

Partner files

UNIT 1, Exercise 10

File 1

Partner A

You work in the marketing department of your country's national rail service. You and your partner have been asked to choose three words or phrases to serve as your organization's brand values and then to present your ideas to the board of directors. Other teams have also been asked to propose brand values and the team with the best ideas will get a promotion.

You think the brand values that represent your company are 'reliability', 'comfort', 'safety' and '_____'. (think of your own).

Work with your partner to choose the three brand values your team wants to present. Then prepare reasons why these values are the most important.

UNIT 2, Exercise 9

File 2

Partner A

You work for There & Back, a European budget airline. The airline currently flies between London, Paris, Rome, Berlin, Barcelona and Amsterdam. You want to add two travel destinations in the next year, and are commissioning a market research firm to determine which of the destinations below are best:

Athens
Brussels
Lisbon
Marseilles
Sofia
Warsaw

You would prefer a focus group for your market research, but you need to discuss this with your partner first. Work together to decide on the best data collection method to use.

Then prepare a list of survey questions, and take turns to answer them (or give the survey to another pair in your class).

UNIT 3, Exercise 8

File 3

Partner A

You are Martin and ...

- prefer a pay-per-use pricing model.
- are not sure about geographical pricing. What would be the advantages of such a model?

UNIT 4, Exercise 9

File 4

Partner A

You are Tracy. Use your notes to discuss the advertising mix and the budget with Justin.

- Budget €50,000**
- Ad in large general magazines: €6,000 per issue *yes*
 - Ad in small specialist magazines: €2,000 per issue *no*
 - Buying keywords: *perhaps a few* €100–1,000 per word
 - Two-week bus ads in major British cities: €500 per city *??*
 - *good idea* Postcards: €1,000 for 50,000 postcards + €1,000 distribution costs

UNIT 7, Exercise 9

File 5

Partner A

First choose or fill in information to complete your profile. Then use your profile to meet people at a reception and make small talk.

- Name: Sven / Svenska
 Title: Sales representative
 (for North Bohemia
 South Bohemia
 West Bohemia _____)
- Company: Swedish Healing
 Hotel: Best Western (big, noisy, good bar)
 Angel Arms (small, friendly, great breakfast)
 Mrs Long's Bed & Breakfast (quiet, outside of town – inconvenient)
 Ibis (big, convenient, bad food)
- Home: Sweden
 Company focus: Treatments for depression
 Plans after conference: Go straight home, lots of work
 Take train to Scotland, tour the Highlands
 Several client meetings in London area