Advertising and Marketing

B1 – B2

Module 6

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Here's What We Will Be Learning in this Presentation:

Summary

- What is Advertising?
- Objectives of Advertising.
- What is Marketing?
- Marketing Plan.
- Difference between Advertising and Marketing.
- Exercises.

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Vocabulary

Marketplace: the arena of commercial dealings.

Evaluation: the making of a judgement about the amount, number, or value of something; assessment.

Facilitate: make (an action or process) easy or easier.

Consumer: a person who purchases goods and services for personal use.

Convince: persuade (someone) to do something.

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