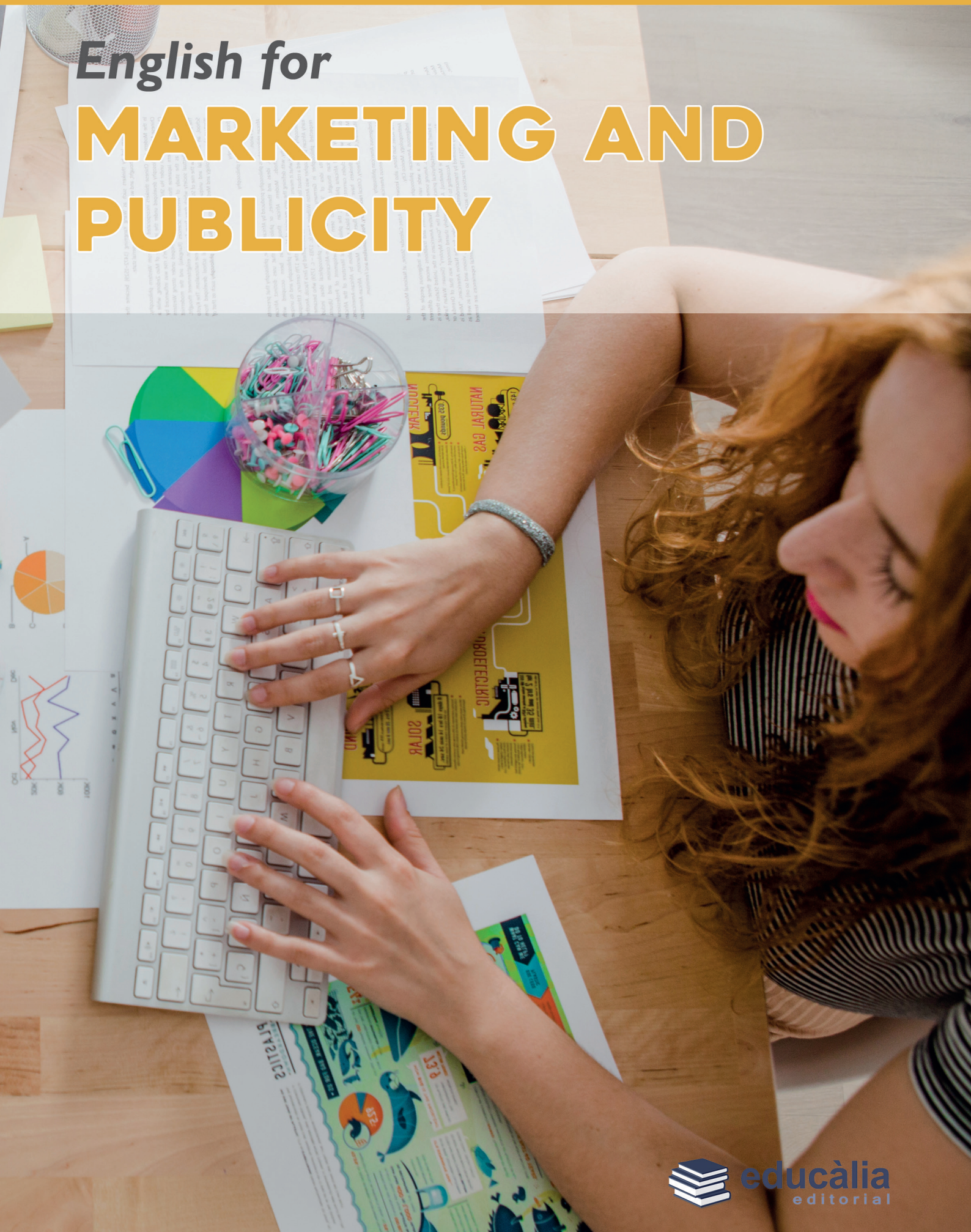


Àngela Grau Escrivà · María del Mar González Gómez

English for

# MARKETING AND PUBLICITY



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# English for MARKETING AND PUBLICITY



educatival  
editorial



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## MARKETING AND PUBLICITY COMPANIES

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- Present continuous
- Questions

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VOCABULARY	SPEAKING	WRITING	LISTENING
<ul style="list-style-type: none"> <li>• Companies</li> <li>• Work &amp; employment</li> <li>• CV / Cover letter</li> </ul>	<ul style="list-style-type: none"> <li>• Job interview</li> </ul>	<ul style="list-style-type: none"> <li>• Cover letter &amp; CV</li> </ul>	<ul style="list-style-type: none"> <li>• A day in the life of</li> <li>• A job interview</li> </ul>
<ul style="list-style-type: none"> <li>• Dealing with numbers</li> <li>• Statistics and trends</li> </ul>	<ul style="list-style-type: none"> <li>• Describing trends</li> </ul>	<ul style="list-style-type: none"> <li>• Intra office mails</li> </ul>	<ul style="list-style-type: none"> <li>• Brand identity</li> </ul>
<ul style="list-style-type: none"> <li>• Roles and tasks</li> <li>• Marketing campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Pairs discussion: Marketing insights</li> </ul>	<ul style="list-style-type: none"> <li>• Writing a report</li> </ul>	<ul style="list-style-type: none"> <li>• Top ten marketing trends</li> </ul>
<ul style="list-style-type: none"> <li>• Managing people</li> <li>• Office IT</li> </ul>	<ul style="list-style-type: none"> <li>• Role-play</li> </ul>	<ul style="list-style-type: none"> <li>• Formal email</li> </ul>	<ul style="list-style-type: none"> <li>• The evolving role of managers</li> </ul>
<ul style="list-style-type: none"> <li>• Money management</li> <li>• Financial statements</li> </ul>	<ul style="list-style-type: none"> <li>• Pairs discussion: Bank</li> </ul>	<ul style="list-style-type: none"> <li>• Writing meeting minutes</li> </ul>	<ul style="list-style-type: none"> <li>• Urgent emails</li> <li>• Banking crisis</li> </ul>
<ul style="list-style-type: none"> <li>• Advertising</li> <li>• Persuasive advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Talking about ads</li> </ul>	<ul style="list-style-type: none"> <li>• Creating a commercial</li> </ul>	<ul style="list-style-type: none"> <li>• Changing the Super Bowl</li> <li>• Super Bowl ads fun facts</li> </ul>
<ul style="list-style-type: none"> <li>• Managing and financial operations</li> <li>• Expressions with money</li> </ul>	<ul style="list-style-type: none"> <li>• A SWOT analysis</li> </ul>	<ul style="list-style-type: none"> <li>• Letter of apology</li> </ul>	<ul style="list-style-type: none"> <li>• Online payment systems</li> </ul>
<ul style="list-style-type: none"> <li>• Online marketing</li> <li>• Digital marketing campaigns</li> </ul>	<ul style="list-style-type: none"> <li>• Case study</li> </ul>	<ul style="list-style-type: none"> <li>• Social media</li> </ul>	<ul style="list-style-type: none"> <li>• Newsletters</li> </ul>
<ul style="list-style-type: none"> <li>• Business travel</li> <li>• Trade shows</li> <li>• Business etiquette</li> </ul>	<ul style="list-style-type: none"> <li>• Avoiding social mistakes</li> </ul>	<ul style="list-style-type: none"> <li>• Creating a brochure</li> </ul>	<ul style="list-style-type: none"> <li>• Technology in event management</li> <li>• Netiquette</li> </ul>
<ul style="list-style-type: none"> <li>• Customer Service instructions</li> <li>• Handling customer issues</li> <li>• Telephoning</li> <li>• Customer support</li> </ul>	<ul style="list-style-type: none"> <li>• Proper customer skills</li> </ul>	<ul style="list-style-type: none"> <li>• Review responses</li> </ul>	<ul style="list-style-type: none"> <li>• Vital customer care</li> <li>• Customer complaints</li> </ul>

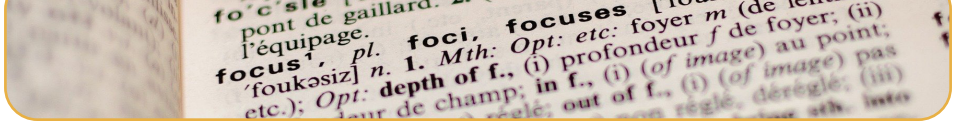


# UNIT 1

## MARKETING & PUBLICITY COMPANIES

### Contents:

- Present Simple & Present Continuous
- Questions
- Companies
- Work & employment
- CV / Cover letter
- Job Interview

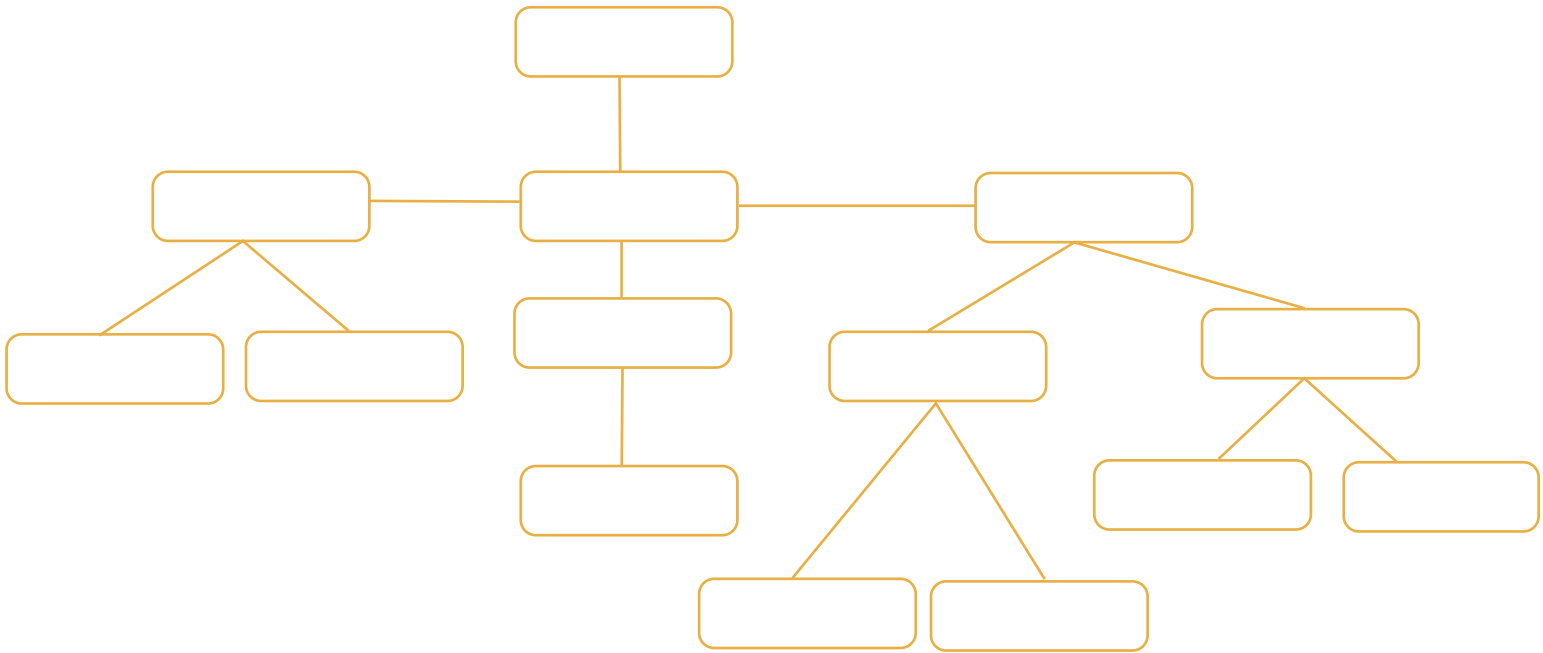


## INSIDE THE COMPANY

I. There are different types of organisations that a company can adopt. Employees are organised according to their specific skills and the duties they perform.

a. Fill in the following organisation chart of a marketing and publicity company.

Customer Service    Design    Administration & Finance    Digital Marketing    Marketing    Human Resources    Accountability  
 IT    Publicity    Key Account Manager    Chief Executive officer    Sales    Creative    Project Manager



b. Now match each department to its activities. There may be more than one choice.

liaise between the client and internal teams    be in charge of people and run the organisation    sell products or services    deal with complaints  
 deal with clients/consumers    work with figures    design materials    deal with employees    train staff  
 manage online marketing campaigns    manage visual content    train staff    draw up contracts    design materials  
 install and maintain systems equipment    issue press releases    prepare budgets    brand management    plan and execute events

<b>Chief executive officer</b>	
<b>Administration and finance</b>	
<b>Customer Service</b>	
<b>Human Resources</b>	
<b>IT</b>	
<b>Marketing</b>	
<b>Publicity</b>	
<b>Creative</b>	
<b>Key Account Manager</b>	
<b>Sales</b>	



2. Word formation. Here are some words commonly used in the corporate context. Complete the chart with the adjectives and nouns associated with each verb.

VERB	ADJECTIVE	NOUN
Collaborate		
Innovate		
Delegate		
Achieve		
Adapt		
Implement		
Optimise		
Communicate		
Evaluate		
Negotiate		

3. Fill in the blanks with the appropriate form of the above mentioned verbs.

- The team decided to ..... tasks among its members to ensure a more efficient workflow.
- To stay ahead in the market, companies must constantly ..... and introduce new products or services.
- The project manager will ..... the success of the campaign based on key performance indicators.
- In order to foster a positive work environment, it's essential to ..... openly with team members.
- The company is looking to ..... its supply chain to reduce costs and improve efficiency.
- Before finalising the contract, both parties will need to ..... the terms and conditions.





1. Reflect on a memorable marketing campaign or advertisement that left an impression on you. Consider what elements made it stand out and how it affected your perception of the brand.

2. Which words relate to Marketing and Publicity? Why?

Branding	Strategy	Targeting
Advertising	Audience	Market research
Campaigns	Engagement	Innovation
Promotion	Trends	Analytics

## THE ART OF MARKETING EXCELLENCE

Marketing and publicity companies are vital architects of brand success, shaping how products and services are perceived in a crowded marketplace. These skilled professionals engage in strategic storytelling, crafting compelling narratives, and designing eye-catching campaigns that captivate audiences.

Equipped with data-driven understanding, these companies conduct in-depth research to comprehend consumer behaviour and market trends. This knowledge enables them to create campaigns that not only grab attention but also connect with specific target demographics. From traditional media to cutting-edge digital platforms, they strategically employ a diverse range of channels to maximise brand visibility.

Beyond simple promotion, these firms serve as guardians of brand reputation. Proficient in crisis management, they navigate challenges with skill, transforming potential setbacks into opportunities for positive reinforcement. Building partnerships with influencers and establishing strategic alliances further enhances brand credibility and outreach.

In our interconnected society, marketing and publicity companies play a crucial role as connectors between brands and consumers. Through a blend of creativity, strategic understanding, and data-driven precision, they guide brands on a trajectory toward sustained success, ensuring each campaign leaves a lasting, positive impression on the minds of consumers.

3. According to the text, are these sentences *True* or *False*?

	True	False
a) Marketing and publicity companies use data-driven insights to tailor campaigns for specific audiences.		
b) Creativity is a crucial element in the toolkit of marketing and publicity professionals.		
c) The role of marketing and publicity firms is limited to traditional media outlets and does not extend to digital platforms.		
d) In a crisis, marketing and publicity companies play a significant role in managing a brand's reputation.		
e) Strategic partnerships with influencers do not impact brand credibility and reach.		

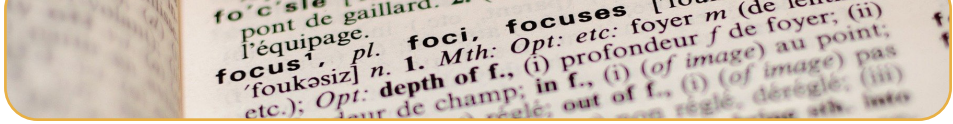
4. Work in pairs. Answer the following questions:

- a) What is the primary role of marketing and publicity companies in shaping brand success?  
.....
- b) List three strategic elements mentioned in the text that marketing and publicity companies employ to capture audience attention.  
.....
- c) How does the text describe the role of data-driven understanding in the activities of these companies?  
.....
- d) Briefly explain the role of marketing and publicity companies in crisis management, as highlighted in the text.  
.....
- e) According to the text, what role do marketing and publicity companies play in our interconnected society? How do they act as connectors between brands and consumers?  
.....



5. Which is the best synonym for...?

- 1. crowded: a) packed b) empty
- 2. eye-catching: a) noticeable b) unremarkable
- 3. in-depth: a) superficial b) exhaustively
- 4. grab: a) release b) take
- 5. cutting-edge: a) innovative b) obsolete
- 6. outreach: a) limitation b) expansion
- 7. blend: a) mix b) divide
- 8. lasting a) temporary b) permanent



## WORK AND EMPLOYMENT

### 1. Match the definitions with the correct type of employees. This person...

- |  |                     |
|--|---------------------|
| 1. no longer works, usually because they are retired or have become ill. | a. pensionist       |
| 2. works for self not for a company.                                     | b. full-time worker |
| 3. usually works 40 hours a week.  | c. part-time worker |
| 4. works a few days/ hours per week.                                     | d. freelance worker |
| 5. has a job for a long period of time.                                  | e. temporary worker |
| 6. has a job for a short period of time.                                 | f. permanent worker |

### 2. Classify the following words according to their meaning.

remove from service    appoint    recruit    resign    fire    step down    hire  
 make redundant (BrE)    take on    terminate (AmE)    quit    contract    submit your resignation    lay off

EMPLOY	DISMISS	HAND IN YOUR NOTICE

### 3. Place the words in bold in the correct sentence.

- |  |  |
|--|--|
| 1. Charly is allowed to start work at 10 am as he enjoys <b>minimum wage</b> in my company. .... | 5. Employees are entitled to <b>work-life balance</b> pay to cover absences due to illness or injury. .... |
| 2. Workers are entitled to receive at least the <b>labour market</b> set by the government. .... | 6. Ensuring a safe and comfortable <b>labour market</b> is a priority for the company . ....               |
| 3. Maintaining a healthy <b>sick-leave</b> is essential for overall well-being. ....             | 7. Many graduates will enter the <b>heavy workload</b> soon. ....  |
| 4. Employees are feeling stressed due to the <b>Human Resources</b> during the busy season. .... | 8. The <b>working conditions</b> department is responsible for employee recruitment and management. ....   |



# CV AND COVER LETTER

## I. CV words. Choose the best option:

1. He can speak *some / very / well* German.  
.....
2. There are several *vacances / vacancy / employment opportunities*.  
.....
3. I am experienced and will bring my *how-know / knowledge base / know-how*.  
.....
4. My *educational institution / study duration / training period* lasted one year.  
.....

5. I misplaced my driving licence / driver's licence / driver credential.  
.....
6. You should apply *to / for / regarding* this position.  
.....
7. Do you speak English *currently / fluently / with fluency*?  
.....
8. I am computer *native / tech-savvy / literating* in computing.  
.....

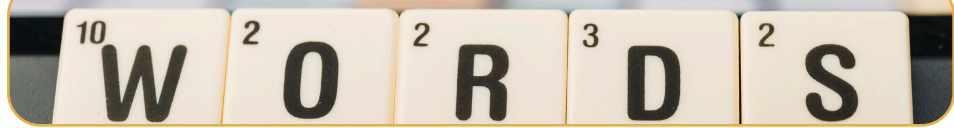
## 2. Rewrite the underlined words using similar phrases or synonyms.

- a) I can speak two languages: .....
- b) Here is my CV and cover letter attached: .....
- c) She manages many departments at work:.....
- d) We're sorry for the delay: .....
- e) He's free on Tuesday: .....
- f) Chinese is my first language: .....
- g) Mariah is good with computers:.....
- h) Outside of work, he has many hobbies: .....



## 3. Write the questions for this job interview:

- a. ....  
*I hold a degree in Publicity and have 8 years of experience in Marketing, as well. My strengths lie in being optimistic and hard-working.*
- b. ....  
*My strong points include being able to work in groups. I'm particularly adept at problem-solving and have a proven track record of getting new customers easily.*
- c. ....  
*I would describe myself as proactive and someone who is detail-oriented. I thrive in fast-paced settings and am known for being optimistic. The most important aspect of a job, in my opinion, is a sense of fulfilment and purpose.*
- d. ....  
*I pride myself on my ability to work well with others. I am a team player and believe that effective collaboration is essential for achieving common goals.*



## PRESENT SIMPLE & PRESENT CONTINUOUS



### PRESENT SIMPLE

We **deal** with complaints in this department.  
 The head of IT **doesn't work** on Fridays.  
**Does** your company **train** new staff?

### PRESENT CONTINUOUS

We **are dealing** with complaints this week.  
 The head of IT **is not working** today.  
**Is** your company **training** new staff at the moment?

We use the \_\_\_\_\_ for:

- permanent situations
- regular or repeated actions and routines
- general facts
- for timetables and schedules

We use the \_\_\_\_\_ for:

- uncompleted actions happening now
- temporary actions and situations still going on
- future arrangements

We don't normally use the Present Continuous with the following verbs:

*like, love, hate, prefer, want, need, own, know, believe, understand, agree, belong, mean, see...*

### WATCH OUT

The frequency adverb **ALWAYS** can sometimes be used with the Present Continuous:

*The secretary is **always** skipping Friday meetings.*

### 1. Circle the correct option.

- The showroom *closes* / *is closing* at 6pm every evening.
- Emily *is preparing* / *prepares* the campaign this week.
- Matt is in the corridor, where *does he go* / *is he going*?
- My wife *wants* / *is wanting* to find a better job.
- Nowadays large businesses *have* / *are having* their own marketing departments.
- The company *needs* / *is needing* to hire new employees now.
- In my department we *reply* / *are replying* to customer enquiries all day long.
- How many hours *do you usually work* / *are you usually working* a day?

### 2. Match the following sentences with the uses of the Present Continuous (a, b or c).

- My boss is travelling today. ....
- He is living in Paris. ....
- The new computers are arriving next week. ....
- They are building a new factory in our city. ....
- What are you doing tomorrow afternoon? ....
- Where is Sue working now? ....

### 3. Complete the sentences with the correct form of the verbs in brackets.

- They ..... (think) of selling the company.
- He ..... (prefer) the meetings in the morning.
- I ..... (have) dinner now.
- I ..... (not believe) how much this product ..... (cost).
- She ..... (want) to leave now.

# WORD ORDER IN QUESTIONS



## Questions with auxiliary verbs (ASI/ QASI)

Questions word	Auxiliary Verb	Subject	Verb (infinitive)	Complements
Where	does	she	work	in?
	Do	they	own	the company?
	Are	you	selling	new products?
	Is	he	working	in the marketing department?

### 4. Choose the present simple or Present Continuous for each gap below.

- A: What time ..... this afternoon?  
 B: I don't know. We ..... tomorrow.

  - does the train leave / leave
  - does the train leave / are leaving
  - is the train leaving / leave
- A: ..... ?  
 B: Yes, but I ..... to quit.

  - Are you smoking / try
  - Do you smoke / try
  - Do you smoke / 'm trying
- A: I ..... on holiday two or three times a year.  
 B: That's great! And where ..... this year?

  - go / do you go
  - 'm going / do you go
  - go / are you going
- I think it's better to stay. It ..... and we ..... an umbrella.

  - 's raining / don't have
  - rains / don't have
  - 's raining / aren't having
- I ..... an article about the myth that says that we ..... 10% of our brains.

  - 'm writing / are only using
  - write / are only using
  - 'm writing / only use
- I ..... of quitting my job. .... it is a good idea?

  - 'm thinking / Do you think
  - think / Do you think
  - 'm thinking / Are you thinking

7. Who is that man? Why ..... at us? What ..... ?

- is he looking / is he wanting
- is he looking / does he want
- does he look / he wants


8. A: Tomorrow I ..... my doctor in the morning.

- B: Isn't your doctor that woman I ..... over there?
- visit / 'm seeing
  - visit / see
  - 'm visiting / see

### 5. Make questions using the words given in the Present Simple or the Present Continuous.

- what projects / you / work on / this season ?  
 .....
- how much / the company / usually / spend / on insurances ?  
 .....
- the boss / wait for / the balance statement / today ?  
 .....
- he / think about / leaving his job / before the summer ?  
 .....
- corporations / always / spend / a lot of money / training their publicity team ?  
 .....
- begin / when / the meeting / this month's sales / about ?  
 .....
- organise / your boss / How often / online meetings ?  
 .....
- Amanda / to / go / to / plan / Athens / why ?  
 .....

# A DAY IN THE LIFE OF A MARKETING SPECIALIST

-  I. Are you curious to find out what the daily life of a Marketing Specialist looks like? Meet Claudia, KeepCalling's Mobile Recharge team leader!

Listen and fill in the missing information in the chart with the tasks she does in each time block.



6:30 - 7 AM	
7:30 AM	
8:00 AM	<i>Get to the office</i>
8:00 - 8:30 AM	
8:30 AM	<i>Coffee with colleagues</i>
8:45 - 10:00 AM	
10:00 - 11:45 AM	
11:45 - 12:30 PM	
12:30 - 1:15 PM	<i>Break for lunch</i>
1:15 - 3:00 PM	
3:00 - 3:15 PM	
5:00 PM	<i>Finish up and action urgent mails</i>
5:30 PM	
5:30 - 6:30 PM	
6:30 - 7:00 PM	
7:30 - 8:30 PM	<i>Cook, and have dinner</i>
8:30 - 9:30 PM	<i>Read</i>
9:30 PM	
11:00 PM	<i>Bedtime</i>





# A JOB INTERVIEW



**1. Have you ever been to an interview?**

Was it what you had expected?

Did they hire you?

**2. You are going to listen to Mark interviewing Ann for a job position. Which topics DON'T they mention? ✓**

- |                          |                      |                          |                                    |
|--------------------------|----------------------|--------------------------|------------------------------------|
| <input type="checkbox"/> | career goals         | <input type="checkbox"/> | skills                             |
| <input type="checkbox"/> | salary               | <input type="checkbox"/> | professional accomplishments       |
| <input type="checkbox"/> | education            | <input type="checkbox"/> | stress management                  |
| <input type="checkbox"/> | personal information | <input type="checkbox"/> | working hours                      |
| <input type="checkbox"/> | volunteer experience | <input type="checkbox"/> | experience related to the position |

**3. Listen again and complete the following sentences according to the information you hear.**

- Ann was interviewed by the company's...  
.....
- Ann has worked for the past five years in the field of...  
.....
- Ann has a degree in...  
.....
- How does Ann feel about working with people?  
.....
- Mr. Jones asked Ann about her expectations for...  
.....
- Mr. Jones indicated a hiring decision would be made...  
.....

**4. Words from the listening. Give a synonym for each of the following words:**

- pursue (v): .....
- proficiency: .....
- oversee: .....
- range (n): .....
- hire: .....





## COVER LETTER + CV

**1. Work in pairs. What parts does a Curriculum Vitae (CV) must have?**

.....

.....

.....

**2. Match the parts of the CV (1-6) with their meanings A-F.**

- |                                 |  |
|---------------------------------|--|
| 1. Personal Details             | a. jobs you did before   |
| 2. Education and qualifications | b. things you enjoy  |
| 3. Work experience              | c. your name, address, date of birth, email, phone number, etc.            |
| 4. Skills                       | d. name of your school or exams you passed                                 |
| 5. Interests                    | e. things you can do   |
| 6. References                   | f. names of people who know you and who can say that you're good for a job |

**3. Define "cover letter". What parts should a cover letter have?**

.....

.....

.....

**4. Tick the parts of the perfect cover letter. ✓**

- |                          |                              |                          |                   |
|--------------------------|------------------------------|--------------------------|-------------------|
| <input type="checkbox"/> | date and contact information | <input type="checkbox"/> | specific greeting |
| <input type="checkbox"/> | formality                    | <input type="checkbox"/> | opening paragraph |
| <input type="checkbox"/> | middle paragraph             | <input type="checkbox"/> | closing paragraph |
| <input type="checkbox"/> | general greeting             | <input type="checkbox"/> | informality       |
| <input type="checkbox"/> | complimentary close          | <input type="checkbox"/> | signature         |



Crafting an effective CV (Curriculum Vitae) and cover letter is crucial for making a positive impression on potential employers. Here are **top tips** for writing a compelling CV and cover letter:

## CURRICULUM VITAE

- 1 Keep your CV well-organised with clear headings and bullet points.
- 2 Include your name, phone number, email, and LinkedIn profile (if applicable).
- 3 Make sure your email address is professional.
- 4 Write a concise and impactful summary of your career goals and skills.
- 5 Tailor it to the specific job you're applying for
- 6 Highlight your relevant work experience in reverse chronological order.
- 7 Include a section that lists your relevant skills.
- 8 Differentiate between technical, soft, and language skills.
- 9 Mention your educational background in reverse chronological order
- 10 Include the degree earned, institution, and graduation date.
- 11 Showcase any awards, certifications, or notable accomplishments.
- 12 Emphasise how these achievements are relevant to the job.

## COVER LETTER

- 1 Whenever possible, address your cover letter to a specific person rather than using a generic greeting.
- 2 Tailor your cover letter to match the requirements of the job you're applying for.
- 3 Highlight specific experiences and skills that align with the job description.
- 4 Start with a strong opening that grabs attention.
- 5 Mention the position you're applying for and how you heard about the job.
- 6 Use the cover letter to expand on key achievements mentioned in your CV.
- 7 Show Enthusiasm, express genuine interest in the company and the role.
- 8 Show that you've done research on the company by mentioning specific projects or initiatives that align with your skills.
- 9 Summarise why you are the perfect candidate
- 10 Keep the tone professional and polite throughout and no grammatical errors.



**TASK.** Plan your CV and cover letter and create them. You can use a well-known format such as Europass:

<https://europa.eu/europass/en/create-europass-cv>





## JOB INTERVIEW

1. Below are specific attributes employed to evaluate candidates in a job interview scenario. Can you grade them from 1- 5, from most important to least? Share your opinion with your colleagues.

Ability to talk ..... Intelligence ..... Enthusiasm ..... Appearance ..... Personality .....

2. Work in small groups. Decide things to do or not to do in an interview.

- Wear jeans or informal clothing.
- Write an effective cover letter that really sells “you.”
- Go to the interview alone.
- Give inaccurate/false information.
- Fill out the application completely, accurately, and legibly.
- Arrive for the interview a few minutes early.
- Research the company.
- Follow the interview with a thank-you letter.
- Arrive 5 minutes late for an interview.

3. Work in pairs. Interview a partner. Here you have some job adverts:

### PRIMARK®

#### HEAD MARKETING - USA

BOSTON, MA (DOWNTOWN CROSSING AREA)

*Pay information not provided*

- Advanced degree in marketing or MBA preferred
- Demonstrated experience in the implementation and execution of marketing strategies



### ASSA ABLOY

#### BRAND MARKETING SPECIALIST

NEW HAVEN, CT 06511 (NEWHALLVILLE AREA)

*Pay information not provided*

- A bachelor's degree in marketing or a related field is highly preferred.
- Minimum 4 years of product marketing experience, preferably in B-to-B.



### HELP BOX

You may use the following questions to interview your partner:

- What can you tell me about yourself?
- Why do you want to work for this company?
- How would you describe yourself?
- In what way do you think you can make a contribution to this company?
- How do you think you work under pressure?
- What do you feel is the most important aspect of a job?
- How do you spend your spare time? How well do you get along with other people?
- How do you feel about supervision?