GENERAL ECONOMIC ENGLISH

Week 12: Marketing, Consumers and Business Communication

1. Main Academic Text & Core Concepts

Marketing is the management process responsible for identifying, anticipating, and satisfying customer requirements profitably. At the core of marketing strategy is the traditional Marketing Mix, known as the 4 Ps: Product (design, quality, features), Price (pricing strategy, discounts), Place (distribution channels, logistics), and Promotion (advertising, public relations, sales promotions).

Successful marketing depends on understanding Consumer Behaviour—the study of how individual customers, groups, or organizations select, buy, use, and dispose of goods and services to satisfy their needs. Marketers divide broader markets into specific Target Market segments based on demographics, psychographics, and purchasing habits.

In modern digital economies, Branding and Digital Marketing (social media campaigns, search engine optimization, content marketing) play a critical role. Marketers use persuasive language, high-impact adjectival descriptions, and value propositions to build brand equity and foster customer loyalty.

2. Key Terminology & Academic Definitions

Marketing Mix	Noun	The combination of Product, Price, Place, and Promotion (4 Ps).
Target Market	Noun	A specific group of consumers at which a product or service is aimed.
Consumer Behaviour	Noun	The study of individuals and organizations choosing and using products.
Branding	Noun	Creating a unique name, image, and identity for a product in consumers' minds.
Value Proposition	Noun	An innovation or service intended to make a company or product attractive.
Distribution Channel	Noun	The chain of businesses through which a good passes to the end consumer.
Promotion	Noun	Activities that communicate the merits of a product and persuade

buyers.

3. Language Focus: Descriptive & Persuasive Language for Marketing

Evaluative Adjectives: Use vivid descriptive adjectives: 'innovative', 'cost-effective', 'durable', 'cutting-edge', 'premium'.

Persuasive Phrasal Verbs: Use commercial action verbs: 'stand out', 'cater to', 'maximize value', 'drive engagement'.

Creating Benefit Statements: Focus on customer solutions: 'Our software enables firms to reduce operational expenditure by 20%.'