



# 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.