

University of Biskra

Faculty of Human and Social Sciences

Department of Human Sciences

University year 2023/2024



Courses of English Language (second semester)	
Class	Set by
First year master : Media and Communication	Dr. Houfani Asma



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## What Is Marketing?

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company.

Professionals who work in a corporation's marketing and promotion departments seek to get the attention of key potential audiences through advertising. Promotions are targeted to certain audiences and may involve celebrity endorsements, catchy phrases or slogans, memorable packaging or graphic designs, and overall media exposure.

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## What are the Goals of Marketing?

Marketing is the process of getting people interested in a company's product or service.

Actually we have 3 big goals of marketing which include:

1. Acquiring customers
2. Retaining customers
3. Turning customers into brand ambassadors



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What is the **marketing mix (4 P's of marketing)**?

### MARKETING MIX 4PS



Product



Price



Promotion



Place

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The marketing mix, also known as the four P's of marketing, refers to the four key elements of a marketing strategy: product, price, place and promotion. By paying attention to the following four components of the marketing mix, a business can maximize its chances of a product being recognized and bought by customers:

## Product

The item or service being sold must satisfy a consumer's need or desire.



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## Price



An item should be sold at the right price for consumer expectations, neither too low nor too high.

## Promotion



The public needs to be informed about the product and its features to understand how it fills their needs or desires.

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## Place



The location where the product can be purchased is important for optimizing sales.

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Conclusion



**The marketing is**

**Having the right product in the right place at the right time in the right quantity and at the right price.**





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**Activity one:Put the × in the correct answer box**

1. Marketing refers to activities a company undertakes to promote the buying or selling of a

product or service	×
Service only	
Product only	
Corporation	

2. The 4Ps of marketing it means

Marketing mix	×
4 elements of marketing	×
4 Goals of marketing	
product, price, place and promotion	×

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**Activity two:** Match the item in list A with their correct response from list B

list A	list B
Goal of marketing ●	● The location where the product can be purchased
Product ●	● neither too low nor too high.
Price ●	● informed audience about the product and its features to understand how it fills their needs or desires.
Promotion ●	● must satisfy a consumer's need or desire.
place ●	● Retaining customers
	● Turning customers into brand ambassadors

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**Activity three:** Translate the following terms to Arabic

The marketing	التسويق		Audience	الجمهور
The marketing mix	المزيج التسويقي		Product	السلعة
Service	الخدمة		Price	السعر
Consumers	العملاء		Promotion	الترويج
Advertising	الاشهار			