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TITLE OF BOOK : English For Marketing And Advertising  
DISCUSSION : READING

## **RESUME OF ENGLISH FOR MARKETING AND ADVERTISING**

In this book there are seven units about marketing and advertising. For the first unit is about introduction to marketing and advertising. In this unit we will learn about marketing and advertising activities, job of advertising, job responsibilities, corporate identity, and logos branding. Which are in this unit there are many tasks to sharpen the skill.

In unit 2 is about finding the customers. In this unit we will learn about market research, customer profiles, data collection, a telephone survey. Which are in this unit, we need to sharpen the skill with how to giving and asking for opinions, how to expressing of disagree and agree, market research terms, and writing reports. Surely with good communication and good language.

In unit 3 is about planning a marketing strategy. In this unit we will learn about the marketing plan and pricing also positioning strategies. In this unit, we need to learn how to sharpen the skills with how to writing email with good language, how to choice a positioning strategy, and how to give a presentation.

In unit 4 is about creating ads. In this unit we will learn about the model of advertising, how to working with agency, advertising channels. In this unit, we need to sharpen the skills with how to choice the model of advertising in our business. Not only that, we also learn to how to giving a feedback in our business and how to discussing.

In unit 5 is about marketing tools. In this unit we will learn about distribution channels, types of discount, types of retailer, telemarketing, direct marketing. Which is we need to sharpen the skills with telephoning or writing the customers. In the other side, we need to see what is the type of discount that we will use and what is the retailer that we want to make a cooperation.

In unit 6 is about presenting your public face. In this unit we will learn how to make a public relations, how to use website and sponsoring for our business. Which is in this unit we also need to sharpen the skills with how to get the customers quotes, how to press releases, and how to write holiday letter.

In unit 7 is about marketing through trade fairs. In this unit we will learn about how to make organizing events and attending a trade fair. Which are in this unit we need to sharpen the skill with how to make a socializing, reporting on a trade fair visit. And the way of the language of trade fairs.

Conclusion:

So, inside of this book added the question or tasks. And any pages also add answer key for every the question or tasks. the book of English for Marketing and Advertising is made for preparing work internationally for the college student in business world, especially in the field of marketing and advertising. On the other sides, this book is also helping the college student to communicate confidently in english and increase their skills in the business world. And this book is also helping the college students in how to make a cooperation with another business, increase the discussion, and understand the marketing terms.