

# Università di Cagliari



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

## Lingua Inglese

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a.a. 2019/2020



# 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”

*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”



# 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



# 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 (p. 50)

(1) What are your favourite brands of the following products?

SOFT DRINKS

CLOTHES

CARS

SHAMPOO

(2) 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?



# Seducing the masses

p. 49



# Keynotes



The various activities of the marketing process are referred to as the **marketing mix** and traditionally include the **four Ps**: **product** (characteristics and **features**), **price** (appropriate market price), **promotion** (communicating the product's **benefits**), **place** (**distribution** of the product in markets). In order to gain a **competitive advantage** over rivals, companies create **brands** that represent **aspirations** and a desirable image of life that the customer would like to identify with.

# Seducing the masses

The Economist



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

## PARA I:

*environment* refers to:

A. nature      B. social context      C. animals

*alike* is the synonym of ... *in the same way*

## PARA II:

*grim* means ...  
miserable, dreary

*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 synonyms of *excellence and stability*

*to pay a premium* means ...

*Better and faster* are ...                      *maintain its lead* means ...

## PARA IV

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

"*commercials veterans*" means ...

-*pitches* means ...

*less responsive* means ...

"*shooting down advertising*" means ...

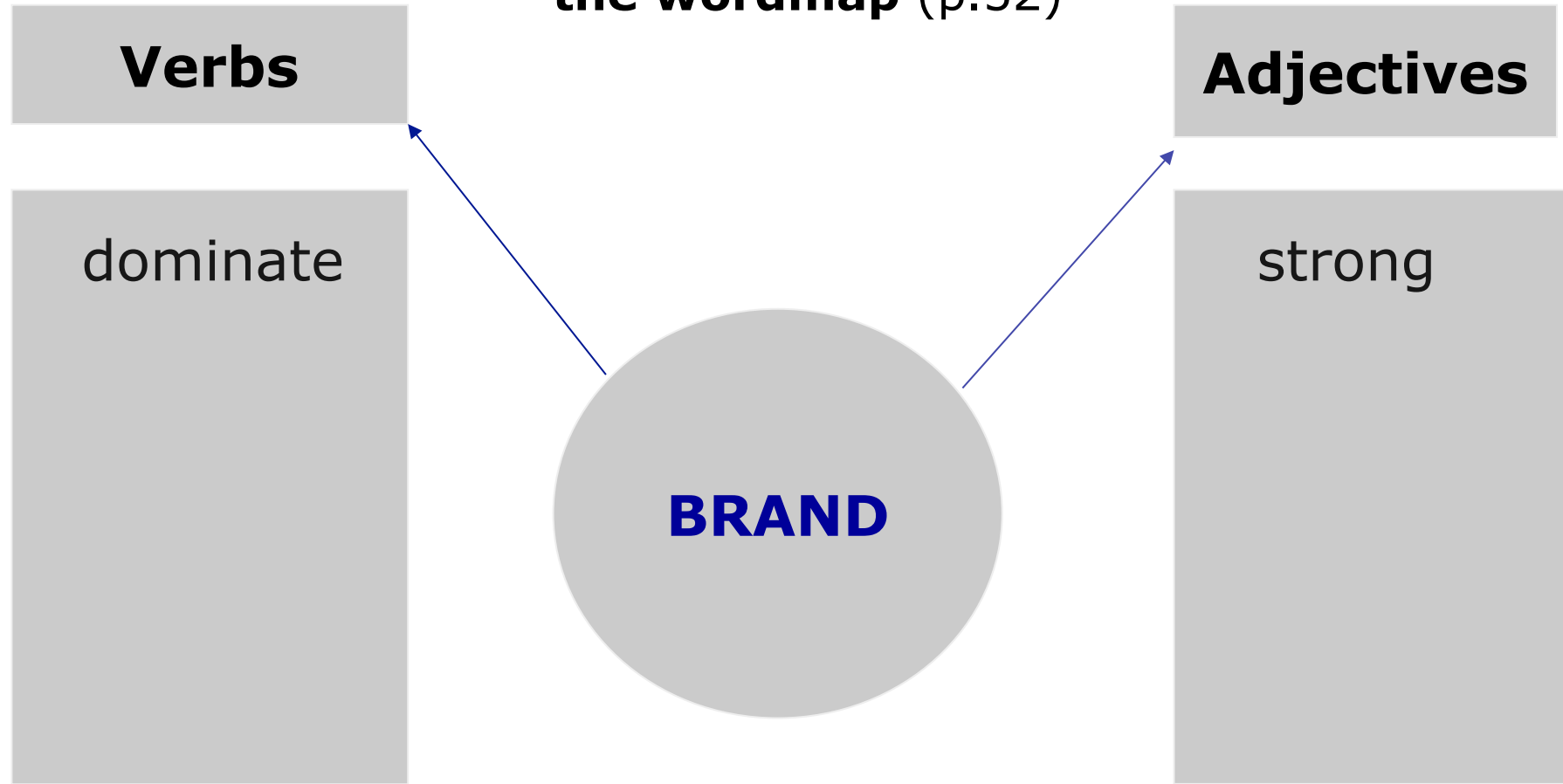
**Marketing brands**  
**(Reading Comprehension)**  
**Money can buy you love (p. 51)**

**PARA V**

- A synonym of *marketers*?
- a synonym of *blame* and *valuable*?
- the opposite of *old-fashioned*?
- the difference: *advertising* vs. *advertisement*?
- the meaning of *to appeal*?
- the meaning of *social Responsibility*?



**Vocabulary 1. Find words in the text on p. 51 to complete the wordmap (p.52)**



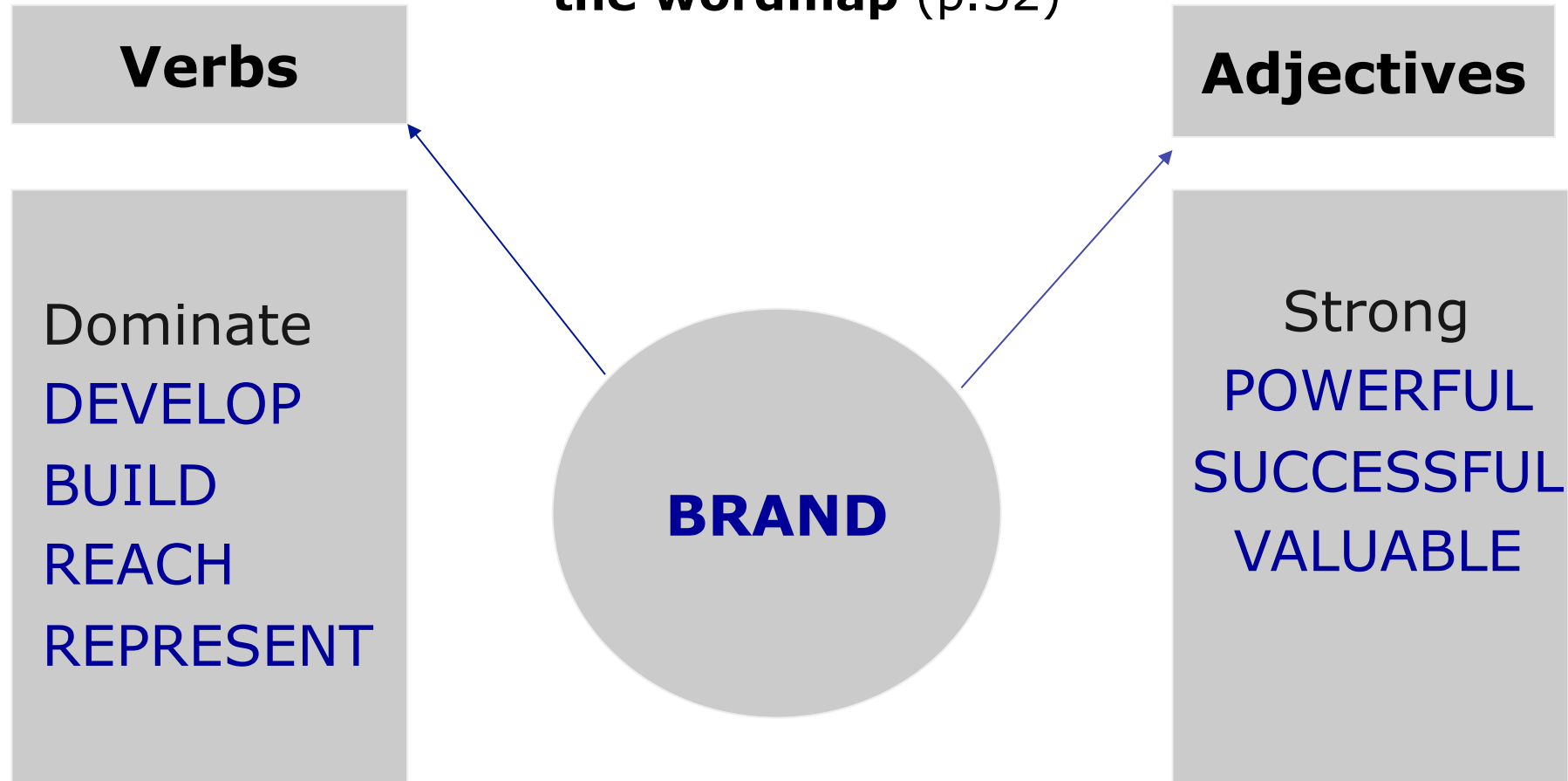
Brands represent a good portion of the value of a company.

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.

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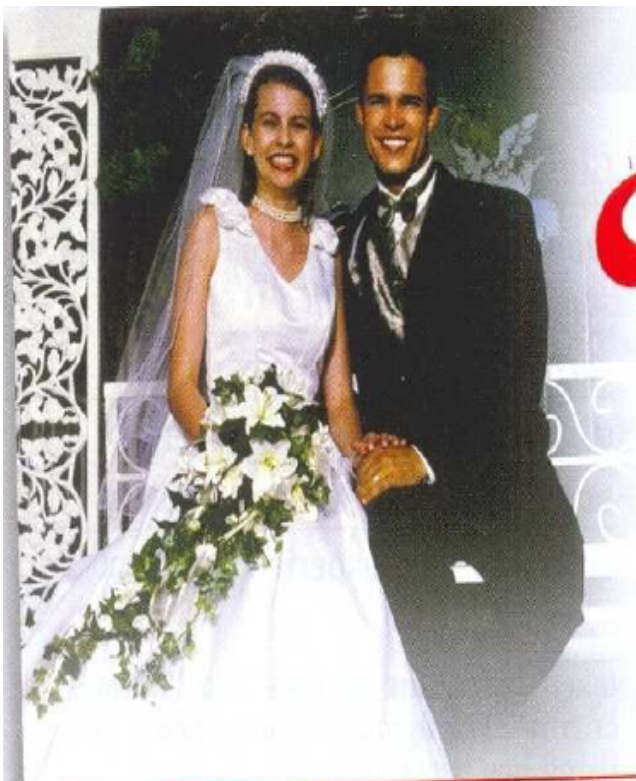
The new marketing approach is to develop a brand, not a product.

# MARKETING BRANDS

## Vocabulary 2 (p. 52)

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

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



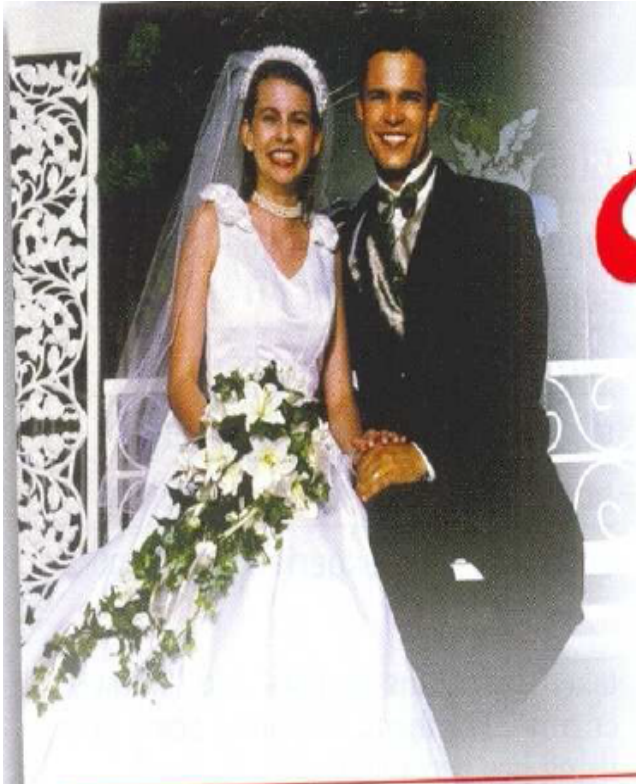
# Saying 'I do', to the marketers

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

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

such as Procter & Gamble have found  
this to be a very 5 \_\_\_\_\_ way to  
target extremely profitable  
6 \_\_\_\_\_ 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

7 \_\_\_\_\_ 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  
8 \_\_\_\_\_. As one rather  
9 \_\_\_\_\_ 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  
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# 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 Markets. Corporate Marketers say that certain points in life make people especially vulnerable to sales <sup>4</sup> itches. Companies

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

<sup>6</sup> target 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

customers 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 impressed. As one rather <sup>9</sup> cynical 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!'

# Professor Philip Kotler

The father of modern marketing

## Marketing Strategy

Create, communicate and deliver value to a target market to make profit

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

## Marketing

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

# Compounds of BRAND

## 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





## The importance of brands

**1** Pat Hill is a brand strategy consultant. Listen to her talk about the importance of brands and answer the questions.

- 1 Why do companies need to create brands?
- 2 What are the five most important characteristics of a brand?

_____	_____
_____	_____
_____	

- 3 Why has Chanel No 5 been successful for so long?
- 4 What helped establish the No 5 brand in the 1960s?

# LISTENING p. 54

## 1. Why do companies need to create brands?

Because successful brands are the companies' most valuable asset

## 2. What are the 5 most important characteristics of a brand?

- 1) A brand needs to be distinctive from others
- 2) It needs to be easy to memorize
- 3) It must be easy to pronounce possibly in several languages
- 4) It has to fit the image of the product
- 5) It must communicate the right emotional appeal to your target customer

### **3. Why has Chanel No 5 been successful for so long?**

Because the brand is Chanel, the name speaks for itself, that is the power of a brand.

### **4. What helped establish the No 5 in the 1960s?**

The famous remarks by Marilyn Monroe helped to establish No 5 in the market, there is nothing like a celebrity endorsement to push up sales.

# 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

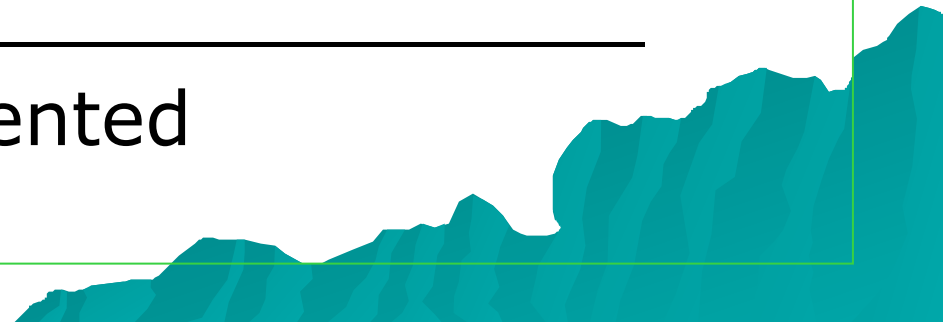
\_\_\_\_\_

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

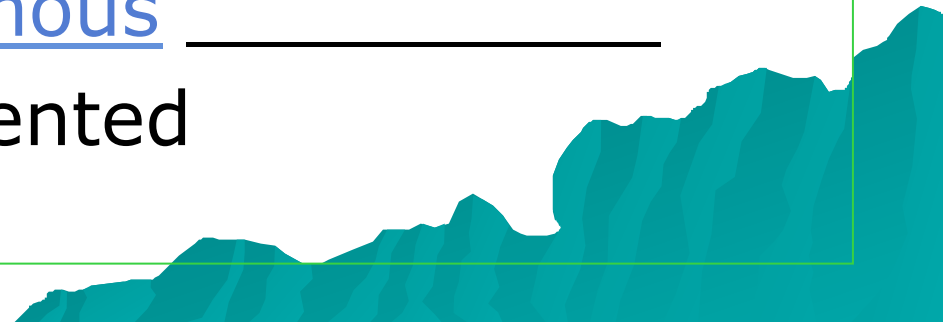
creative \_\_\_\_\_

commercial \_\_\_\_\_

economic \_\_\_\_\_

famous \_\_\_\_\_

talented



# Unit 6 – MARKETING

## WORKBOOK – Vocabulary (p. 25)

**1** Which of the verbs does not match each noun?

1 A PRODUCT

a influence      b design      c sell      d advertise

2 A BRAND

a establish      b create      c build      d open

3 A MARKET

a target      b dominate      c guarantee      d enter

4 AN IMAGE

a distribute      b have      c project      d present

5 AWARENESS

a raise      b heighten      c pick up      d increase

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## WORKBOOK – Vocabulary (p. 25)

**2** Complete the sentences with the correct options a–c.

- 1 Younger customers regularly \_\_\_\_\_ from one brand to another.  
a branch            b distract            c switch
- 2 It's crucial to \_\_\_\_\_ up a good client base.  
a extend            b build            c increase
- 3 Our competitors are trying to \_\_\_\_\_ us from expanding.  
a destroy            b disappoint            c deter
- 4 The logo stands \_\_\_\_\_ quality and value for money.  
a for            b out            c in
- 5 Consumers \_\_\_\_\_ the product with glamour and social status.  
a aspire            b associate            c attach
- 6 Our aim is to \_\_\_\_\_ up with a new concept.  
a come            b go            c take
- 7 The Mani perfume range \_\_\_\_\_ to the younger end of the market.  
a attracts            b advertises            c appeals
- 8 The market has changed beyond \_\_\_\_\_ .  
a recognition            b proportion            c expectation

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# 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



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