

LISTEN A MINUTE.com

Marketing

<http://www.listenAminute.com/m/marketing.html>



One minute a day is all you need to improve your listening skills.
Focus on new words, grammar and pronunciation in this short text.
Doing the online activities, discussion, survey and writing will help.
Listen many times – enough for you to you understand everything.

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THE LISTENING TAPESCRIPT

From: <http://www.listenAminute.com/m/marketing.html>

Marketing is a funny thing. Sometimes I like it, other times I hate it. There is definitely an art to marketing. Some of the advertising campaigns you see are the work of a genius. Someone has thought of a great idea, slogan and advertising campaign to sell us or tell us something. I like it when I can see the creativity. There are other kinds of marketing that make me angry. Ads and campaigns that are directed at children make my blood boil – especially the McDonalds ads that do not mention food, but show lots of free, cheap toys. I also hate viral marketing – that’s when you receive spam mail trying to sell you something. I also get annoyed with marketing campaigns that have slogans that are just untrue, like smoking is cool.



LISTENING GAP FILL

From: <http://www.listenAminute.com/m/marketing.html>

Marketing _____. Sometimes I like it, other times I hate it. There is _____ to marketing. Some of the advertising campaigns you see are the work _____. Someone has thought _____, slogan and advertising campaign to sell us or tell us something. I like it when I can see the creativity. There are other kinds of marketing that _____. Ads and campaigns that are directed at children make _____ – especially the McDonalds ads that do not mention food, but show lots of free, cheap toys. I _____ marketing – that's when you receive spam mail trying to sell you something. I also get annoyed with marketing campaigns that have slogans that _____, like smoking is cool.



CORRECT THE SPELLING

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UNJUMBLE THE WORDS

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Marketing is a funny thing. Sometimes I like it, other times I hate it. art definitely There an is to marketing. Some of the advertising campaigns you see are the work of a genius. thought a idea has of great Someone, slogan and advertising campaign to sell us or tell us something. like creativity see I it I the can when. There are other kinds of marketing that make me angry. Ads and campaigns that are directed at children make my blood boil – especially ads do mention McDonalds that not the food, but show lots of free, cheap toys. I also hate viral marketing – receive spam mail that's when you trying to sell you something. get also I marketing with annoyed are just untrue campaigns that have slogans that, like smoking is cool.

 **DISCUSSION** (Write your own questions)

STUDENT A's QUESTIONS (Do not show these to student B)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

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 **DISCUSSION** (Write your own questions)

STUDENT B's QUESTIONS (Do not show these to student A)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

STUDENT MARKETING SURVEY

From: <http://www.listenAminute.com/m/marketing.html>

Write five GOOD questions about marketing in the table. Do this in pairs. Each student must write the questions on his / her own paper.
When you have finished, interview other students. Write down their answers.

	STUDENT 1 _____	STUDENT 2 _____	STUDENT 3 _____
Q.1.			
Q.2.			
Q.3.			
Q.4.			
Q.5.			

- Now return to your original partner and share and talk about what you found out. Change partners often.
- Make mini-presentations to other groups on your findings.

HOMEWORK

1. VOCABULARY EXTENSION: Choose several of the words from the text. Use a dictionary or Google's search field (or another search engine) to build up more associations / collocations of each word.

2. INTERNET INFO: Search the Internet and find more information about marketing. Talk about what you discover with your partner(s) in the next lesson.

3. MAGAZINE ARTICLE: Write a magazine article about marketing. Read what you wrote to your classmates in the next lesson. Give each other feedback on your articles.

4. MARKETING POSTER Make a poster about marketing. Show it to your classmates in the next lesson. Give each other feedback on your posters.

5. MY MARKETING LESSON: Make your own English lesson on marketing. Make sure there is a good mix of things to do. Find some good online activities. Teach the class / another group when you have finished.

6. ONLINE SHARING: Use your blog, wiki, Facebook page, MySpace page, Twitter stream, Del-icio-us / StumbleUpon account, or any other social media tool to get opinions on marketing. Share your findings with the class.

