

Facoltà di Economia



Corso di Laurea in Economia e Gestione Aziendale

Corso di Laurea in Economia e Finanza

Economia e Gestione dei Servizi Turistici

Lingua Inglese

Luisanna Fodde

Olga Denti

a.a. 2013/2014



MARKETING

English words connected with 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 graphic at the bottom of the slide consisting of a silhouette of a mountain range in various shades of teal, extending from the bottom right towards the center.

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 graphic at the bottom right of the slide, consisting of a stylized mountain range in various shades of teal and green.

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**

A decorative graphic at the bottom right of the slide, consisting of a series of overlapping, jagged teal shapes that resemble a mountain range or a stylized landscape.

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 graphic at the bottom right of the slide, consisting of a stylized mountain range in various shades of teal and green.

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 your love (p. 51)

PARA I:

“environment” refer to:

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

PARA II:

“argument” means:

- A. Issue B. controversial debate C. topic

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 your 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”?

-What is the difference between advertising and advertisement?

- What is the meaning of responsibility?



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)

Brand (compounds)

IMAGEAWARENESS 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 2

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



LOGOS

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



The National
Museum of
Science & Industry



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