



MARKETING WORDS



Scan to review worksheet

Expemo code:
17GT-96CB-6CIZ

1 Marketing vocabulary

Write the marketing words below the pictures.

a billboard
a logo

a brochure
a recommendation

a commercial
internet marketing

a discount
telemarketing



1. a billboard

2. a discount

3. a logo

4. a commercial

5. a recommendation



6. telemarketing



7. internet marketing



8. a brochure

word of mouth

Make questions about your company like in the example:

Example: your company / have / logo

Does your company have a logo?

1. your company / have / logo ?

5. your company / use / internet marketing?

2. your company / offer discounts ?

6. your company / use / telemarketing?

3. your company / get / many recommendations?

7. your company / print / brochures?

4. your company / advertise / on billboards?

8. your company / advertise / on television?

In pairs, ask and answer the questions like in the example below:

A: Does your company have a logo? B: Yes, we do. / No, we don't.



2 True or False

Read the sentences below. Decide if they are true or false.

1. Commercials are more expensive than billboards.
2. Brochures are cheaper than commercials.
3. Telemarketing is more effective than internet marketing.
4. Getting recommendations is easier than printing brochures.
5. Offering discounts is more difficult than telemarketing.
6. Billboards are more visible than brochures.
7. A good logo is more important than recommendations.
8. Internet marketing is more modern than telemarketing.

3 Comparative adjectives

Study the table below and write the comparative forms of the adjectives below.

	Comparative form
one syllable	Add -er fast -> faster slow -> slower When an adjective ends in one vowel + one consonant, we double the consonant: big -> bigger hot -> hotter
two-syllable words ending in consonant + -y	-y -> -ier heavy -> heavier early -> earlier
two or more syllables	Use more ... dangerous -> more dangerous intelligent -> more intelligent
irregular	good -> better bad -> worse far -> further

1. tall -
2. funny -
3. expensive -
4. cheap -
5. famous -
6. fat -



Make sentences like in the example.

1. China / Spain (big) China is bigger than Spain
2. Strawberries / potatoes (sweet)
3. Chinese / English (difficult)
4. Vegetables / sweets (healthy)
5. Swiss watches / English watches (good)
6. English watches / Swiss watches (bad)
7. Canada / Iraq (safe)
8. Speaking / writing (easy)
9. Alicia / her sister (thin)
10. Double beds / single beds (comfortable)

4 Compare the products

Work in pairs. Ask and answer questions about the pictures using the adjectives below. Example:

"Which is cheaper - a smartphone or an alarm clock?"

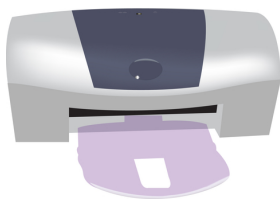
"An alarm clock is cheaper than a smartphone."

cheap
modern

expensive
old-fashioned

heavy
small

light
useful





Key

1. Marketing vocabulary

Students work individually and check in pairs. Go through the answers and model pronunciation. Use the speaking activity to review questions and answers in the simple present.

- | | | | |
|---------------------|------------------|-----------------------|-----------------|
| 1. a billboard | 2. a discount | 3. a logo | 4. a commercial |
| 5. a recommendation | 6. telemarketing | 7. internet marketing | 8. a brochure |

1. Does your company have a logo?
2. Does your company offer discounts?
3. Does your company get many recommendations?
4. Does your company advertise on billboards?
5. Does your company use internet marketing?
6. Does your company use telemarketing?
7. Does your company print brochures?
8. Does your company advertise on television?

2. True or False

This exercise introduces students to the comparative forms of common adjectives used in business. Pre-teach any unfamiliar adjectives, e.g. 'effective', 'visible' (easy to see), 'modern'. Students can work individually and compare in pairs. Likely answers (for most businesses):

- | | | | |
|----------|---------|----------|----------|
| 1. true | 2. true | 3. false | 4. false |
| 5. false | 6. true | 7. false | 8. true |

3. Comparative adjectives

- | | | |
|------------|----------------|-------------------|
| 1. taller | 2. funnier | 3. more expensive |
| 4. cheaper | 5. more famous | 6. fatter |
2. Strawberries are sweeter than potatoes.
 3. Chinese is more difficult than English.
 4. Vegetables are healthier than sweets.
 5. Swiss watches are better than English watches.
 6. English watches are worse than Swiss watches.
 7. Canada is safer than Iraq.
 8. Speaking is easier than writing.
 9. Alicia is thinner than her sister.
 10. Double beds are more comfortable than single beds.

4. Compare the products

Go through the pictures and have the students name each gadget. In pairs, one student selects a pair of gadgets and forms a question using one of the adjectives. The other student answers the question with a comparative sentence. Demonstrate with a strong student. Students swap roles and continue until all the adjectives have been practiced.