



Advertising and Marketing

B1 – B2

Module 6

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.

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.