

Lesson 81

It has a lot of potential.

Target: Having a conversation about marketing.

Vocabulary

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Marketing



Related vocabulary

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|------------------------------|--|----------------------------------|
| - to promote ... | - to be luxurious | - to be customizable |
| - to roll out ... | - to be superior to ... | - to be eye catching |
| - a profit margin | - to be comprehensive | - to be guaranteed to ... |
| - to appeal to ... | - to be unique | - to be alluring |
| - to liaise with ... | - to be unbeatable | - to be all new |
| - a fresh prospective | - to distribute ... / a distribution channel | - to be generic |
| - to have potential | - a focus group | - a strategy |

Conversation

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1 Use the questions below to have a conversation with your partner about the topic

Partner #1: Questions

- How do companies usually promote their products?
- What products are alluring for you?
- What do you think of the all new iPhone?
- How long does it usually take to roll out a product?
- Why is brand loyalty important? What brands are you loyal to?
- What do focus groups do?
- What are three really unique products?
- Can you think of a product that is eye catching?
- Who generally buys luxurious goods?
- What products usually have very good profit margins?

Partner #2: Questions

- What are some of the benefits of having a customizable product?
- What kinds of distribution channels do different companies use to distribute their products?
- Who do you often liaise with at work?
- Why do you sometimes need to look at something from a fresh perspective?
- How can you make sure a product is going to be cost efficient?
- What company has a really comprehensive range of products?
- Can you name a product that is superior to another?
- What's the problem with generic products?
- Do you think it's easy to come up with a marketing strategy? Why? / Why not?
- Can you name a product that is really reliable?

2 Complete one or more of the situations below

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| 1. Role play: | Partner #1 and 2: Brainstorm a new product then together with your partner discuss how to market it. |
| 2. Speech: | Describe how marketing has changed over the last 50 years. |
| 3. Speech: | Describe a current product on the market and describe how it is marketed. |
| 4. Debate: | You think your new product is a good idea, but your partner doesn't agree. |