



# Marketing Meeting

## Pre-Reading

### A. Warm-Up Questions

1. What kinds of advertising are there?
2. Where do you see the most advertising?
3. What is your favorite advertisement?
4. What commercials do you remember most from television?
5. What do you think makes a good commercial?

### B. Vocabulary Preview

Match the words on the left with the correct meanings on the right.

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|----------------------------------|--|
| _____ 1. introduce               | a) to call the attention of the public to a certain product or service |
| _____ 2. commercial              | b) better chance of happening  |
| _____ 3. advertise               | c) the first thing to do   |
| _____ 4. come up with            | d) to develop, to think of, to create                                  |
| _____ 5. marketing campaign      | e) to be sure of   |
| _____ 6. first order of business | f) main  |
| _____ 7. audience                | g) to present two people to each other                                 |
| _____ 8. wider                   | h) the people who will likely buy your product or service              |
| _____ 9. bet                     | i) bigger, broader   |
| _____ 10. primary                | j) an advertisement (usually on TV or radio)                           |
| _____ 11. more likely            | k) an advertising plan   |
| _____ 12. face it                | l) to accept something   |

## Reading

Practice reading the dialogue out loud with a group of three.  
Underline any words or phrases you don't understand.



Lee



Jim



Jacob



Lee, let me **introduce** you to Jacob. He's going to help us **come up with** a **marketing campaign**.



It's nice to meet you, Jacob.



It's nice to meet you, too.



I think our **first order of business** is to decide what kind of marketing campaign to do.



There are three **primary** places to **advertise**: newspapers, radio, and television.



Yes, that's true. Let's think about our **audience**.



Our audience is college students. They use the books we sell.



I'd **bet** that they don't read the newspapers much.



I agree. I think they probably listen to the radio more.



They like to listen to music.



They like television, too.



Television advertising is more expensive than radio advertising.



So which is a college student **more likely** to do: listen to the radio or watch television?



Let's **face it**. They'll watch more television.



Do you agree, Jacob?



Yes, I do. Even though television **commercials** cost more,  
we should do a television commercial because we'll reach a **wider** audience.



A commercial it is!

## Comprehension

1. What was the first order of business at the marketing meeting?
2. What are the three primary places to advertise?
3. According to Jim, who is their company's target audience?
4. What is Lee's opinion about college students?
5. Why do they agree to do a TV commercial?

## Vocabulary Review

Complete the sentences using vocabulary from page 1.

You may need to change the word forms.

1. On my first day at the office, my boss \_\_\_\_\_ me to everyone.
2. Ana needs to \_\_\_\_\_ the fact that getting a job in advertising is difficult.
3. The \_\_\_\_\_ is to order supplies for everybody in the accounting department.
4. The advertising team wanted to reach a wider \_\_\_\_\_ so they decided to put ads on the radio and in the newspapers.
5. The \_\_\_\_\_ reason I want a job is so I can pay my bills.
6. He wants to be a manager, but I think it's \_\_\_\_\_ that he will have to start at a lower level.
7. Nathan had better \_\_\_\_\_ a good excuse for being late or else the teacher will suspend him.
8. The \_\_\_\_\_ for the new sports drink consisted of television commercials and advertisements in the newspaper.
9. In order to increase our sales, we needed to launch TV and radio \_\_\_\_\_.
10. At the marketing meeting, it became apparent that the company needed to \_\_\_\_\_ its products more.

## Speaking

Write your own dialogue. Work with a partner and write your own conversation using at least four words or phrases from today's lesson. Practice the dialogue, and then present it in front of the class.

## Writing

In the spaces below, write complete sentences to answer these questions.

1. What's your favorite company or organization?

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2. What kind of marketing campaigns does it have?

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3. Who is the primary audience for its marketing campaigns? How can you tell?

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4. How do you think the company could reach a wider audience?

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5. What kind of marketing campaign would you come up with?

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6. If you owned this company, what would be your first order of business?

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7. What challenges would you be likely to face?

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## Listening

Fill in the blanks as you listen to the recording.

**Lee****Jim****Jacob**

-  Lee, let me introduce you to Jacob. He's going to help us \_\_\_\_\_ a \_\_\_\_\_ .
-  It's nice to meet you, Jacob.
-  It's nice to meet you, too.
-  I think our \_\_\_\_\_ is to decide what kind of marketing campaign to do.
-  There are three \_\_\_\_\_ places to \_\_\_\_\_ : newspapers, radio, and television.
-  Yes, that's true. Let's think about our \_\_\_\_\_ .
-  Our audience is college students. They use the books we sell.
-  I'd bet that they don't read the newspapers much.
-  I agree. I think they probably listen to the radio more.
-  They like to listen to music.
-  They like television, too.
-  Television advertising is more expensive than radio advertising.
-  So which is a college student \_\_\_\_\_ to do: listen to the radio or watch television?
-  Let's \_\_\_\_\_ . They'll watch more television.
-  Do you agree, Jacob?
-  Yes, I do. Even though television \_\_\_\_\_ cost more, we should do a television commercial because we'll reach a \_\_\_\_\_ audience.
-  A commercial it is!