

Marketing discussion questions Updated 6 March 2018

Market Leader Pre-Intermediate Unit 8

Discuss the questions below in groups. If you are not sure about the answer, brainstorm as many possible answers as you can and then discuss which is most likely.

1. What are the advantages of your company's products (compared to those of your competitors)? How does your company try to make sure that consumers know about those advantages, e.g. what marketing does your company do to consumers?
2. How does your company try to make sure that other companies know about the advantages of your products, e.g. what marketing does your company do B2B?
3. What other ways of marketing exist? Brainstorm as many ideas as you can.
4. Could any of those ways be possible for your company?
5. Which marketing methods work best or would work best when promoting your products?
6. What problems can you face when marketing products? Brainstorm as many ideas as you can.
7. Which of those problems could your company face when marketing its products?
8. How has your company's marketing changed over time?
9. How have technology or regulatory changes affected your company's marketing? Could those things change it more in the future?
10. What is a typical lifecycle for your products?

Try to imagine what the answers to the questions above would be if they were asked to someone in the pharmaceuticals sector (= drug industry).

Listen to CD 2 tracks 16 to 19 and note down which questions above and being answered each time.

Listen again and make notes on the answers.

Work together to imagine answers to the questions above for someone in the sports equipment and clothing (e.g. sports shoes) industry.

Discuss the questions below, this time imagining that you work for a sportswear and sporting goods (sports shoes etc) company such as Adidas. The first few questions are the same as those which you discussed before about your own industry and pharmaceutical companies.

1. What are the advantages of your company's products (compared to those of your competitors)? How does your company try to make sure that consumers know about those advantages, e.g. what marketing does your company do to consumers?
2. How does your company try to make sure that other companies know about the advantages of your products, e.g. what marketing does your company do B2B?
3. What other ways of marketing exist? Brainstorm as many ideas as you can.
4. Could any of those ways be possible for your company?
5. Which marketing methods work best or would work best when promoting your products?
6. What problems can you face when marketing products? Brainstorm as many ideas as you can.
7. Which of those problems could your company face when marketing its products?
8. How has your company's marketing changed over time?
9. How have technology or regulatory changes affected your company's marketing? Could those things change it more in the future?
10. What is a typical lifecycle for your products?
11. How can you regain market share lost to competitors?
12. Which markets are (already) saturated? Where is there more growth potential?
13. How can you target less wealthy consumers while still making a profit?
14. What risks could your market share face in the future?

Discuss the new questions (11 to 14) as a class.

Read the text on page 77 to check the answers to questions 11 to 14.