



ACADEMIC LYCEUM “INTERNATIONAL HOUSE – TASHKENT”

1st semester
ENGLISH LANGUAGE

Topic 41: English Pupil's book 11. Unit 5. Market economy.

Lesson 1. What is marketing?





Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

- More simply: **Marketing is all about satisfying needs.**

WHAT MARKETING IS AND HOW IT'S USED

PRODUCT



Procedures to ensure the products are ready for selling

PRICE



Set it at a level comparable to competitors

PROMOTION



Brochures, ads, and information to generate interest

PLACE



How and where products are distributed to sell









Business Idioms: Sales and Marketing

In the Pipeline

Being prepared for the marketplace, being worked on.



Sold On (Something)

Convinced of something



Deliver the Goods

Provide what is expected



Out the Door

With everything included (said of a price)



Price yourself out of the market

Try to sell goods or services at such a high price that nobody buys them.

Sell (Someone) a Bill of Goods

Trick someone; be deceptive





MARKETING



Match these phrases to their definitions:

market research, market leader, market share, target market

- 1) The _____ of a product or service is the group of people it is aimed at e.g. students, businesspeople, car owners.
- 2) The _____ that a company has is the percentage of the total sales it makes, for that particular product or service. e.g. If company X sells 24% of all soft drinks, they would say: "Our company has a 24% _____."
- 3) _____ involves carrying out surveys or using other methods to find out the opinions of your target market, so that you can make better decisions when designing your product and marketing strategy.
- 4) The _____ is the company whose product or service outsells the products or services of its competitors. e.g. Coca-Cola is the _____ in the global soft drinks industry.