

Università di Cagliari



Corso di Laurea in Economia e Gestione Aziendale

Corso di Laurea in Economia e Finanza

Lingua Inglese

Chiara Fancello

M.Antonieta Marongiu

Eleonora Mamusa

a.a. 2019/2020

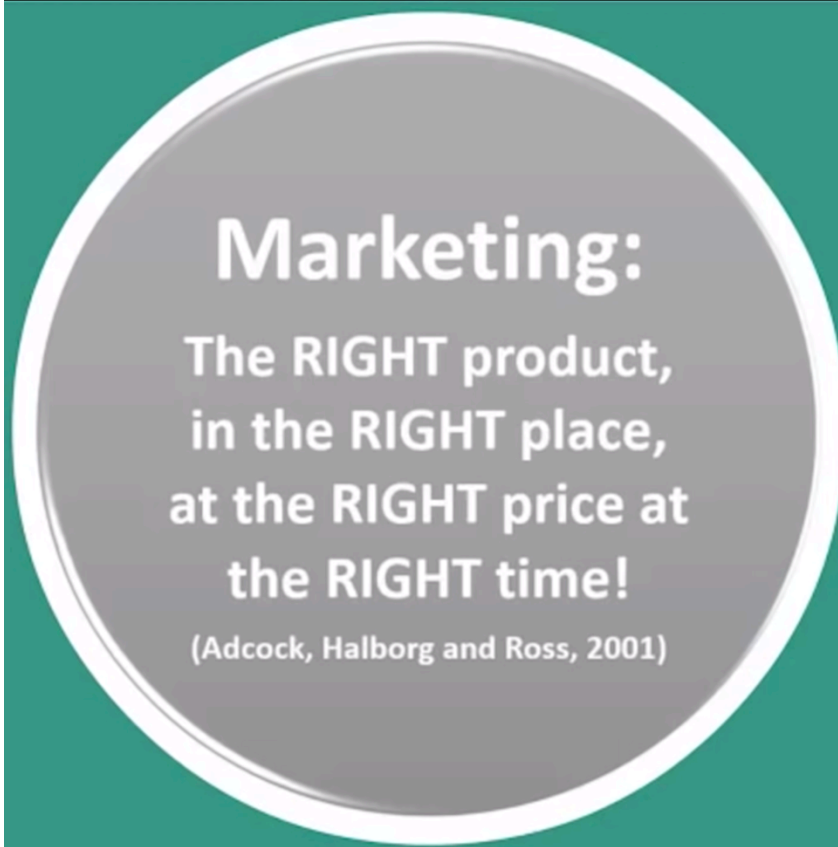


Extended Marketing Mix

<https://www.youtube.com/watch?v=oMZMrnNWY-A>



The
Marketing
Mix



Marketing:
The RIGHT product,
in the RIGHT place,
at the RIGHT price at
the RIGHT time!
(Adcock, Halborg and Ross, 2001)

Extended Marketing Mix

<https://www.youtube.com/watch?v=oMZMrnNWY-A>



Extended Marketing Mix

<https://www.youtube.com/watch?v=oMZMrnNWY-A>



PROMOTION

- 1. Advertising**
- 2. Public Relations**
- 3. Sponsorship**
- 4. Sales Promotion**
- 5. Personal Selling**
- 6. Direct Mail**
- 7. Digital Content**
- 8. Social Media**

- a. Providing support for something or someone
- b. When a business uses people to sell a product
- c. Any content in the form of digital data
- d. Promotional strategy intended to sell a product
- e. The process of persuading a potential customer to buy the product
- f. Websites and applications used to share content
- g. Relationship between a company and the public
- h. Delivery of promotional material at home

PROMOTION

- 1. Advertising (d)**
- 2. Public Relations (g)**
- 3. Sponsorship (a)**
- 4. Sales Promotion (e)**
- 5. Personal Selling (b)**
- 6. Direct Mail (h)**
- 7. Digital Content (c)**
- 8. Social Media (f)**

- a. Providing support for something or someone
- b. When a business uses people to sell a product
- c. Any content in the form of digital data
- d. Promotional strategy intended to sell a product
- e. The process of persuading a potential customer to buy the product
- f. Websites and applications used to publicize a product
- g. Relationship between a company and the public
- h. Delivery of promotional material at home

Advertising

English words connected with

What words come to your mind when thinking
about ***Advertising***?

Promotional strategies intended to sell a product

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

<https://www.youtube.com/watch?v=B4sT6I1deIc>

Persuasive techniques used in advertising

<https://www.youtube.com/watch?v=B4sT6I1delc>

- Glittering generalities (no artificial flavors)
- Symbols (Harley Davidson)
- Transfer (a credit card for common people)
- Testimonial (anybody's story)
- Scientific language (and numbers)
- Card stacking (unproved statistic used to convince)
- Slogans (especially for kids)
- Appeals (to save money)

The English language and Advertising

Visual content and design in advertising have a very great impact on the consumer, but it is language, and the combination of language and images that help people to identify a product and remember it.

Visual content
Design
Language



IN COMBINATION

The English language and Advertising

The use of English in advertising all over the world generally makes a positive impact on the consumer.

ENGLISH IS AN ATTENTION GATHERER

English is still the most frequently used linguistic means in advertising.

The French tried to fight this primacy and hegemony (1994, Toubon law)

It is more easily understood and remembered by the world's audience, and its flexibility helps enormously those operating in advertising.

The English language and Advertising

Always Coca Cola

Canon you Can

With Vodafone you can

Don't touch my Breil



I'm lovin' it

CARRERA sunglasses

Ermenegildo Zegna Eyewear

Emporio Armani Underwear

Samsonite Footwear

Zurich Because change happenz

Slogans: Most advertisements use a catchphrase or slogan which becomes associated with the product

The English language and Advertising

Use of **compounds** adjectives:

top-quality,

economy-size,

chocolate-flavoured,

feather-light,

longer-lasting.

The English language and Advertising

Use of high degree adjectives (hyperboles):

Shining	Extra-shining
luxury	Super luxury
elegant	Incredibly elegant
Smooth	Fantastically smooth

Adjectives are important in advertising, they are used to add prestige and desirability and approval for the consumer/client.

<https://www.youtube.com/watch?v=azttKmT0rVc>

<https://www.youtube.com/watch?v=AlQpt67L1es>

The English language and Advertising

Use of Comparisons

to relate the product to a rival or competitor.

In reality, no real comparison is made in advertising.

An advertisement for a detergent may say
"It gets clothes whiter"
but whiter than what?

The English language and Advertising

Use of the imperative:

“Relax the Natural Way”

“Win two Nights!”

“Get Ready for Summer!”

“Cruise here!”

“Find out why

<https://www.youtube.com/watchv=deNRiBQiQ3Q&list=PLC7E651F42B3C340C&index=24>

The English language and Advertising

Use of repetitions: advertisements tend to repeat words or ideas.

Something repeated frequently is **easily remembered**.

Most often it is the **brand name** of the product, or some word associated with it.

The English language and Advertising

Word Partnerships: *Collocation*

ADVERTISING; MARKETING; PUBLIC; RETAIL; PRICE;
PROMOTIONAL;

TECHNIQUES; PROMOTIONS; OUTLETS; RELATIONS;
MIX; CAMPAIGN;

Advertising campaign

Marketing mix

Public relations

Retail outlets

Price promotions

Promotional techniques

The English language and Advertising

- *Compound adjectives*
- *High degree adjectives (hyperboles)*
- *Comparisons*
- *Imperatives*
- *Repetitions*
- *Collocations*

ADVERTISING

Complete the table with the following words:

Directories	persuade	promote	cinema
Run	mailshots	place	free samples
Commercials	public transport	launch	leaflets
Exhibition	billboards/hoardings	word-of-mouth	radio
Point-of-sale	posters	research	sponsor
Target	endorsement	slogans	television
Press	jingles	sponsorship	publicise

MEDIA

Radio

METHODS

Jingles

VERBS

Persuade

ADVERTISING

MEDIA

Radio

Press

Television

Word-of-Mouth

Public Transport

Cinema

Mailshots

Street Furniture

(Bus Shelter, Public Toilets) Leaflets

METHODS

Jingles

Directories

Commercials

Sponsorship

Billboards/hoardings

Free samples

Endorsement

Posters

VERBS

Persuade

Run

Launch

Publicise

Sponsor

Place

Promote

VOCABULARY MARKETING AND ADVERTISING

Write in the missing letters in the words below. They are all words about *money*.

- 1 If you buy today, we'll give you a ten per cent .
- 2 My bank gave me a personal today.
- 3 I think it's important we help Africa with its to other countries.
- 4 He wants an extra ten thousand a year and he already has a of over a hundred thousand a year!
- 5 How much do you a month?
- 6 The type of customer we want has enormous power.
- 7 My house is about two hundred thousand pounds.

VOCABULARY MARKETING AND ADVERTISING

Write in the missing letters in the words below. They are all words about *money*.

- 1 If you buy today, we'll give you a ten per cent **DiSCouNT**.
- 2 My bank gave me a personal **LoaN** today.
- 3 I think it's important we help Africa with its **DeBT** to other countries.
- 4 He wants an extra ten thousand a year and he already has a **SaLaRY** of over a hundred thousand a year!
- 5 How much do you **eaRN** a month?
- 6 The type of customer we want has enormous **SPeNDiNG** power.
- 7 My house is **WoRTH** about two hundred thousand pounds.

Combine words from A and B to complete the description below.

A public / personal / direct / advertising

B media / marketing / selling / relations

‘There are various methods of selling starting with the most expensive like TV commercials, radio adverts and other (1) _____
_____. A cheaper way to sell is through (2)
_____ such as direct mail when you send
out leaflets to people’s houses. Face-to-face contact with the
customer is obviously important. For example, (3) _____
_____ with sales representatives can be very effective and
it’s easy to measure. It’s more difficult to see if (4) _____
_____ is effective. This is because it’s about creating good
contacts rather than selling directly.’

Combine words from A and B to complete the description below.

A public / personal / direct / advertising

B media / marketing / selling / relations

‘There are various methods of selling starting with the most expensive like TV commercials, radio adverts and other (1)

ADVERTISING MEDIA. A cheaper way to sell is through (2) **DIRECT**

MARKETING such as direct mail when you send out leaflets to

people’s houses. Face-to-face contact with the customer is obviously

important. For example, (3) **PERSONAL SELLING** with sales

representatives can be very effective and it’s easy to measure. It’s

more difficult to see if (4) **PUBLIC RELATIONS** is effective. This is

because it’s about creating good contacts rather than selling directly.’

Write in the ends of the words in these sentences.

- 1 Consump_____ of coffee has increased every year since 1950.
- 2 Clever market_____ made designer coffee very popular.
- 3 Market analys_____ are warning that the economy doesn't look good.
- 4 Did we get the results from the market research agen_____ ?
- 5 Cigarette companies often spons_____ sports events.

Write in the ends of the words in these sentences.

- 1 Consump**ION** of coffee has increased every year since 1950.
- 2 Clever market**ING** made designer coffee very popular.
- 3 Market analys**STS** are warning that the economy doesn't look good.
- 4 Did we get the results from the market research agen**CY** ?
- 5 Cigarette companies often spons**OR** sports events.

1 Consumption / 2 marketing / 3 analysts / 4 agency / 5 sponsor

- 1 _ a _ _ e _ i _ _ _ i _ : Product, price, promotion and place are this.
- 2 _ _ a _ _ : The name of a product or group of products.
- 3 a _ _ i _ a _ io _ _ : The hopes and wishes of consumers.
- 4 _ o _ _ u _ e _ _ : The people who buy or use the products.
- 5 _ i _ _ _ : What sales reps or adverts do when they sell a product.
- 6 _ o _ o : The symbol of a company found on its products.
- 7 _ a _ _ e _ e _ _ : The people who market the products.
- 8 a _ _ e _ _ i _ e : To promote the product.
- 9 _ o _ _ e _ i _ o _ _ : Other companies selling the same products.

- 1 **MARKETING MIX:** Product, price, promotion and place are this.
- 2 **BRAND:** The name of a product or group of products.
- 3 **ASPIRATIONS:** The hopes and wishes of consumers.
- 4 **CONSUMERS:** The people who buy or use the products.
- 5 **PITCH:** What sales reps or adverts do when they sell a product.
- 6 **LOGO:** The symbol of a company found on its products.
- 7 **MARKETERS:** The people who market the products.
- 8 **ADVERTISE:** To promote the product.
- 9 **COMPETITORS:** Other companies selling the same products.

Phonetics

Match column A with column B

A

- marketing
- advertising
- price
- place
- product
- promotion
- value
- slogan
- media
- brand

B

- /'mɑ:kɪtɪŋ/
- /praɪs/
- /'prɒdʌkt /'prɒdʌkt/
- /brænd/
- /prə'məʊʃn/
- /'ædvətaɪzɪŋ/
- /'mediə/
- /pleɪs/
- /'vælju:z/
- /'sləʊgən/

Phonetics

Match column A with column B

A

- marketing
- price
- product
- brand
- promotion
- advertising
- media
- place
- value
- slogan

B

- /'mɑ:kɪtɪŋ/
- /praɪs/
- /'prɒdʌkt /'prɒdʌkt/
- /brænd/
- /prə'mɒʃn/
- /'ædvɜ:təɪzɪŋ/
- /'mediə/
- /pleɪs/
- /'vælju:/
- /'slɒgən/

Phonetics 2

/'bæriə/

[lɔ:ntʃ]

/'væljəbl/

/'pri:miəm/

/'spɑnsə(r)ʃɪp/'spɒn-]

/bɒm'ba:d/

/kən'sju:mə/

/prə'mæʃn/

/ə'pi:l/

/'ædvətaɪz/

/kən'sɪstənsɪ/

/'kwɒlətɪ /'kwɒ-/

Phonetics 2

/'bæriə/ **BARRIER**

[lɔ:ntʃ] **LAUNCH**

/'væljəbl/ **VALUABLE**

/'pri:miəm/ **PREMIUM**

/'spənsə(r)ʃɪp/'spɒn-]

SPONSORSHIP

/bɒm'ba:d/ **BOMBARD**

/kən'sju:mə/ **CONSUMER**

/prə'məʊʃn/ **PROMOTION**

/ə'pi:l/ **APPEAL**

/'ædvətaɪz/ **ADVERTISE**

/kən'sɪstənsɪ/

CONSISTENCY

/'kwɒlətɪ /'kwɒ-/ **QUALITY**

Persuasive techniques used in advertising

<https://www.youtube.com/watch?v=B4sT6I1delc>

- Glittering generalities (no artificial flavors)
- Symbols (Harley Davidson)
- Transfer (a credit card for common people)
- Testimonial (anybody's story)
- Scientific language (and numbers)
- Card stacking (unproved statistic used to convince)
- Slogans (especially for kids)
- Appeals (to save money)

Analysing ads

- **Glittering generalities:** New York City: the Bronx
- **Symbols:** FIAT
- **Transfer:** this car is for everybody
- **Testimonial:** Jennifer Lopez (she made it!)
- **Appeals:** even I (a Latino from the Bronx) can afford it!

The English language and Advertising

- *Compound adjectives*
- *High degree adjectives (hyperboles)*
- *Comparisons*
- *Imperatives*
- *Repetitions*
- *Collocations*

Analysing ads

- **Attractive visual content for kids:** glittering and shining setting (a play station)
- **Attractive language for kids:** repetitions (in speech and in refrain)
- **“every kid is a winner!” “you’re the winner!” “she’s the winner!” “they’re winner too!” “and the next winner is YOU!” “every kid’s a winner!” “every kid gets a free ticket!” “and the next winner is you!”**

Analysing ads

- **Glittering generalities:** high-standard life-style (elegant, a bit out-of-fashion, sensual music, sensually sounding voice)
- **Testimonial:** an actress
- **Appeal:** I wish a could afford it! (selling a life style)
- **Language:** persuasive, interior monologue
“beauty ... outside ... inside ...sweat”
“beauty that’s what’s in **your** mind ... **that’s the one**”

Analysing ads

- **Setting:** in-doors basketball field
- **Glittering generalities:**
- **Testimonial:**
- **Appeal:**
- **Language:**

3:50 Nike

Analysing ads

- **Setting:** in-doors basketball field
- **Glittering generalities:** a very fit and expert basketball player
- **Testimonial:** a famous disabled basketball player
- **Appeal:** **if I can make it you can, no excuses!!!**
- **Language:** first person, list of excuses not to play, opposition: I can't vs. I can **MY FEET HURT!**

Analysing ads

- **Setting:** HOME – everyday actions
- **Glittering generalities:** cartoons for children
- **Testimonial:** Sesame Street characters
- **Appeal:** you should do what they do!
- **Language:** use of imperative, repetition

ads in the times of Covid 19

<https://www.youtube.com/watch?v=Ebtn7hnR6To>