

Università di Cagliari



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

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a.a. 2015/2016



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, promotion
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



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 shoes/ clothes?”

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

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



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.



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**



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.



BRAND IMAGE - BRAND IDENTITY

A. Image: Consumer perception of your product or brand.

B. Identity: How you want consumers to perceive your product or brand.

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

HOW??

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

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



The Marketing Mix



the various activities of the marketing process

The Four Ps



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

alike is the synonym of ...

PARA II:

grim means ...

argument means:

A. Issue B. controversial debate C. topic

Increasingly is grammatically an ... from ...

Showcasing product features means ...



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

PARA III:

Find in the text the expression which corresponds to *excellence and stability*
to pay a premium means ...
better; faster: Morphological structures.
maintain its lead means ...

PARA IV

-a synonym for *obtain, achieve*; and one for *destroy, defeat*?
-*itches* means ...

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

PARA V

- What is a possible synonym for *blame* and *valuable*?
And the opposite for *old-fashioned*?
- What is the difference between *advertising* and *advertisement*?
- What is the meaning of *social responsibility*?



Verbs

Complete the wordmap
(p.51)

Adjectives

**DOMINATE
DEVELOP
BUILD
REACH
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)

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

<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



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

Adjective

luxurious

Fashion

industrial

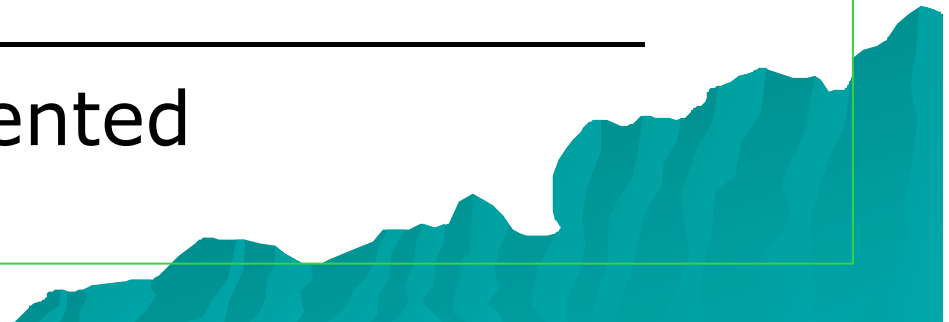
Creation

Commerce

Economy

Fame

talented



Word building 1

Complete the table with the missing words

Noun

Luxury _____

Fashion

Industry _____

Creation

Commerce

Economy

Fame

Talent _____

Adjective

luxurious

fashionable _____

industrial

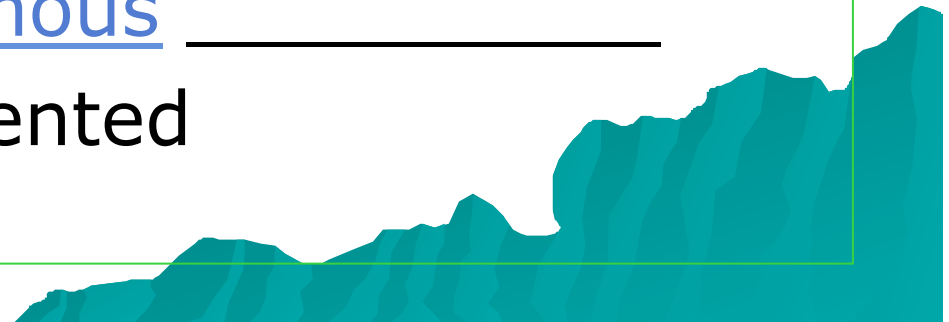
creative _____

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 _____	sponsor
consumption	Consumer _____	To consume _____
marketing	marketer _____	To market _____
organization _____	organiser _____	organise
analysis	Analyser _____	To analyse _____
Agency _____	agent	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



NRM
NATIONAL
RAILWAY
MUSEUM



Coca-Cola



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