or merchants to identify their own goods and distinguish them from goods made or sold by others. It is a legal concept.




# Trade Marks



A Trade Mark which is **registered** gives the **right** to use the ® symbol and a much greater degree of certainty.

A registered Trade Mark gives the owner **monopoly rights to stop others** using the Mark (or a similar Mark) in relation to goods/services which are identical or similar to the owner's goods/services.



# Trade Marks

What is the difference between trademarks and brands?

A trademark is a legal concept.

**Brand** is the difference between a bottle of soda and a bottle of coke, the personal memories and cultural associations that orbit around a product.

A brand is a promise. A brand is a collection of perceptions in the mind of consumers.

**THE LEGAL TERM FOR BRAND IS TRADEMARK**



# Glossary

## Unit 6 Marketing

**barrier to entry** *n* [C] any factor which prevents new competition from entering a market: A strong brand can become a barrier to entry in some markets, while a simple product cannot. **barriera all'ingresso (nel mercato)**

**benefit** *n* [C] an advantage or an improvement: One benefit of the new design is that it can be installed easily. **beneficio** – benefit [+ from] *v* **trarre vantaggio [da]**– beneficial *adj* **vantaggioso**

**brand** *n* [C] the identity of a product or service: Eastman Kodak is a premier brand in traditional and digital imaging. **marchio** – brand *v* [T] **attribuire un marchio** **Collocations** brand image, brand leader, brand loyalty, brand manager, brand management, brand name, brand-stretching, cross-branding, own brand, premium brand

**consumer** *n* [C] a person who buys products and/or services: Nokia is committed to providing consumers with the information they need. **consumatore**– consume *v* [T] **consumare** – consumption *n* [U] **consumo** **Collocations** consumer goods, consumer research, consumer survey ★

**logo** *n* [C] a sign or symbol used as a trademark to represent a company or a brand: The Nike 'swoosh' is an instantly recognisable logo. **logo**

**marketing mix** *n* [U] the four different components of marketing: **marketing mix 1** place *n* [C] the distribution and delivery of goods to market **distribuzione 2** price *n* [C] the amount of money for which something can be sold. **prezzo**– price *v* [T] **prezzare** **Collocations** cost price, cut price, fixed price, list price, retail price, purchase price, recommended price, wholesale price, price-list, price-tag, price war **3** product *n* [C] normally a manufactured item but also refers to everything that surrounds the product: the brand, the packaging, the product's features and performance characteristics. **prodotto 4** promotion *n* [C] **promozione** activities that help sell a product ★

**premium** *n* [C] a price that is higher than the standard price, usually due to higher quality: Organically grown foods are sold at a premium. **premio** **Collocations** premium rate

**promotion** *n* [C] a method of communicating and publicising a product: America Online plans to launch a promotion on Thursday that will let its members download full-feature films. **promozione** – promote *v* [T] – **promuovere** promotional *adj* **promozionale** **Collocations** seasonal promotion, promotional campaign, promotional price

**point of sale** *abbreviation* POS *n* [C] the place where a consumer can buy a product or service: New electronic systems can approve credit for customers at the point of sale. **punto vendita** *abbr.* POS