



## Marketing Strategies

Reading to Writing Summary

EXAMPLE

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# Student

## Two types of lesson

### Lesson#1: [Easy] \*\*\*\* [B2/C1]

1. Predict the content of the text. Write down key terms & ideas.
2. Read the text & check words & meanings with a dictionary.
3. Identify the key points and supporting details and complete the **outline**.
4. Write a one-paragraph summary of 200-250 words.
5. Check key points with the **completed outline** & **model answer** (try to achieve 4 key points and 4 supporting points).
6. Answer the critical thinking questions & check possible answers.

### Lesson #2: [Hard] \*\*\*\* [C1]

1. Read the text – no dictionary.
2. Identify the key points and supporting details and complete the **outline**.
3. Write a one-paragraph summary of 200-250 words.
4. Check key points with the **completed outline** & **model answer** (try to achieve 4 key points and 4 supporting points).
5. Answer the critical thinking questions & check possible answers.

# Teacher

## Two types of lesson

### Lesson#1: [easy] \*\*\*\* [B2/C1]

1. Distribute the text a week /day before the test. Students read, check vocabulary & meanings.
2. Test day: distribute a **new copy of text** and the **summary question**.
3. Set 1 hour to read the text, take notes and write a one-paragraph summary of 200-250 words.
4. Feedback<sup>1</sup>: take in and mark [[use our correction code\\*](#)].
5. Feedback<sup>2</sup>: distribute **completed outline** & **model answer**. Students compare with their own work.
6. Summary marking: **should contain at least 4 main ideas with support** – see **summary key points**.
7. Extra: critical thinking questions / group discussion (30 minutes).

### Lesson #2: [hard] \*\*\*\* [C1]

1. Set 1 hour to read the **text** and write a one-paragraph summary of 200-250 words.
3. Feedback<sup>1</sup>: take in and mark [[use our correction code\\*](#)].
4. Feedback<sup>2</sup>: distribute **completed outline** & **model answer**. Students compare with their own work.
5. Summary marking: **should contain at least 4 main ideas with support** – see **summary key points**.
6. Extra: critical thinking questions / group discussion (30 minutes).

Correction code\*: [www.academic-englishuk.com/error-correction](http://www.academic-englishuk.com/error-correction)

## Marketing Theories EXAMPLE

By A. Watson (2022)

Although there is some debate as to when marketing first [REDACTED] sheer number of marketing models that continue to exist today. Some of the most common marketing models include [REDACTED] process, which [REDACTED] value for an organisation through delivering relevant products, services and communications to the customer, the Unique Selling Proposition (USP), when [REDACTED] [REDACTED] competition, and the Brand Positioning Map, which is when a brand visualises its customer perception against its competitors (Chaffey, 2022). Nevertheless, of all the marketing [REDACTED], the PESTLE framework, and Porter's 5 Forces are often the most discussed.

The marketing mix tool, first known as the 4 Ps, referring to [REDACTED] was [REDACTED] businesses were more focused on selling physical products, rather than services (Hanlon, 2022). Since the [REDACTED] of people, physical evidence and processes in order to reflect the emergence of service-oriented [REDACTED], as a result of increased consumer power and competition (Brooks, 2022). Most experts agree that [REDACTED]. On the one hand, Brooks (2022) claims that as the practical framework outlines every aspect of marketing, [REDACTED] Hanlon (2022) [REDACTED] tool helps to define and evaluate the key issues that could affect the marketing of its products and services, [REDACTED] and set objectives, [REDACTED] hand, Brooks (2022) also argues that both the 4 and 7 Ps lack any reference to market research. Instead, a [REDACTED] needs [REDACTED] and communication, would offer a more customer-centred alternative that focuses [REDACTED] and the customer. Thus, as the ideal number of marketing mix variables continues to be debated, it is [REDACTED] limitations.

Another often-used marketing tool is PESTLE, a simple yet strategic framework which stands for the [REDACTED], legal and environmental factors that can affect a business. Currently, legal and environmental issues are [REDACTED], since [REDACTED] informing themselves of legislation such as GDPR and data protection, and are also prepared to make determined, greener choices. Thus, as Story (2020) and Battista (2021) suggest, [REDACTED] and commit to making changes to packaging, waste, ethical sourcing, sustainable resources and supply chain [REDACTED], eco-unfriendly [REDACTED] bottom line, but also its perception. Thus, the benefits of undertaking a PESTLE analysis is that it allows an [REDACTED] and other markets, highlight opportunities which successful companies will exploit in order to create new [REDACTED] and minimise threats (Story, 2020). This is seconded by Battista (2021) who also argues that by [REDACTED] can make informed decisions as to what action should be taken within a specific timeframe and potentially [REDACTED] long-term trends, prompting further research and specific objectives to be built into future planning [REDACTED]. Notwithstanding, Battista (2021) highlights that to be sufficiently effective, not only does a PESTLE analysis [REDACTED] is [REDACTED] data that is not simply based on assumptions.

Finally, the third and final marketing tool to be discussed is Porter's 5 Forces. Wright (2021) describes Porter's 5 [redacted], particularly [redacted] enterprises who are looking to invest for growth, explore the balance of power between different [redacted] manage risk. The [redacted] substitutes and new entrants, the bargaining power of buyers and suppliers, and competitive rivalry. Both Wright (2021) and Goyal (2020) argue [redacted] that new companies and new products pose, as both of these possibilities are very likely to happen in such a globalised [redacted] profitability. Once [redacted] or new company has occupied a stable position in the market, it increases the pressure to cut prices, due [redacted] performance trade-off, and [redacted]. With regard to bargaining powers of suppliers and buyers, companies must assess how much control both of these [redacted] is small yet offer unique products, or the number of customers is moderate but their order volumes are [redacted]. Finally, existing rivalry forces a brand to examine not only the number of direct competitors in the same industry [redacted], as a highly-competitive market could reduce a brand's power and push them to lower prices. Most notably, Goyal (2020) [redacted], stating [redacted] be utilised to maintain, not simply attain, competitive advantage, most likely due to the fact that it was created [redacted] position and [redacted], and therefore does not reflect our [redacted] markets.

In sum, as society as a whole continues to evolve at an unprecedented speed, it is to be expected that [redacted] outdated, and [redacted] there are aspects of the marketing mix, PESTLE and Porter's Forces that are still relevant today, there lacks one model [redacted] As digital marketing is no longer the future but in reality our present, key features such [redacted] not be ignored [redacted] and ultimately, profitable.

### Reference list

- Battista, M., (2021). *PESTLE analysis* [online]. Available at: <https://www.cipd.co.uk/knowledge/strategy/organisational-development/pestle-analysis-factsheet#graf> [Viewed 18.07.2022].
- Brooks, A., (2022). *The Marketing Mix: Building a Strategy With the 7Ps* [online]. Available at: <https://www.ventureharbour.com/marketing-mix/> [Viewed 17.07.2022].
- Chaffey, D., (2022). *Marketing models that have stood the test of time* [online]. Available at: <https://www.smartinsights.com/digital-marketing-strategy/online-business-revenue-models/marketing-models/> [Viewed 18.07.2022].
- Goyal, A., (2020). A Critical Analysis of Porter's 5 Forces Model of Competitive Advantage. *Journal of Emerging Technologies and Innovative Research* [pdf]. 7(7), 149 – 152. Available at: <https://www.jetir.org/papers/JETIR2007313.pdf> [Viewed 19.07.2022].
- Hanlon, A., (2022). *How to use the 7Ps Marketing Mix* [online]. Available at: <https://www.smartinsights.com/marketing-planning/marketing-models/how-to-use-the-7ps-marketing-mix/> [Viewed 17.07.2022].
- Story, J., (2020). *Using the PESTLE analysis model* [online]. Available at: <https://www.smartinsights.com/marketing-planning/marketing-models/pestle-analysis-model/> [Viewed 19.07.2022].
- Wright, G., (2021). *How to apply the Porter's 5 Forces model to your SME marketing plan* [online]. Available at: <https://www.smartinsights.com/online-brand-strategy/brand-development/how-to-use-porters-5-forces-model/> [Viewed 18.07.2022].

### **Summary: Key Points**

Take notes on the key points of the text.

1. Main idea:
Support:
2. Main idea:
Support:
3. Main idea:
Support:
4. Main idea:
Support:
5. Main idea:
Support:

## Summary: Key Points (ANSWERS)

Take notes on the key points of the text.

<p><b>1. Main idea: An overview of marketing models.</b></p> <p>Support:</p> <ul style="list-style-type: none"> <li>• Many mktg models. Most common incl:             <ol style="list-style-type: none"> <li>1. STP: focuses [redacted], services &amp; comms. 2 consr.</li> <li>2. USP: brands make clear to pot. consr. why they r diff. [redacted] comp.</li> <li>3. Brand Positioning [redacted] br.(Chaffey, 2022).</li> </ol> </li> <li>• Most [redacted] tool, the PESTLE framework &amp; Porter's 5 Forces.</li> </ul>
<p><b>2. Main idea: Marketing Mix.</b></p> <p>Support:</p> <ul style="list-style-type: none"> <li>• Created in 1960s, [redacted] when most biz sold physical prods. ( Hanlon, 2022).</li> <li>• 1980s: 4ps → 7ps ([redacted]) 2 reflect service ind. &amp; [redacted] (Brooks, 2022).</li> <li>• Benefits:             <ol style="list-style-type: none"> <li>1. Outlines [redacted] (Brooks, 2022).</li> <li>2. Defines &amp; evaluates key issues that [redacted] comp. [redacted] (Hanlon, 2022).</li> </ol> </li> <li>• Drawbacks:             <ol style="list-style-type: none"> <li>1. Mkt research not incl.; but a combo of 7ps &amp; 4cs (customer needs, cost, convenience &amp; comm.) [redacted] (Brooks, 2022).</li> </ol> </li> </ul>
<p><b>3. Main idea: The PESTLE framework.</b></p> <p>Support:</p> <ul style="list-style-type: none"> <li>• PESTLE: [redacted] environmental factors.</li> <li>• L &amp; E= most imp. as cust. inform themselves of legislation &amp; green issues.</li> <li>• Org. [redacted] as legal oversight, unethical or eco-[redacted] (Story, 2020; Battista, 2021).</li> <li>• Benefits:             <ol style="list-style-type: none"> <li>1. [redacted] assess itself agst comp. &amp; other mkts.</li> <li>2. Sees opps. which [redacted] move in [redacted] threats (Story, 2020).</li> <li>3. [redacted] on actions [redacted]. Pred. long-term trends stimulating more research &amp; obs. 2 b implemented in 2 future plan. of [redacted] (Battista, 2021).</li> </ol> </li> <li>• Battista (2021) - PESTLE needs 2 b done [redacted] on [redacted] based on assumptions.</li> </ul>
<p><b>4. Main idea: Porter's 5 Forces.</b></p> <p>Support:</p> <ul style="list-style-type: none"> <li>• [redacted] seeking [redacted]. on glob. level 2 manage risk (Wright, 2021).</li> <li>• Focuses on threat of sub. [redacted] buyers &amp; suppliers &amp; comp. rivalry. All can damage org. profits (Wright, 2021; Goyal, 2020).</li> <li>• [redacted] stable in mkt prices may have 2</li> <li>• Bargaining powers of suppliers &amp; buyers: Org. must [redacted] exert.</li> <li>1. No. of suppliers is small bt offer unique prods.</li> </ul>

2. No. [redacted] large.  
= cld make demands that if org. doesn't meet, then it loses supply.
- Existing [redacted]. & services on offer.
  - Criticism: Fails 2 explain how it can maintain comp. [redacted] mkts (Goyal, 2020).

5. Main idea: **How marketing needs to change.**

Support:

- Society evolving fast → [redacted]
- [redacted] marketing mix, PESTLE and Porter's Forces still rel., but no mod. focuses on dig. mktg. Mods. [redacted] & artificial [redacted] remain relevant and profitable.

## Summary

**Task:** Write a 200-250 word summary on the key features of the text.

Word Count: \_\_\_\_\_



## Summary: Marketing Strategies

**Task:** Write a 200-250 word summary on the key features of the text.

Although there are a number of marketing models in use today, three of the most common are the [REDACTED]. Firstly, originally consisting of 4Ps: product, price, place and promotion, but [REDACTED] and processes, [REDACTED] a practical framework that includes all the elements [REDACTED] basis for [REDACTED] small businesses (Hanlon, 2022). Secondly, PESTLE, which studies the key external factors [REDACTED] and environmental, [REDACTED] against competitors, emphasises opportunities and anticipates threats, and this, according to Battista (2021), [REDACTED] on what [REDACTED], and predict long-term trends to aid in future planning. Thirdly, Porter's 5 Forces focuses [REDACTED], which could [REDACTED] power of buyers and suppliers, which could affect a company's supply; and competitive rivalry, [REDACTED] (Wright, [REDACTED] with all three marketing models is that none are connected to digital marketing, [REDACTED] who wish to remain relevant, [REDACTED] and artificial intelligence, which reflect the [REDACTED] incorporated.

Word Count: 229

## Critical Thinking Questions

i) What's the stance of the author? What is the evidence for this?

[2 points]

ii) Is this a credible article? Yes /no – why?

[2 points]

iii) Highlight four ideas in the text you would use for an essay on: 'Evaluate [redacted] and say which one is [redacted] small business'.

[4 points]

iv) Highlight two areas in the text that you question, disagree with or lack evidence.

[2 points]

## **Critical Thinking Questions ANSWERS**

i) What's the stance of the author? What is the evidence for this?

*The writer believes that marketing models are becoming outdated so therefore need to adapt. He believes that the three models discussed are still relevant but he feels that digital marketing should be included to reflect the current digital era. He discusses this in his conclusion:*

- It is to be expected that marketing models will become **outdated**.
- ....and therefore will need to **adapt quickly**.
- Although there are aspects of the marketing mix, PESTLE and Porter's Forces that are still **relevant** today, ...

**ALL ANSWERS INCLUDED IN PAID VERSION...**