

Checking/ Clarifying and marketing vocab correction and practice with marketing collocations

Market Leader Pre-Intermediate Unit 8

Work together to correct one grammar mistake on each line here:

- Is /fo:ka:st/ two word or all one word?
- Can you give me example of “a figure”?
- Do I need a punctuation in “advertising + campaign”?
- How does this word pronounced? – “launch”
- How is you spell /ri:serch/?
- Is /agensi:/ spelled with a C or a S?
- Is “market share” same as “share”?
- Can you say “television advertisement” in other way?
- What is “USP” stand for?
- What means “consumer”?
- What’s first letter of “__onsumer behaviour”?
- What’s the secondly letter of “t__rget”?
- What the last letter of “product rang__”?
- What’s the different between “advertising” and “marketing”?
- One more please./ Please repeat.
- Sorry, can you say that again more slow?

Compare your answers as a class or below the fold. Other answers ways of correcting the sentences above are also possible, so please check if you wrote something different.

-----fold, cover or cut-----

Corrected versions

Other answers might be possible, so please check your sentences with your teacher.

- Is /fo:ka:st/ two words or all one word?
- Can you give me an example of “a figure”?
- Do I need (any) punctuation in “advertising + campaign”?
- How is this word pronounced? – “launch”
- How do you spell /ri:serch/?
- Is /agensi:/ spelled with a C or an S?
- Is “market share” the same as “share”?
- Can you say “television advertisement” in another way?
- What does “USP” stand for?
- What does “consumer” mean?
- What’s the first letter of “__onsumer behaviour”?
- What’s the second letter of “t__rget”?
- What’s the last letter of “product rang__”?
- What’s the difference between “advertising” and “marketing”?
- Can you say that one more time?
- Sorry, can you say that again more slowly?

Take turns asking questions from above. The other person shouldn’t look above, but can ask for repetition or confirmation if they don’t understand the question.

Test each other with similar questions about the vocabulary below, if possible without looking the previous page when you make the questions. Your teacher will tell you if and how to use the key words below the fold to help.

- advertising agency
- advertising budget
- advertising campaign
- consumer behaviour
- consumer goods
- consumer profile
- market research
- market segment
- market share
- product launch
- product lifecycle
- product range
- promotion
- sales figures
- sales forecast
- sales target

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Key words to make checking/ clarifying questions

word(s)

example

punctuation

pronounced

spell

same

way

stand

letter

difference

more

again

When your teacher stops you, ask similar questions about any aspect of the vocabulary above that you aren't sure about.

Marketing collocations

Optional: Cover the right hand side of this page below and brainstorm collocations with the words on the left, first of all without any help.

Without looking above, join words on the left to words on the right to make common collocations to speak about marketing.

advertising	behaviour
	budget
	campaign
consumer	agency
	figures
	forecast
	goods
market	launch
	lifecycle
	profile
	range
product	research
	segment
	share
sales	target

Check as a class or above. Other collocations not above may also be possible, so please check if you joined the words in different ways.