

Marketing English I

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PROLOGUE

Throughout history, there have been many approaches to language teaching. The pendulum has been swinging continuously between two main currents: developing grammar and structural and communicative skills. Recently, the focus has been drawn to a new perspective: subject teaching in the target language, also known as CLIL (Content and language Integrated Learning). This new approach has shown to be quite effective in many countries. Nowadays, professors are teaching subjects like Science, History, and Geography in a target language, which stops being the subject of study and becomes a vehicle for learning. This way, more teachers and researchers are using authentic material, and making it everyday language rather than artificial. Meaning that content and activities become more relevant and exciting to students, motivating, and encouraging them.

“Marketing English I” increases the interest of beginner-level students who attend the Marketing career at Escuela Superior Politécnica de Chimborazo. All the effort spent on this book displays the development of pedagogical activities that motivate learners to acquire the second language by introducing the target language (English) through authentic Marketing.

The content presents clear examples of the target subject career, providing several opportunities for students to improve their English knowledge and practice it with various communication tasks.

Marketing is a topic of interest worldwide; under these circumstances, students and professors must express themselves fluently and confidently in any context, in any language with anyone. The introduction of Marketing-related specific vocabulary and content in this book allows students to communicate effectively with people from all over the world who are immersed in this field. This way, marketers from Escuela Superior Politécnica de Chimborazo can apply their curricula knowledge in both their mother tongue and English.

The future of education is bilingual. “Marketing English I” represents a step ahead towards that goal by including authentic material relevant and meaningful

for students, creating several opportunities for participation, collaboration, and communication, which will result in language acquisition.

Ing. Alex Fernando Aguirre Paredes

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INTRODUCTION

Currently, English has empowered the interest of overseas communication, and language learning goes beyond; the characteristic of learning English through a specific subject lets authors analyze new education fields and become the greatest motivators for foreign languages across the curricula. Integrating bilingual education and discovering original possibilities around the world, in this case, the Marketing area opens its interest as a target subject to study.

As a functional area within a company, marketing offers different benefits to the company's needs, which owners and entrepreneurs must take into account to achieve profitability in their businesses. Therefore, it is essential to learn English since, with this language, the world of work becomes more competitive, and opportunities are presented on a larger scale.

In this context, the elaboration for the book "Marketing English I" represented a challenge for the authors who currently apply their knowledge in the faculty of Business Administrations at Escuela Superior Politécnica de Chimborazo. Deep research on Marketing content and improving English language skills were conducted as a subject of analysis.

All the effort presented in this book motivates in a meaningful context to reinforce English language practice through the marketing world for learners looking for authentic material in their major at a higher education level. The content expressed in English language practice is focused on some crucial points of analysis, to the practical and pragmatic exercises applied in this first book appear as an option for beginners and learners with previous knowledge. The variety of language rehearsal is concentrated in everyday events where marketers can apply their experiences through basic English actions, the natural interaction in social problems where marketing strategies involve each case of study.

Breaking the routine of regular English books, "Marketing English 1" represents an opportunity to develop language skills due to each practical exercise, where grammar, reading, writing, and vocabulary are related to the marketing stages. Moreover, the methodology applied for the construction of the present book was "Content and Language Integrated Learning", with the purpose of ap-

appropriate material where English language and Marketing teachers are able to make solid classroom participation. The main characteristics based on the CLIL model were in the application of the 4 C's (Content, communication, cognition, and culture) .

Furthermore, the 4 C's are referred to integrate the correct management of the target language and the production of the linguistic process using the basic elements of "Communication". Likewise, the expansion of understanding the concept of thinking skills and a concrete language in use applying the language demands of "Cognition". With the same purpose, all the "Content" developed in the present work, conducts the elements according to the most common research marketing topics. Under those circumstances, "Culture" represents the center of the practice in the potential of language skills.

On the other hand, the present book represents a great teaching tool for marketing English content because each reading passage has been taken from different scientific articles and marketing books with an updated bibliography. It also includes some suggestions and academic vocabulary, making the class enjoyable. Even students from different English levels will find this book delightful due to each topic unit.

An innovative education strategy has been applied in Marketing English I, because several options in pedagogical activities motivate each student to find out the answers and train themselves in each adapted lesson plan, of course, each of the activities has a level of difficulty, and it requires a continuous learning practice to reinforce marketing and English knowledge in the same way. The evaluation method applied in the present book is conducted under the main characteristics of the Common European Framework or Reference for Languages (CEFR), making Marketing knowledge more natural in everyday situations, the book presents wide options of language exercises where learners can use basic vocabulary, practice the essential grammar in use and excellent training with listening and speaking skills. The evaluation model of listening is motivated through compressive exercises where learners can practice simple spoken marketing topics. In the same manner, speaking is designed to evaluate linguistic communicative competencies, where daily routines and more complex sentence construction are analyzed. For instance, the reading model is built to enhance Elemental comprehension. Finally, all the writing tasks are evaluated for the ability to produce simple sentences.

The content's format the present work has been divided into 3 Chapters; each chapter has two lessons, the organization of each chapter has the following English skills: Grammar review, which holds all the necessary scaffolding of each grammar structure with precise meanings and Ample examples that make the topic pleasant to learners and professors in any marketing area. Reading skill promotes language understanding and improves new vocabulary in marketing topics; this ability increases learners' cognitive area and the capacity to understand and interpret marketing in English Marketing Vocabulary. The exact process of the decision was wisely according to the main target of this book, Marketing English learning. Same as writing skills, it was essentially designed for better writing and looking for an academic profile to insert the basic grammatical structures in a written communicative approach.

According to the listening activities designed in each unit, learners would be able to practice and understand common vocabulary, phrases, and actions in short and clear dialogues; those listening examples will motivate learners to improve and be thoughtful of the language.

In the same line, speaking skill represents the mastery of the English language, so it is vital to practice from the first steps. In each unit, several activities have been designed with clear examples making it simpler to practice at one's own pace and level. The language applied in these exercises remains the structure of marketing content and English grammar structure.

In this book, you will find some essential characteristics that indicate the importance of English learning at a higher education level.

- The book's content involves both lines; the research content is based on marketing learning and English learning as a foreign language.
- It focuses on all English skills, referencing the Common European Framework of Reference for Languages (CEFR).
- The increase of critical and analytical thinking is applied in all English exercises, especially in speaking and writing skills.
- All the activities are met with an exquisite validity of clear examples and simple exercises motivating marketing students to become updated international students.

The main characteristics of each unit will be described below:

In Chapter I: A description of generalities about marketing has been designed to introduce Unit 1, the contents of this unit are focused on a grammar review of personal pronouns and the introduction of the verb “to be”; the reading skill of this unit is based on Color psychology where a selection of text from reading comprehension workout includes a multiple option choice. A vocabulary section that embraces the topic, color unscramble; in this exercise as the title suggests rearranging the word vocabulary, it is built with the correct meaning. A writing set from unit 1 examines the changes of sentences into affirmative and negative sentences using the verb to be (is, is not, are, are not). On the other hand, a listening set establishes exercises about the meaning of colors in marketing. Finally, in speaking skills, students will be able to describe the use of color psychology in Marketing.

Unit 2 describes grammar review of article A/AN and the article “THE”, also the unit is a reinforcement of the verb “to be”, the reading part establishes the topic “Consumer behavior”. The vocabulary set from this unit is called “rearrange the words,” where a fundamental distinction between content words and basic English vocabulary contemplates a real meaning of consumer behavior in the foreign language set. According to the writing skill designed in the present unit, the mixture of articles and marketing nouns represents the strength of this ability. The types of consumer behavior are analyzed in the listening skill. In speaking skills, a description of marketing vocabulary in context is developed with learners and professors.

In Chapter II: the main feature of the unit is Marketing strategies presented unit 3, which holds a grammar review about the academic topic Questions with verb “to be” and “Information questions”, in this stage, learners will find the capacity to build questions and reach specific answers. The analysis of “Attract costumers” is located in the reading section that encourages meaningful learning, in the same learning style, the vocabulary skill is designed with an activity called “Advertising Letter Soup” where learners need to find out the vocabulary based on the unit, the development of the workout makes it simple and fun to complete. Writing skill is motivated by the construction of a communicative approach in a written form with the topic “post your advertisement in the newspaper”. Types of advertising are studied in the listening skill, and talking about advertising will open an oral forum with the intervention of English couches, marketers’ professors, and learners during the speaking process.

Unit 4 works with the grammar review named Simple present and affirmative sentences, the reading process will be done with the topic Marketing mix where learners will learn the 4 P's (Product, Price, Place, and Promotion). In the vocabulary skill during the unit will be found most common vocabulary in use and applied to Marketing mix. A grammar chart describes the activity in writing set. Next to the activities described at the beginning of the unit, learners will find marketing student's routine that motivates the construction of present simple tasks. At the end of this unit, the "Apple Inc. Marketing mix analysis" activity is designed to motivate the speaking in the class.

In Chapter III the main idea is about marketing positioning, where the unit 5 is built with a grammar review about negative present simple and questions in present simple without a verb "to be". In the reading section, a reading comprehension about Guerrilla marketing is implemented; the vocabulary analyzed within this unit focuses on one's daily routine in present simple. The writing skill is practiced with "action verbs in a routine". Along the same line, types of guerrilla marketing are studied in the listening activities from the unit. Also, the daily routine in a letter soup is conducted through speaking skills.

Unit 6 remarks the stages of Marketing position, where grammar is analyzed with regular and irregular nouns, also the topic "there is and there are" is taken into account. In the reading set, the topic Brand loyalty was developed where the customer is the center of the study. The vocabulary set in this unit asserts with the analysis about types of brand loyalty. Likewise, the writing set is focused on the topic "my favorite brand," which goes beyond listening skill with the topic "types of brand loyalty" and it ends with a speaking activity named "Let's talk about famous brands".

GUIDELINES

“Marketing English I” presents a legitimate perception of a foreign language by providing a range of activities involving some receptive and productive skills, with marketing terminology based on English for specific purposes. This book makes use of language, vocabulary, reading and writing exercises. In addition, this manuscript has three chapters with two lessons each.

The four English skills are developed (Listening, reading, speaking, and writing). A QR code is used to solve listening exercises recorded by the author; It must be scanned using a phone app like a QR scanner. Also, there is a link to listen to each instruction’s recordings. The time for each lesson depends on the lesson planning of the professor.

Finally, at the end of the book, there is an answer section.

CONTENTS

CHAPTER 1							
Unit 1	Marketing Generalities	Grammar	Reading	Vocabulary	Writing	Listening	Speaking
Learning Outcomes Students can ... • Recognize the meaning of colors • What the grammar structure of a sentence is		Personal pronouns Verb to be	Color Psychology	Color unscramble exercise	Answer statements using the verb to be (is, is not, are, are not)	The meaning of colors in marketing	The Use of Color Psychology in Marketing
Unit 2	Consumer Behavior	Grammar	Reading	Vocabulary	Writing	Listening	Speaking
Learning Outcomes Students can ... • Notice the types of consumer behavior? • Use articles in English		Articles • a/an, • the To be verb	Consumer behavior	rearrange the words	Write the correct form of the article	Types of consumer behavior	Describe marketing vocabulary in context
CHAPTER 2							
Unit 3	Attract customers	Grammar	Reading	Vocabulary	Writing	Listening	Speaking
Learning Outcomes Students can ... • Develop strategies for customers • Attract customers		Questions and Information questions with the verb “to be”	Attract Customers	Advertising Letter Soup	Wh-questions post your advert in the newspaper	Types of advertising	Talking about advertising
Unit 4	Marketing mix	Grammar	Reading	Vocabulary	Writing	Listening	Speaking
Learning Outcomes Students can ... • Realize the essence of guerrilla marketing • Use guerrilla marketing in products		Negative sentences with the verb “to be” Simple present affirmative sentences	Marketing mix	Marketing mix most common vocabulary in use.	GRAMMAR CHART WORK	Marketing students routine	Apple Inc. Marketing mix analysis.

CHAPTER 3							
Unit 5	Guerrilla Marketing	Grammar	Reading	Vocabulary	Writing	Listening	Speaking
Learning Outcomes Students can ... • Use a marketing mix • Analyze for international companies Marketing Mix		Negative present simple Questions in the present simple	Guerrilla Marketing	My day (routine in present simple)	Action verbs in your routine	Types of guerrilla marketing examples	Daily routine soup of letters
Unit 6	Brand Loyalty	Grammar	Reading	Vocabulary	Writing	Listening	Speaking
Learning Outcomes Students can ... • Describe brand loyalty • Understand what their Brand loyalty is		Stages of marketing positioning	brand Loyalty	Types of brand loyalty measurement	My favorite brand	Types of brand loyalty measurement	Let's talk about famous brands

<p>CHAPTER I</p>	<p>Marketing learners will train their English knowledge about:</p> <ul style="list-style-type: none"> • Grammar structure based on Articles A -AN / THE • The verb “to Be” in present simple. • Reading and understanding based on the topic “Color psychology.” • Vocabulary: color unscramble exercise • Writing: Answer the statements and change the sentences into affirmative and negative sentences using the verb to be (is, is not, are, are not) • Listening: The meaning of colors in marketing • Speaking: The use of color in marketing
<p>MARKETING GENERALITIES</p>	<p>LESSON 1</p>  <p>Debate: Learners will be able to talk about:</p> <ul style="list-style-type: none"> • What is the meaning of colors? • What is the grammar structure of a sentence? • What impact does the meaning of colors have in marketing?

CHAPTER I MARKETING GENERALITIES

LESSON N° 1 COLOR PSYCHOLOGY

Personal pronouns

Personal pronouns represent people, animals, things, it's important to realize that it represents specific number, person, gender, and case.

So, we can identify each situation in the following examples.

Picture No. 1. Personal pronouns

YO	USTEDES	EL	ELLA	ELLOS
				
I	YOU	HE	SHE	THEY

Source: Adapted from pixabay.com

Here are the personal pronouns, followed by some example sentences:

Chart No. 1. Personal pronouns

Number	Person	Gender	Personal pronouns	
			subject	translation
Singular	1st	male/female	I	Yo
	2nd	male/female	you	Tu
	3rd	male	he	El
		female	she	Ella
neuter		it	Eso (singular para Animal o cosa)	
Plural	1st	male/female	we	nosotros
	2nd	male/female	you	ustedes
	3rd	male/female/ neuter	they	ellos (plural personas, animales y cosas)

Source: Own elaboration

Personal pronouns replace the name of people, animals and things in a sentence also is well known as a subject, and of course, at the moment of talking, for better understanding we have a small chart with each correct place of them.

Grammar Exercise No. 1: Personal pronouns (Subject pronoun)

According to the following examples choose the correct option based on personal pronouns using “he, she, it we, they”.

- | | |
|---------|--|
| a) Cost | b) Digital marketing and market research |
| a) It | a) It |
| b) They | b) They |
| c) we | c) You |

c) Harold and my friend

a) He

b) She

c) they

d) Diana and I

a) He

b) She

c) we

The Verb “To Be”

The Verb To Be

This is the single most important verb in English because we can speak English with it already; this verb can describe your feelings, status, location, origin, age, looks, etc. (Vallejo et al., 2022).

When we conjugate verbs, it is critical to consider three things: Person, number and Time.

Person: Is the subject in a sentence who does the action and the one that really cares.

Number: Depends on the subject and how many of them we are talking about because its number could change the verb in its form (E.g. The third person of singular in present tense constantly changes)

Time: It could be some of these: past, present, future

When we are thinking in English, we must understand the basic form of the grammar structure; need three important elements which are:

Subject + Verb + Complement

We have studied the subject already; we can use all the personal pronouns or the actual names of the subjects (Alex, Peter, John, etc), so let's conjugate the verb "to be", and we will understand it better with a clear example.

Present Simple: IS, ARE, AM

Chart No. 2. Verb "to be"

Number	SUBJECT	VERB & contraction	Negative form	COMPLEMENT
1st singular	I	Am = I'm	Am not = ain't	An artist (information)
2nd singular	You	Are = You're	Are not = aren't	From Salinas (origin)
3rd singular	He	Is = He's	Is not = isn't	a lawyer (occupation)
3rd singular	She	Is = Se's	Is not = isn't	Interested in cooking. (interest)
3rd singular	It	Is = It's	Is not = isn't	My favorite song (likes)
1st plural	We	Are= we're		Extremely happy today
2nd plural	you	Are = You're	Are not = aren't	In the same class (location)
3rd plural	They	Are = They're	Are not = aren't	Eighteen years old (age)

Source: Own elaboration

Examples

- I'm alone. Can you stay with me, please?
- I'm 7 years old. My brother is 9.
- Lynus is a good artist, he can play de piano.
- Her car is on the street

Remember:

Singular: IS

Plural: ARE

Singular: AM

Exercises with the verb in Advertising

Write the correct form of the verb to be. Use Am, is, are.

- | | |
|--------------------|----------------------------|
| 1. He.....is..... | 2. Mark, Dennis and I..... |
| 3. They...are..... | 4. Ecuador..... |
| 5. She..... | 6. Australia and Peru..... |
| 7. You..... | 8. Dog..... |
| 9. I..... | 10. Children..... |
| 11. We..... | 12. Child..... |
| 13. It..... | 14. Some fish..... |
| 15. You..... | 16. Man..... |

- | | |
|--------------------------------|-----------------|
| 17. Charlie..... | 18. Women..... |
| 19. Alex and Mary..... | 20. Feet..... |
| 21. Peter and you..... | 22. Tooth..... |
| 23. Peter and your father..... | 24. Person..... |

Listening: Verb To be

Instructions: According to the audio provided below, complete the exercise using your ideas, positive or negative forms.

- You can get access to the audio exercises through the following link:

https://drive.google.com/drive/folders/1-0nj5ilFcPQPNIAsrTYX3P_4s4L8MAEv?usp=sharing

Picture No. 2. Verbs in advertising



Source: Adapted from authors

- a) (I/the best /buyer)*I'm the best buyer*.....
- b) (Australia/small country).....
- c) (China/next to Ecuador).....
- d) (Ferrary/good racing team).....
- e) (Facebook/popular web page).....
- f) (I/interested/ in /digital marketing).....
- g) (Colombia/in North America).....
- h) (I/married).....
- i) (I/afraid of spiders).....
- j) (Marketing/best career).....

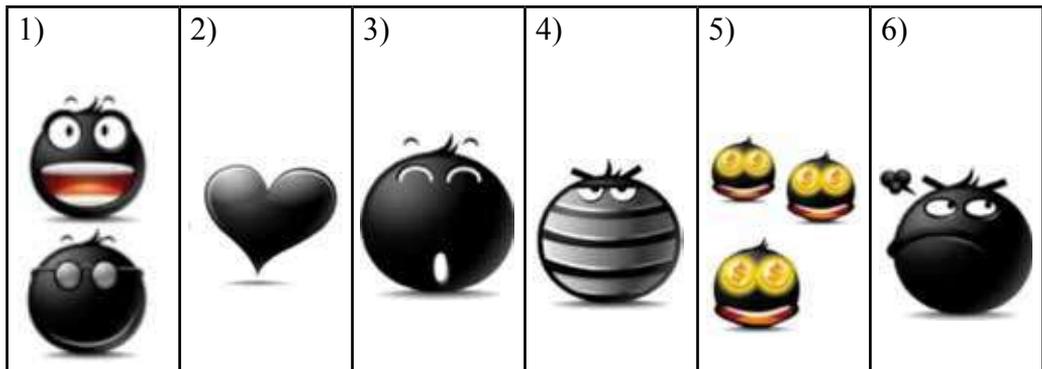
Complete the following sentences filling the correct verb “to be” were necessary.

Use (am, is, are)

- 1) I *am* friendly
- 2) We close to the end.
- 3) You pretty.
- 4) You all sleep.
- 5) He tall.
- 6) They wonderful.
- 7) She talkative.
- 8) The teacher good looking.
- 9) It windy today.
- 10)The students intelligent.

Write the sentences from the following feelings: happy, angry, serious, rich, surprised, in love.

Picture No. 3. Feelings emoticons



Source: Adapted from pixabay.com

1. They´re happy	2. You.....
3. We.....	4. She.....
5. He.....	6. I

Reading: Color Psychology

Read the text and complete the information below.

A great marketing strategy is color in each brand, which is why each color represses the perception of the attitude and behavior of the customer in the decision of a specific product. In fact, color psychology motivates the purchase or acquisition of a product or service.

The construction of color is the decision-making that changes the criteria in a certain moment, place or even our daily lives. (Cross, 2008) mentions that the variety of meanings in colors depends on the variety of options depending on the context of culture or usage. Several studies demonstrated the costumer discernment in color psychology related to the perception or product, clients' culture, mass, and space.

According to (Roohi & Forouzandeh, 2019) the development of feelings about colors motivated by different aspects such as gender, age, and location; it is decisive in the psychology of consumer behavior; the authors heightened in their study the experience analyzed in the schema of coloring which includes harmonies, and combination of colors. The real meaning behind the message is the association of the great persuasive control of feelings because those elements can motivate the impulse of buying and selling a product.

For these reasons, an intelligent use of colors can be a wise marketing strategy if you use it correctly, a marketer definitely will make a difference if applies the color psychology on his or her side. This will increase the potential customers, as a result of several studies it was found that a person needs at least ninety

Picture No. 4. Color psychology



Source: Adapted from <https://blog.hubspot.com/the-hustle/psychology-of-color>

seconds with the perception of a product, in that time the initial impulse of buying is activated, as well as the analysis of buying with a base color.

As marketers we already know that feelings and senses define consumer behavior; in this case, the visual acuity of the right color can make the difference by applying the correct marketing tools in our hands. (Aboites, 2009)

Puzzle Exercise 1 Unscramble the tiles.

- Unscramble the tiles to reveal a message.
- Each tile is used only once.
- Use spacing, punctuation, and common words to find adjacent tiles.
- Some words may be split into two lines.

y	i	c	e	p	h	o	w	c	t	p	s	y	f	f	e	s	t	u	o	r
h	a	v	s		c	o	t	i	o	c	o	l	i	o	r	c	h	o	s	a
n	s	h	e		b	e	l	o	r	p	e	r	d	y	a	n	d	o	f	
s	t	l	o	g																

Psychology of the Color Red

(Elliot & Maier, 2007) described the meaning of the red color and made emphasis about the client's personality; red is linked with strong reactions and feelings, this color grows hungriness, also the popular association with this color is love, passion, and intensity. In the marketing area, red is the most used color by those clients who make risky decisions by impulse.

Picture No. 5. Color psychology



Source: Adapted from <https://brandingcompass.com/branding/color-theory-red-as-a-branding-color/>

Picture No. 6. Color psychology



Source: Adapted from <https://brandingcompass.com/branding/color-theory-red-as-a-branding-color/>

The Psychology of the Color Green.

In color psychology, it is established that this color interacts with customer behavior, and it also takes an essential stimulus in the client's perception while increasing sales effectiveness (Williams et al., 2019)

Picture No. 7. JEP Cooperativa Ahorro y Credito



Source: Retrieved from <https://www.jep.coop/inicio>

As the example shows, it is analyzed that “Cooperativa de ahorro y credito” was a strong and old company, so it was necessary to push the color with green because it gives a feeling of nature, effectiveness, and hope to their clients, which is precisely what the current market is transmitting.

The Psychology of the Color Pink.

The relation with the Color Pink is inspired with soft movements, And the message that potential clients get is love, kindness and passion. Nevertheless, it can be seen as an aggressive movement because it takes the strong side of life. The first ideas that go with this color are charm, desire, and innocence. (Aksoy, 2016)

Picture No. 8. Color psychology



Source: Adapted from <https://www.logomaker.com/blog/2017/11/22/pink-logos/>

The Psychology of the Color Purple

The meaning of the color purple in marketing is focused on the relation to devoutness and spirituality. This color at the same time, can be seen with a bit of mystery due to its controversy. On the other hand, creativity is exploded with the feeling of nobility. However, the purple color in clothing can be examined with a negative meaning because in the dark side it designates a sense of sadness. (Lind, 1993)

Picture No. 9. Color psychology

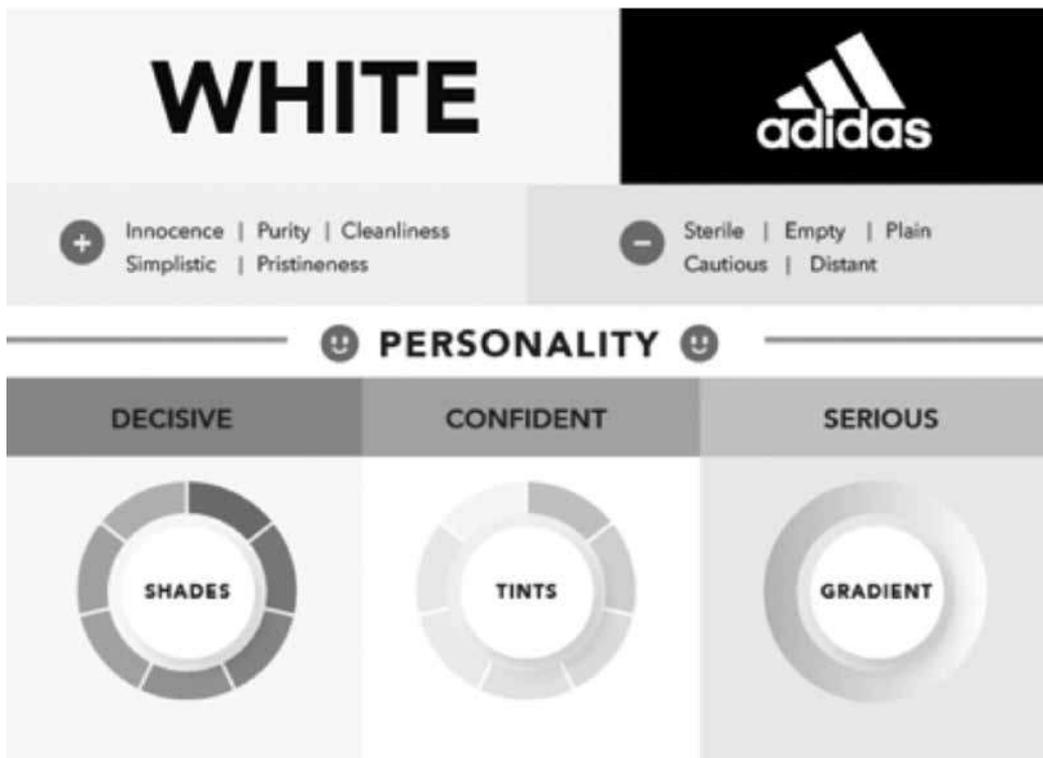


Source: Retrieved from <https://turbologo.com/articles/purple-logos/>

The Psychology of the Color White

When marketers are looking for a color that means peace, without a doubt is white. In all stages, white transmits the feeling of calmness, joy, fullness, and transparency. In addition, the color white communicates the truth of the product and the target public, which is pride, youth and innocent. (Abiri, 2013)

Picture No. 10. Color psychology



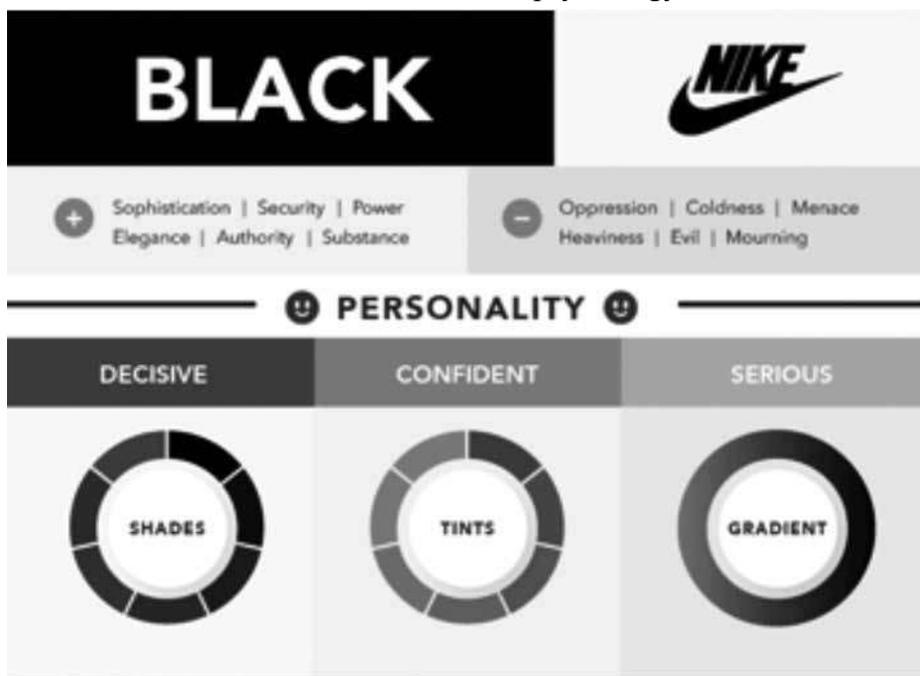
Source: Retrieved from <https://blog.hubspot.com/the-hustle/psychology-of-color>

Psychology of the Color Black

The black color is considered the one which combines with everything; in advertising words, it is understood with the feeling of respect, high standard, and luxury companies because the exclusivity works with the hand of empowering targets.

However, in some other contexts the relation with black color inspires sadness due to its close connection with death and feelings of emptiness in some areas of marketing.

Picture No. 11. Color psychology



Source: Retrieved from <https://blog.hubspot.com/the-hustle/psychology-of-color>

The Psychology of the Color Yellow

When marketers are focused on connecting feelings of joy, prudence, or kindness, it is for sure they would choose the color yellow since prudence is the best partner. Yellow brands connect their customers with security, meaningful prosperity, money, and wealth.

The luxury brands are building those feelings of security and investment associated with freestyle, creativity, and seasons such as spring and summer.

Picture No. 12. Color psychology



Source: Retrieved from <https://blog.hubspot.com/the-hustle/psychology-of-color>

Exercise No. 1**Unscramble the words, colors, and their meaning.**

According to the following unscramble words, there are 26 different colors; rearrange the words and write in the space.

Tip: A Word box can be found at the bottom of the exercise.

Vocabulary**COLOR UNSCRAMBLES EXERCISE**

- | | |
|-----------------|----------------------|
| 1. Eebig | 14. Revlsi |
| 2. Dre | 15. vnya uebl |
| 3. Eulb | 16. ksy lbeu |
| 4. Ngree | 17. meli ereng |
| 5. Llewoy | 18. lemi ngree |
| 6. Rluppe | 19. tegaanm |
| 7. Ikpn | 20. livteo |
| 8. Aergon | 21. lmsona |
| 9. Obrnw | 22. nraeeldv |
| 10. Baclk | 23. lupm |
| 11. Tihew | 24. evoli |
| 12. Aygr | 25. ancy |
| 13. Dglo | 26. omrnao |

Chart No. 3. Color unscrambles word box

WORD BOX:

plum	brown	gray	maroon
yellow	white	sky blue	green
magenta	cyan	olive	salmon
pink	lavender	beige	violet
lime green	gold	purple	black
blue	red	orange	lime
silver	green	navy blue	

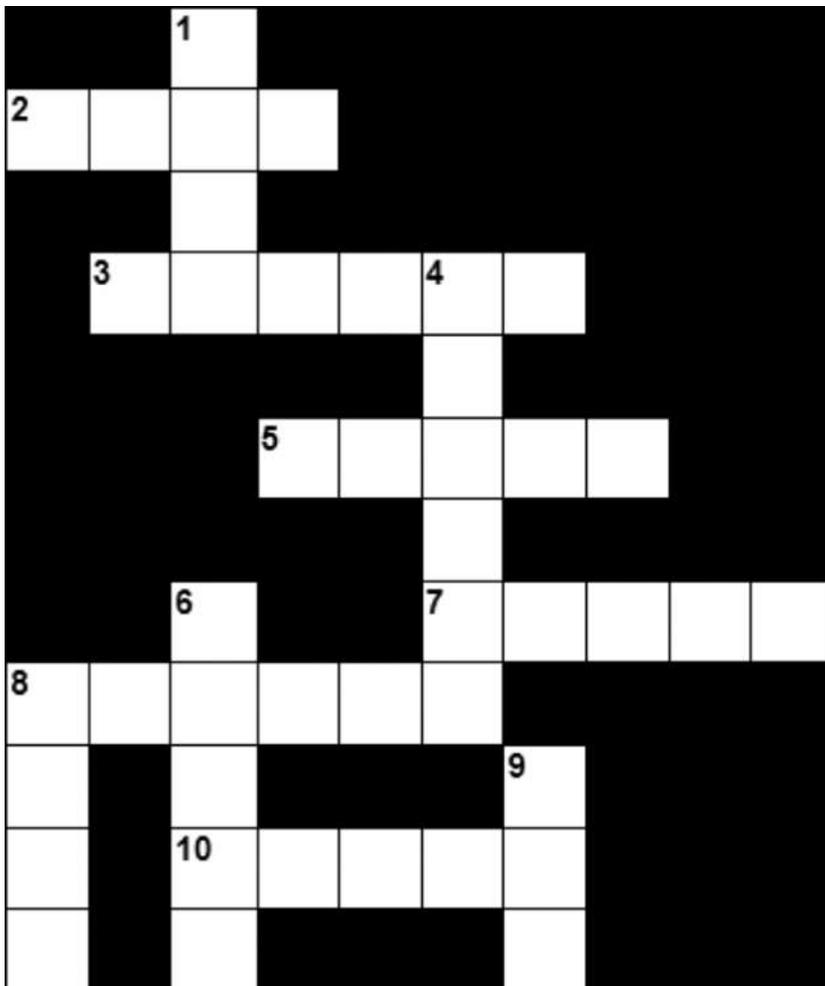
Source: Own elaboration

Exercise No. 2

The Use of Color Psychology in Marketing

Complete the crossword below, and the vocabulary is split between across and down words; the key options are given in the clue section.

Picture No. 13. Crossword Color psychology



Source: Adapted by the authors

Across:

2. This is the color of jewelry; it is well-seen for women in their accessories. This color transmits power to the buyer; the word prestige is the ordinary meaning of elegance.
3. This color is related to brightness, self-confidence, optimism, and sportiveness; This color can motivate your customers' attention and show all your abilities in marketing.
5. This color is considered a versatile color, it can be combined with any color; the most luxurious cars are used at the time, and the color is most known in luxury brands such as Bentley, Mercedes, and McLaren.
7. The color of money. Also, it gives a relaxing feeling to the consumer.
8. This color is very prevalent in marketing; this color represents leadership, royalty. Also, it represents nobility, and luxury. Brands such as Yahoo, BenQ, Wester the University of Canada use it as a corporative color.
10. This neutral color helps design a lot; its meaning keeps the marketing world balanced. It represents clearance and serenity.

Down:

1. This color means honesty, productivity, responsibility, trust, relaxation, peace, stability, and serenity; companies such as Facebook, IN, and Samsung use it in their brand
4. The color is well seen as a social color, representing freedom and motivation; brands such as Nickelodeon or Payless is trendy
6. This color represents comfort, it's well-seen as friendly and charming. Branding uses this color for coffee, waffle, butter cake, and pancakes.
8. This color is close to customers' feelings based on love or romance; this color is popular with ladies. Brands such as LG, Barbie, Hello Kitty use it all the time
9. It's known for eliciting feelings such as excitement or urgency it's found in some famous brands such as Coca-Cola, YouTube, or KFC

Autonomous Learning Practice:

If you are interested in practicing by autonomous learning, you can use the following QR code in your mobile phone, Tablet, or computer.

Picture No. 14. The use of color psychology in Marketing Crossword online



Source: Adapted by the authors

Writing

Answer the following statements and change the sentences into affirmative and negative sentences using the verb to be (is, is not, are, are not)

Example:

Is the color blue serious, businesslike, and professional? Yes, the color blue is serious, businesslike, and professional No, the color blue is not serious, businesslike, and professional.

1.- Is the color green about human behavior and human perception?

Yes, _____

No, _____

2.- Is the color pink about love and passion?

Yes, _____

No, _____

3.- Is the color purple about mystery and nobility?

Yes, _____

No, _____

4.- Is the color white about happiness and purity?

Yes, _____

No, _____

5.- Is the color black about luxury and health?

Yes, _____

No, _____

6.- Is the color yellow about summer and prudence?

Yes, _____

No, _____

7.- Write the characteristic of your favorite color, describe its meaning and why is it your favorite.

Listening: The meaning of colors in marketing

Listen to the audio and choose the correct option in the questions below.

For an assertive work, the authors developed authentic audio so it will be easy to practice with our listening audio. A Quick Response code (QR) holds the audio in the cloud so you can download or practice online anytime.

1.- The meaning of the color blue is

https://drive.google.com/file/d/1TfGQugsTVRvUCVHI0w82MbwXzUVhl-Ze_/view?usp=sharing

Picture No. 15. The meaning of colors in marketing



- a) Trust and meaning
- b) Loyalty and responsibility
- c) Trust and loyalty
- d) Stress and problems
- e) None of the above

Source: Adapted by the authors

2.- The color green in the marketing area means CHAPTER 1 LESSON 1 Audio 2 green color.

<https://drive.google.com/file/d/15sEpoTIOG-7UmBcRl3nsJG5sZc4upvCp/view?usp=sharing>

Picture No. 16. The meaning of colors in marketing



- a) life
- b) plants
- c) cash
- d) money
- e) power

Source: Adapted by the authors

**3.- The color pink in marketing represents: CHAPTER 1 LESSON 1
Audio 3 pink color.**

<https://drive.google.com/file/d/1kridFYgNFWuUdDLf2yD6gC8ksLDsXw-mw/view?usp=sharing>

Picture No. 17. The meaning of colors in marketing



- a) Love and seduction
- b) Romance
- c) Sophistication and seduction
- d) Power, money
- e) None of the above

Source: Adapted by the authors

**4.- The color purple in marketing represents: CHAPTER 1 LESSON 1
Audio 4 purple color.**

https://drive.google.com/file/d/18Au2pTGQDm70RdQ0WbDe5KrMh_XFqaCN/view?usp=sharing

Picture No. 18. The meaning of colors in marketing



- a) Creativity and mystery
- b) Lady's color
- c) Sophistication and seduction
- d) No creativity
- e) Surprise

Source: Adapted by the authors

**5.- The color white in marketing represents: CHAPTER 1 LESSON 1
Audio 5 white color.**

<https://drive.google.com/file/d/1OQvgF0M0N8ZtV4HF2IjBU1L-MmSIVttP3/view?usp=sharing>

Picture No. 19. The meaning of colors in marketing



- a) Dark and ugly
- b) Freshness and cleanliness
- c) Different color
- d) In marketing it is not used.
- e) Interesting color

Source: Adapted by the authors

Speaking: The Use of Color Psychology in Marketing

Ask your partner how to use the right colors in the marketing field.

If you need to improve your speaking skills, The following exercise has been designed to talk about yourself and your partner. It is necessary to practice some of the Unit's vocabulary (color psychology) for the interview.

Instructions are as follows:

- 1.- Read the activity clearly and carefully.
- 2.- If you cannot understand, read again, and ask your English teacher about your doubts.

3.- Interact with your partner, listen carefully, and answer the questions according to the following exercise.

Example:

“Hello, it is nice to meet you, I am (say your full name) I am a marketing learner at Escuela Superior Politécnica de Chimborazo. Can I ask you about color psychology, please?” Important: All the answers acquired from your partner should be written in a chart, so it will be more organized to keep reliable information.

Chart No. 4. Student interview

STUDENT A (INTERVIEWER)	STUDENT B (INTERVIEWEES)
Hi there, my name is _____ it is a pleasure to meet you.	Hello my friend, nice to meet you too, I am _____ how can I help you.
What is your favorite color?	I love _____ color
Do you think the color _____ is good for your marketing strategy?	I think the color _____ represents _____ for my marketing strategy.

Can you tell me another color for a better marketing plan?	Well, I believe the color _____ fits better with my plan.
Interesting! I hope we can chat later about more colors	Sure! I _____ (be) free this week
Take care, see you around.	Bye my marketer friend!

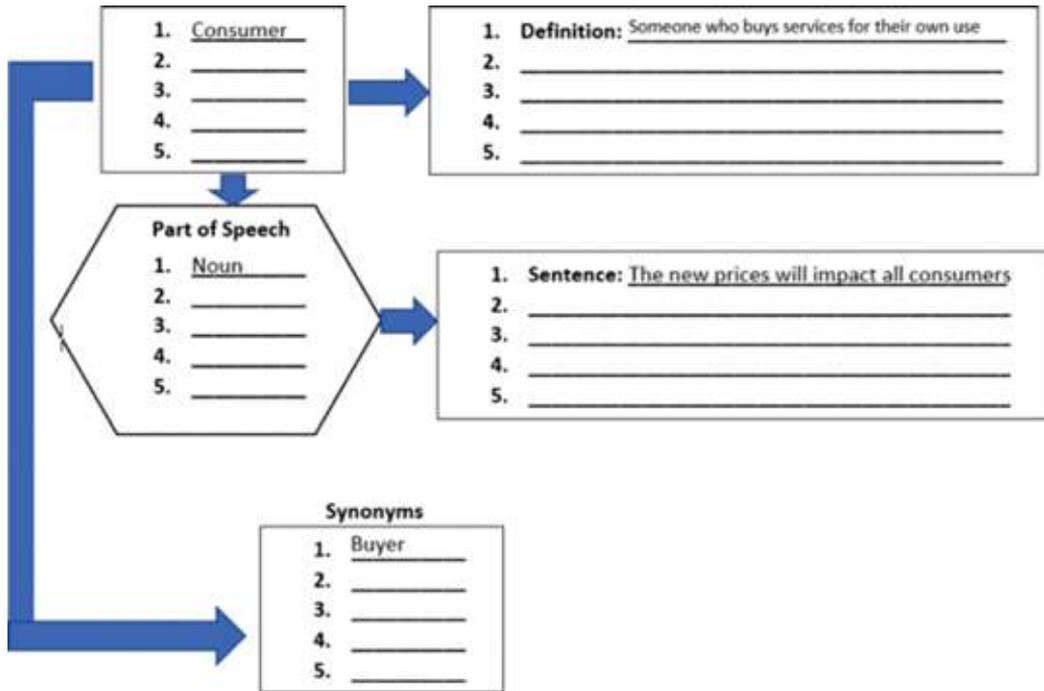
Source: Own elaboration

Picture No. 20. Putting all together



Source: Adapted by the authors

1. Write four new words you have learned in this chapter in the following organizational chart.



2.- With the new vocabulary found in unit 1, let's write a small essay about your favorite color using the verb to Be in the present simple tense

SELF-STUDY

Instruction: Choose true or false option according to the following statements

1.- Is the following sentence, correct? “The color yellow are really attractive”	TRUE – FALSE () ()
2.- Is the following sentence, correct? “The color White is clean and pure”	TRUE – FALSE () ()
3.- Is the following sentence, correct? “The color black is clean and pure”	TRUE – FALSE () ()
4.- Is the following sentence, correct? “The color blue are problems all the time”	TRUE – FALSE () ()
5.- Is the following sentence, correct? “The color pink is clean and pure”	TRUE – FALSE () ()
6.- Is the following sentence, correct? “The color red isn’t about client personality”	TRUE – FALSE () ()
7.- Is the following sentence, correct? “The color White are better than blue”	TRUE – FALSE () ()
8.- Is the following sentence, correct? “The color Blue is similar as the sky”	TRUE – FALSE () ()
9.- Is the following sentence, correct? “The color Green is about customer behavior”	TRUE – FALSE () ()
10.- Is the following sentence, correct? “The color Green is feeling of nature”	TRUE – FALSE () ()

Answer: 1 false, 2 true, 3 false, 4 false, 5 false, 6 false, 7 false, 8 true, 9 true, 10 true

<p>CHAPTER I</p>	<p>Marketing learners will train their English knowledge about:</p> <ul style="list-style-type: none"> • Grammar structure based on articles A -AN - THE • Reading and understanding consumer behavior • Vocabulary about rearranging marketing words • Writing the correct form of the article • Listening to the types of consumer behavior • Speaking about the description of marketing vocabulary in context
<p>Consumer Behavior</p>	<p>LESSON 2</p>  <p>Discuss: Students will ask each other the following questions:</p> <ul style="list-style-type: none"> • What are the types of consumer behavior? • How can we use articles in English?

LESSON N° 2 COSTUMER BEHAVIOR

GRAMMAR REVIEW

Articles

First, it is necessary to clarify the meaning of articles; When we identify the purpose of articles in the English language, we can find two types, definite and indefinite articles. These articles are used before a noun in order to demonstrate what the writer wants to clarify its number or person.

Article “a” or “an”

- It is used when we do not know the person or even the thing that we are referring to in a sentence.
- The (definite article) is located according to the singular noun or plural ones.
- Also, the article “THE” can fit correctly with Countable and uncountable nouns
- For a better understanding, it is well-known for both cases, countable nouns which means the nouns can be perceived and counted, and also has a plural in English.
- On the other hand, when uncountable nouns are analyzed, it is referred to as those that cannot be counted and those that do not have a plural in English.
- Here are some examples where it is described clearly.

Examples:

<p>I don't have a landing page</p> 	<p>I want an interesting offer</p> 	<p>We need a marketing campaign</p> 
---	---	---

Under this circumstance, the article “A” is used for a singular person, and it is placed next to a consonant; here are some cases:

- José works in a Marketing company.
- Can I have a marketing manager in our company?
- I'm looking for a good service
- He's got a fantastic brand.
- It would help if you had a good advisor.

On the other hand, “An” is applied to words that start with the vowels a/e/i/o/u

- Do you want an opportunity?
- Do you have an economic proposal today?
- I believe he will have an easy answer
- Sorry, you do not have an excellent answer

1. Let's have a practice then; according to the following examples, Choose the best option using articles a/an.

1. _____ trademark

- a) A trademark
- b) An trademark

2. _____ Sale

- a) A Sale
- b) An Sale

3. _____ Product

- a) A Product
- b) An Product

4. _____ Point of sale

- a) A Point of sale
- b) An Point of sale

5. _____ Sponsor

- a) A Sponsor
- b) An Sponsor

6. _____ e-mail
- a) A e-mail
 - b) An e-mail
7. _____ Register
- a) A Register
 - b) An Register
8. _____ imagen
- a) A imagen
 - b) An imagen
9. _____ Relation
- a) A Relation
 - b) An Relation
10. _____ distributor
- a) A distributor
 - b) An distributor
11. _____ Public relation
- a) A public relation
 - b) An public relation

12. _____ loyal consumer

a) A loyal consumer

b) An loyal consumer

13. _____ consumer

a) A consumer

b) An consumer

14. _____ brand

a) A brand

b) An brand

2. Check the words below and find the mistakes; rewrite them correctly.

1. an costumer

2. a house

3. a hour

4. an orange book.....

5. an expensive university.....

6. an uniform.....

3. In the following exercise, fill in the blanks using the articles A or An.

1. _____ expensive product.

2. _____ creative toy.

3. _____ marketing engineer.

4. _____ apple technology.

5. _____ regular notebook.

6. _____ identity card.

7. _____ infographic.

8. _____ marketing project.

9. _____ table.

10. _____ university.

11. _____ door.

12. _____ marketing student.

13. _____ taxi driver.

14. _____ orange project.

15. _____ international brand.

16. _____ professor.

17. _____ apple watch.

18. _____ consumer.

19. _____ luxury car.

20. _____ apple computer

21. _____ bingo set

22. _____ interesting plan

23. _____ great job

24. _____ impression

25. _____ used spoon

26. _____ bounce rate

27. _____ subject

28. _____ investment

29. _____ customer segmentation

30. _____ great plan

31. _____ horrible product

32. _____ test

33. _____ anchor

34. _____ average position

35. _____ elegant suit

36. _____ digital plan
37. _____ advertising
38. _____ English teacher
39. _____ web page
40. _____ intelligent student
41. _____ nice brand
42. _____ brand
43. _____ paper clip
44. _____ chat room
45. _____ competitive analysis
46. _____ content marketing
47. _____ conversion rate

48. _____ early bird

49. _____ crawler

50. _____ internet bot

51. _____ customer experience

52. _____ customer lifecycle

53. _____ original idea

54. _____ digital marketing

Fill in the blanks below using a or an

1. _____ demand generation is an advertising target.

- a) An b) a

2. _____ Digital marketing change

- a) An b) a

3. A marketing plan is _____ great chance to grow.
a) An b) a

4. Digital marketing in _____ online advertising stage
a) An b) a

5. Digital marketing channels is _____ advertising basis.
a) An b) a

6. Mobile app is _____ very good service.
a) An b) a

7. Services in marketing build _____ feeling of confidence.
a) An b) a

8. Digital Marketing dashboard reinforces _____ excellent experience with the
a) An b) a

9. _____ Banner is _____ clear example of advertising.
a) An b) a

10. A consumer is _____ person who gets services and products.
a) An b) a

Writing A or AN

1. In the following exercise, find the missing words and complete and complete with A or AN accordingly.

A) An B) A

Branding and its benefits indicate several steps in order to build 1 _____ authentic brand. These steps are: 2 _____ Solid study or marketing, 3 _____ clear design construction, 4 _____ strong brand positioning, 5 _____ simple visual identity, and an aggressive communication plan.

Nowadays, 6 _____ marketing project involves more elements than is expected, 7 _____ branding example has more characteristics that increase the value in the market and the identity in the market makes 8 _____ incredibly valuable effort invested in a marketing plan.

Choose the correct option

Reading: Consumer Behavior.

When we think about good services and interesting supplies for our personal use the meaning could be the act of consuming; under those circumstances, the human being becomes a consumer in order to cover the needs and desire to buy or acquire any service.

Marketing in the current years has been studying the behavior and circumstances in the collection of products and the value of services, where the research of consumers' responses or their thinking can develop the possibility of an excellent choice in a final purchase.

According to (Schiffman & Kanuk, 2010) the result of obtaining a particular service can empower the influence consumer behavior, where marketers are able to understand the decision or choice taken at that moment.

READING ACTIVITY

According to the reading, consumer behavior, find the correct statements and choose the right answer.

1.- A consumer behavior is usually interested in:

- a) personal service only
- b) nothing interesting
- c) something and nothing else.
- d) good service and exciting supplies
- e) the act of selling

2.- A consumer behavior looks for:

- a) a good behavior
- b) good experience with marketing
- c) acquire any kind of service
- d) never give up on a purchase
- e) an awful service

3.- What does marketing study in the current years?

- a) Marketing currently studies the value of services and products.
- b) Marketing in the current years' hard work
- c) Marketing currently has a low collection and poor values
- d) Marketing do not study services
- e) Marketing do not study products.

4.- What result is the best for costumers?

- a) It represents an interesting hobby
- b) It represents a wase of time
- c) It does not have an idea about purchase
- d) It represents a great choice in a final purchase
- e) None of the above

5.- What is the author's criteria about consumer behavior?

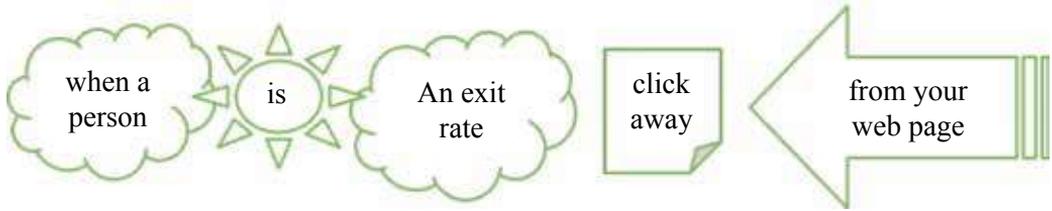
- a) The author believes that consumer behavior is not important
- b) The author believes that it cannot empower the influence in consumer behavior.
- c) The author believes that the influence in the consumer has a terrible behavior.
- d) The author of the power of consumer
- e) The author believes that it can empower the influence in the consumer behavior.

Vocabulary

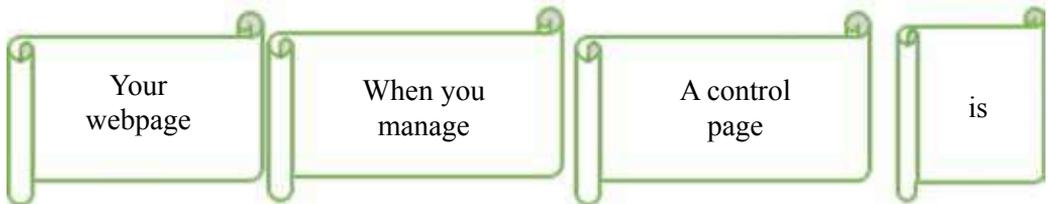
Rearrange the following words and complete the sentence correctly.



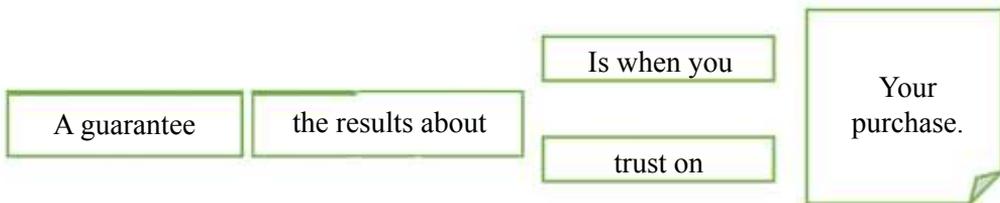
1.- _____



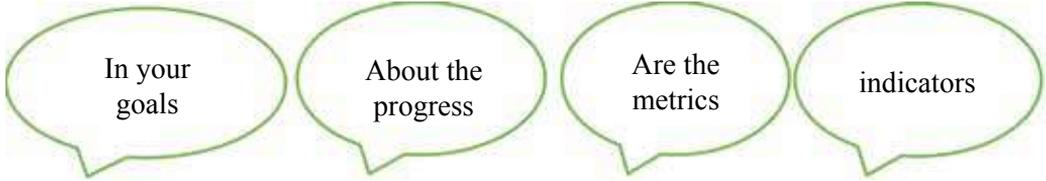
2.- _____



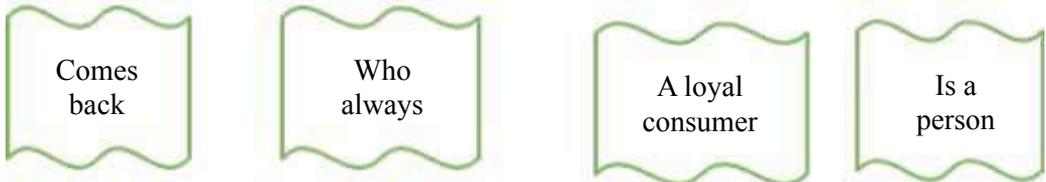
3.- _____



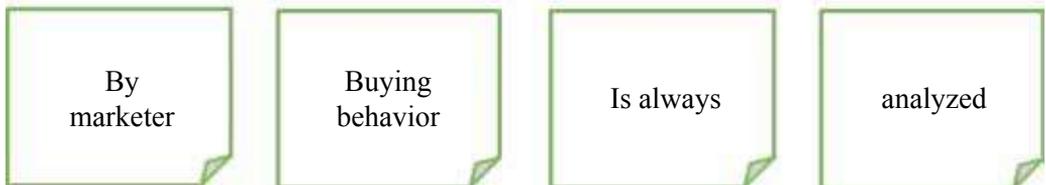
4.- _____



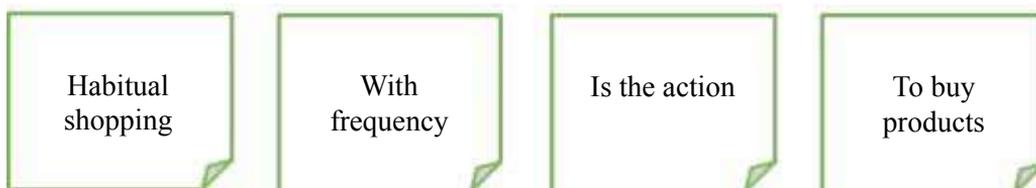
5.- _____



6.- _____



7.- _____



8.- _____

Writing: Grammar Skill

The following activity aims to develop writing skills using the verb “to be”; complete the statements according to the pictures and the description of the action. For better understanding, follow the example below.

Example:

No.	Picture	Description	Sentence
00		<p>Costumer</p> <ul style="list-style-type: none"> • To be • A person who • To obtain • Product • Service 	<p>A Consumer (to be) is a person who obtains a <u>product</u> and <u>service</u></p>

Complete the chart according to the given example.

Chart No. 5. Grammar Skill

No.	Picture	Description	Sentence
01		<p>Costumer</p> <ul style="list-style-type: none"> • To buy • Television • To be • From ESPOCH 	<p>A Consumer who</p> <p>(to buy) _____</p> <p>(to be) _____</p>
02		<p>Milk</p> <ul style="list-style-type: none"> • To be • A great product • In the university 	<p>Milk _____ (to be)</p> <p>_____</p> <p>in the _____</p> <p>_____</p>
03		<p>Black Friday</p> <ul style="list-style-type: none"> • To be • The best • Opportunity • Is only once in a year 	<p>Black Friday</p> <p>_____ (to be)</p> <p>_____</p> <p>and it _____ (to be)</p> <p>_____ a year.</p>

04		<p>Online buying</p> <ul style="list-style-type: none"> • To be • Cheap for consumers • To be • really easy activity 	<p>Online buying</p> <p>_____ (to be)</p> <p>_____ for.</p> <p>And it _____ (to be)</p> <p>Easy _____</p>
05		<p>Price</p> <ul style="list-style-type: none"> • To be • Attractive • When • it • To be • Very low • For the final consumer 	<p>A Price _____ (to be)</p> <p>_____</p> <p>when _____ (to be)</p> <p>for _____</p> <p>_____</p>
06		<p>Client</p> <ul style="list-style-type: none"> • who • To be • Happy • always • Give • Excellent • Recommendation 	<p>A client _____ to be</p> <p>Always _____</p> <p>Excellent _____</p> <p>_____</p>

Source: Own elaboration

Listening: Types of Consumer Behavior

Picture No. 21. Types of Consumer Behavior



Listen to the audio and choose the correct option according to the questions below.

<https://www.cbv<mbxncvcz>

Source: Adapted from the authors

1.- The main characteristic in the behavior of complex consumer buying is when:

- a) Consumers can buy really expensive products
- b) Consumers do not buy products
- c) Consumers only buy cheap products
- d) Consumers do not buy services
- e) Consumers do not like products

2.- What is a Buying behavior?

- a) The consumer is involved with the process of buying
- b) The consumer is involved in the selling process
- c) The consumer is not involved with any processes
- d) The consumer is involved with difficulty
- e) The consumer is tangled in brands and problems.

3.- What does a habitual shopping behavior have?

- a) The consumer has a lot of involvement with clients
- b) The consumer has a low connection with brand and products
- c) The consumer has experience with some products and some brands
- d) The consumer has bad behavior
- e) Neither of the answers

4.- What does a variety search behavior look for?

- a) This consumer sometimes looks for variety and avoid the same products
- b) This consumer never looks for variety and have the same products
- c) This consumer always looks for variety and avoid the same products
- d) This consumer always looks for products
- e) This consumer never buys any kind of products

Consumer behavior and its types

When we analyze the Consumer behavior, we can find four categories of consumer behavior:

Complex buying behavior: Consumers purchase an expensive product that is obtained infrequently.

Buying behavior that reduces dissonance. The consumer is very involved in buying but has difficulty determining the differences between brands (LG Schiffman, 2005).

Habitual shopping behavior: (the consumer has very little involvement in the product category or brand).

Variety search behavior: In this situation, a consumer buys a different product not because he is unsatisfied with the previous one but because he is looking for variety.

Speaking Activity: Vocabulary in Context

Describe marketing vocabulary in context

Crossword interaction

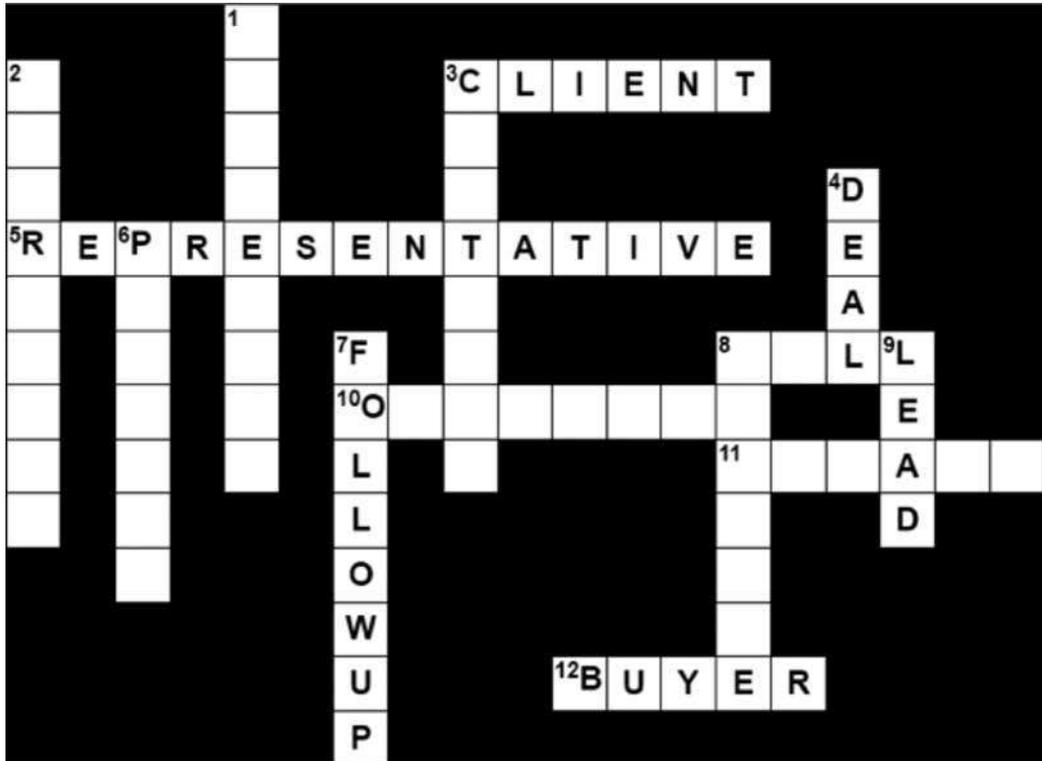
GROUP No. 1

In the following Crossword exercise, there are two working sheets with some missing words, Group No.1 has the words from the other group, and Group No. 2 has the missing words from group No. 1. Each group has an incomplete crossword

Instructions:

- Ask your partner and describe the vocabulary that you have in your Group, your partner must fill the missing information or ask for more clues if needed.
- It is recommended to work with a partner, or you can work in two teams (either way is accepted)
- You are not allowed to say the word unless your partner has guessed its meaning correctly.
- Finally, record your partner's score, and at the end of the activity, you will compare how many mistakes you have made.

Picture No. 22. Speaking vocabulary in context



Source: Adapted from the authors

The following chart has clues that will help you better describe the meaning of the words in the crossword. Try to elicit your answers with the vocabulary and grammar structure you manage better if necessary.

In the present chart, there are the words described for you; however, it is necessary to explain better for **Group No. 2**

Chart No. 6. Vocabulary

Client	Representative	Buyer
Follow up	Deal	Lead

Source: Own elaboration

Across

- 3. A person who buys any kind of product or is looking for a specific service
- 5. It means a person who works for a company or firm also, he is known as a salesperson or salesman.
- 12. Is a person who gets products and pays it back with money

Down

- 4. It means the transaction marketers arrange with the consumer and seller.
- 7. During this action, marketers keep in touch with their clients in order to understand how the product is going.
- 9. This word represents when the way is shown, and it is guided

Crossword interaction GROUP No. 2

In the following Crossword exercise, there are two working sheets with some missing words, Group No.2 has the words from the other group, and Group No. 1 has the missing words from group No. 1. Each group has an incomplete crossword.

Instructions:

- You should ask your partner and describe the vocabulary you have in your group, then your partner will try to fill in the information or ask for more clues.
- It is recommended to work with a partner, or you can work in two teams (either way is accepted)
- It is not allowed to say the word unless your partner has guessed the correct meaning.
- Finally, keep the score from your partner, and at the end of the activity, you will compare how many mistakes you have made.

Picture No. 23. Crossword group No.2



Source: Own elaboration

In the next chart, there are words described for you; however, it is necessary to explain them better for **Group No. 1**

Chart No. 7. Vocabulary

Guarantee	Product	Wholesale
Customer	Overcome	Sell
Retail	Service	

Source: Own elaboration

Across

- 10: In marketing words, it represents passing this problem and turns into a profit.
- 8: It means the action of giving money in exchange for a specific service or any kind of product. In other words, it means selling.
- 11: In marketing, words mean the action where we sell something in small amounts or quantities.

Down

- 2: It is the security of the consumer that knows about the quality of the product to be changed for the better one.
- 6: It means something made for a transaction and it is acquired by consumers. 1: It is the action of selling products back to consumers.

3: It is known as a person who consumes a thing or a service.

8: It is the condition where a person works in order to receive payment from that.

Picture No. 24. Putting all together



Source: Adapted by the authors

Step 1 Register in this web site <https://info.flip.com/>

Picture No. 25. Flip grip exercise



Source: Own elaboration

Step 2 Answer the following questions. Use Flip grip to record yourself.

Speaking Topic	Recording date	Share here the Link where your professor can her you (Flip grid)
What do you think about marketing?		
What do you think about costumerbehavior?		
What is your opinion about the following phrase “the result of obtaining a particular service can empower the influence in the consumer behavior.”		

SELF-STUDY

According to the exercises below Fill in the blanks with 'a' or 'an'

1. ____ demand generation is an advertising target	a) An b) a
2. ____ digital marketing change	a) An b) a
3. A marketing plan is ____ great chance to grow	a) An b) a
4. Digital marketing in ____ online advertising stage	a) An b) a
5. Digital marketing channels is ____ advertising basis	a) An b) a
6. Mobile app is ____ current good service	a) An b) a

According to the reading consumer behavior, find the correct statements and choose the right answer.

7.- A consumer behavior is usually interested about:

- a) personal service only
- b) nothing interesting

- c) somethings and nothing else.
- d) good service and exciting supplies
- e) the act of sell

8.- A consumer behavior looks for:

- a) a good behavior
- b) good experience with marketing
- c) acquire any kind of service
- d) never give up on a purchase
- e) an awful service

Answer: 1b, 2b, 3b, 4a, 5b, 7d, 8b

<p>CHAPTER II MARKETING STRATEGIES</p>	<p>Marketing learners will train their English knowledge about:</p> <ul style="list-style-type: none"> • Grammar structure based on questions with Verb “to be” and information questions with the verb “to be” • Reading and understanding “Attract Customers.” • Describe marketing vocabulary in context. • Writing the correct form of Wh-questions also post your advertisement in the newspaper. • Listening to the types of advertising • Speaking activity called “Talking about advertising.”
<p>Attract customers</p>	<p>LESSON 3</p> <p>ATTRACT CUSTOMER</p>  <p>Discuss: Students will ask each other the following questions:</p> <ul style="list-style-type: none"> • What strategy can we develop for customers? • Is it easy to attract customers?

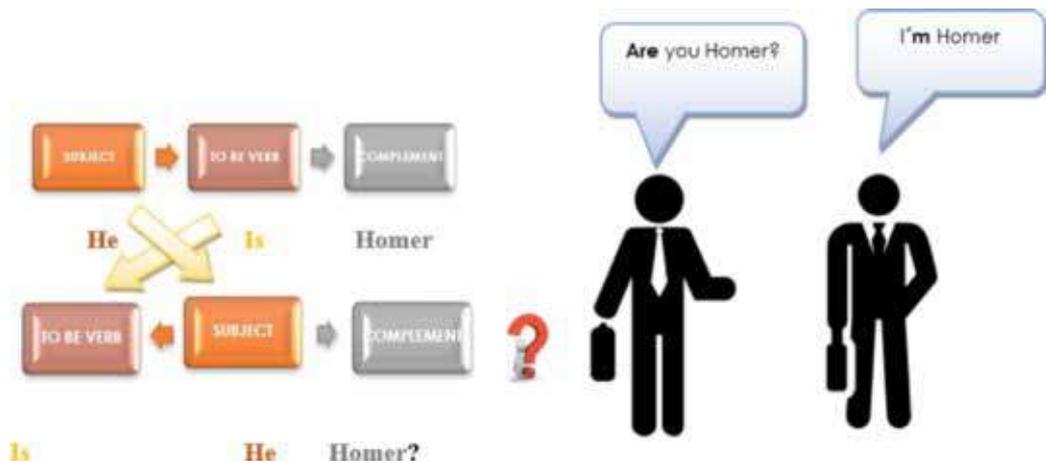
CHAPTER II MARKETING STRATEGIES

LESSON N° 3 ATTRACT COSTUMERS

Grammar review Questions with verb to be.

We create simple yes/no questions by inverting the order of the subject and the Verb “to be”; in this case, we keep the idea and the complement; Let’s see what the order of the words is in the next chart. (Lara & Veloz, n.d.)

Picture No. 26. Questions with verb to be



Source: Adapted from pixabay.com

We always use the short answer, not only “Yes” or “No”. **This sounds impolite.**

NOTE

If the answer is “Yes”, we always use the long form.

Example: Yes, I am.

If the answer is “No”, we either use the long or the contracted form (short form).

Example: No, I am not - No, I’m not.

Are	you	from Ambato?	Yes,	I	am.
			No,	I	am not. - 'm not.
Is	She	your girlfriend?	Yes,	She	is.
Are	They	workmates?	Yes,	they	are.

Information questions with the verb “to be.”

Picture No. 27. Information Questions



Source: Own elaboration

Chart No. 8. Information questions

Question word	Verb	Complement	Answer
Where	are	you from?	I'm from Ecuador.
What	is	your name?	
How	are	Bob and Sandy?	

Source: Own elaboration

Chart No. 9. Information questions

Information Question	Meaning	Translation
When	Time	¿Cuándo?
Where	Place	¿Dónde?
Who	Person	¿Quién?
Why	Reason	¿Por qué?

Source: Own elaboration

With the following sentences, write a short and complete sentence to fill in the correct answer; an example is given for you:

Example:

	Is it Facebook? What is it?	...No, it is not. ...It is YouTube.....
---	--------------------------------	--

Chart No. 10. Information questions

	<p>Is this a planet? <i>What is it?</i></p>	<p>No, it is not. It is the WhatsApp logo</p>
	<p>Is this an internet logo? <i>What is it?</i></p>	<p>No, it is not. It is the TikTok logo</p>
	<p>Is this a pizza logo? <i>What is it?</i></p>	<p>No, it is not. It is the Pinterest logo</p>
	<p>Is this a zoo logo? <i>What is it?</i></p>	<p>No, it is not. It is the twitter logo</p>
	<p>Is this an airline logo? <i>What is it?</i></p>	<p>No, it is not. It is the Facebook logo</p>
	<p>Is this a tablet logo? <i>What is it?</i></p>	<p>No, it is not. It is a cellphone logo</p>
	<p>Is this a house logo? <i>What is it?</i></p>	<p>No, it is not. It is the Gmail logo</p>

Source: Own elaboration

Rearrange the words bellow and put the questions in the correct order.

1. Her/is/name/Alice/?

2. That/man/is/friend/your?

3. Marketers/are/they?

4. Late/am/I?

5. Popular/this/is/English institute?

6. Late/you/were/to the/class/English?

Complete the sentences. Use one of the question forms in the box. (is, am, are)

Where	Who	What
How	Why	How much
What color	How old	What time

0. Where are my keys?
 - a) Where is
 - b) Where are
 - c) Where am

1. it, please?
 - a) What time is
 - b) What time are
 - c) What time am

2.your trade marketing class now?
 - a) how is
 - b) how are
 - c) how am

3.my bag pack and my laptop computer?
 - a) Where is
 - b) Where are
 - c) Where am

4. That clock?
 - a) How old is
 - b) How old are
 - c) How old am

5.your new marketing project?

- a) How much is
- b) How much are
- c) How much am

6.the manager and her team late today?

- a) Why is
- b) Why are
- c) Why am

7. Carina and Jose from?

- a) Where am
- b) Where is
- c) Where are

8. Those mobile phones?

- a) How much am
- b) How much is
- c) How much are

9. that girl in the faculty?

- a) Who is
- b) Who are
- c) Who am

10. the English class?

- a) Where am
- b) Where are
- c) Where is

Instruction: Choose the best question for each one of the answers below. Remember that you should use information questions with to be verb.

Chart No. 11. Information Questions exercise

INFORMATION	QUESTION (MULTIPLE OPTION)
<p>1. Half past eight.</p> 	<ul style="list-style-type: none">a) What time is the class?b) Where is the class?c) How is the class?
<p>2. Not bad thanks</p> 	<ul style="list-style-type: none">a) What time is the class?b) Where is the class?c) How is the class?

<p>3. My marketing partners</p>  <p>The illustration features several marketing-related icons: a target with an arrow, a large dollar sign with an upward-pointing arrow, a briefcase with a magnifying glass, a building, the word 'MARKETING' in a box, a line graph, and three people icons.</p>	<p>a) Who are they? b) Who is this? c) Who is she?</p>
<p>4. In my pocket</p>  <p>A simple line drawing of a suit jacket with a small mobile phone icon on the left breast pocket.</p>	<p>a) What is this? b) Where is your phone? c) Where are you?</p>
<p>5. 16 years old</p>  <p>An illustration showing a calendar page with the number '16' and a stylized building with a slanted roof.</p>	<p>a) How old is we? b) How far is your company? c) How old is your company?</p>
<p>6. On the desk</p>  <p>A line drawing of a desk with a chair tucked under it. A set of car keys is lying on the desk surface.</p>	<p>a) Where is your house? b) Where are your car keys? c) Where are she?</p>

<p>7. Digital marketing</p>  <p>DIGITAL MARKETING</p>	<p>a) What is your name?</p> <p>b) What is your favorite subject?</p> <p>c) What is my name?</p>
<p>8. Because it is Black Friday</p> 	<p>a) Because it's your birthday</p> <p>b) Why are you so happy?</p> <p>c) Where is your name?</p>
<p>9. They're \$ 200,00</p> 	<p>a) Who much is this?</p> <p>b) How much are those earrings?</p> <p>c) How many are this?</p>
<p>10. ESPOCH I think</p> 	<p>a) What is your university?</p> <p>b) What is this?</p> <p>c) Who are you?</p>

Source: Own elaboration

Reading: Attract Customers

Picture No. 28. Attract customers.



Source: Adapted from pixabay.com

The interest of success in a marketplace definitely will be focused on customers, understanding the cause and effect at the moment of the decision in a purchase; customers nowadays are looking for reasonable prices and better profits in the different acquisition of services or products. Also, the best quality should be the experience developed by customers in creating good memories and experiences, avoiding terrible decisions.

The most popular way of attracting customers is based on advertising and aggressive campaign marketing applying to advertise. (Vargas Hernández, 2016) Highlighted that advertising represents the most potent marketing tool focused on promotion where companies are interested in the message that their products ideas and services can be shared; the author mentions that the working field is vast because it involves the participation of advertisers, marketers and entrepreneurs who get involved with the marketing world.

(Kotler & Gary, 2013), authors of the book named Fundamentals of Marketing define advertising as “any paid form of presentation and non-personal promotion of ideas, goods or services by an identified sponsor.”

Finally, there is no doubt that the most popular selling strategies with advertising are radio, newspaper, television, and social network due to the increase of people linked with technology and the internet.

Reading questions

According to the reading, attract customers, and find the answers to the following questions, read the options carefully.

1.- What do customers need these current days?

- a) Customers nowadays are looking for reasonable prices and better profits
- b) Customers nowadays are not looking for reasonable prices and better profits
- c) Customers nowadays want to spend all their money
- d) Customers nowadays do not think about reasonable prices or any profits

2.- What experiences do customers want to increase from purchases?

- a) Customers want to create bad memories and no experiences
- b) Customers do not want to create memories and experiences
- c) Customers want to create good memories and experiences
- d) Customers need money and time for all

3. What is the most popular way of attracting customers?

- a) The less popular way of attracting customers is based on advertising
- b) The most popular way of attracting customers is based on advertising

- c) The popular way of attracting customers is based on selling
- d) The most popular way of attracting customers is mailing.

4. How can we make an aggressive campaign of marketing?

- a) We need to avoid advertising as an aggressive campaign
- b) We need to apply branding as an aggressive campaign
- c) We need advertising as an aggressive behavior with people
- d) We need to apply advertising as an aggressive campaign

5. What is Varga's opinion about advertising?

- a) Vargas thinks that the less powerful marketing tool is promotion
- b) Vargas thinks that the most powerful marketing tool is not promotion
- c) Vargas thinks that the most powerful marketing tool is promotion
- d) Vargas thinks that promotion is not required in marketing

6. Who can participate in the marketing world?

- a) The participation of advertisers, marketers and entrepreneurs are important in the marketing world.
- b) The participation of engineers, marketers and good people are important in the marketing world.
- c) The participation of the church, marketers and bad people are important in the marketing world.
- d) The participation of marketers, sellers, buyers, advertisers and managers are important in the marketing world.

7. What does Kotler think about advertising?

- a) Kotler thinks that advertising does not promote ideas, goods or services
- b) Kotler thinks that advertising promotes services, advantages and creativity.
- c) Kotler thinks that advertising promotes ideas, goods or services
- d) Kotler thinks that advertising has a lot of problems.

8. What do Stanton, Walker and Etzel think about advertising?

- a) Stanton, Walker and Etzel think that advertising is a non-personal communication strategy.
- b) Stanton, Walker and Etzel think that advertising promotes different states
- c) Stanton, Walker and Etzel think that advertising is not a non-personal communication strategy.
- d) Stanton, Walker and Etzel think that non-personal communication strategy is not possible.

9. What are the most popular selling strategies?

- a) The less popular selling strategies are radio, newspaper, television and social media.
- b) The most difficult selling strategies are radio, newspaper, television and social media.
- c) The weakest selling strategies in marketing words are radio, newspaper, television and social media.
- d) The most popular selling strategies are radio, newspaper, television and social media.

10. Who are able to apply advertising?

- a) People who are linked with TikTok and WhatsApp.
- b) People who are linked with technology and the internet.
- c) People who are linked with problems of internet.
- d) People who are linked with technology and work.

Vocabulary: Advertising Letter Soup

Attracting a customer involves several topics; here are some new words based on the world of advertising. There are twenty words hidden in the following letter soup. Find the words and complete the puzzle.

Picture No. 29. Advertising letter soups

g	t	n	e	m	e	s	i	t	r	e	v	d	a	l
p	h	b	q	n	o	i	t	a	l	u	c	r	i	c
s	d	a	d	e	i	f	i	s	s	a	l	c	s	q
x	y	c	n	e	g	a	t	r	e	t	s	o	p	z
a	i	d	a	d	t	f	l	h	p	a	i	p	c	r
n	u	y	i	a	y	v	j	b	t	n	r	t	o	e
w	b	s	r	e	n	g	i	e	t	i	i	h	m	h
f	h	g	m	o	v	l	l	e	m	f	o	f	m	c
t	e	r	p	n	l	e	r	e	e	a	e	q	e	t
t	y	u	t	b	v	n	t	n	r	a	f	i	r	a
j	o	o	i	e	i	e	d	t	n	d	p	c	c	
c	l	a	s	t	m	b	i	u	j	z	w	i	i	e
s	r	i	u	e	c	n	r	y	e	g	h	p	a	y
d	o	a	w	v	g	e	r	a	d	i	o	l	l	e
n	l	f	i	c	s	u	v	p	r	o	m	o	t	e

Source: Adapted from pixabay.com

Clue: In the following chart, there is the list of words that belongs to the letter Soup

Chart No. 12. Letter soup chart

1) Advertisement	11) Commercial
2) Agency	12) Coupon
3) Aida	13) Eye-Catcher
4) Benefit	14) Features
5) Television	15) Hoarding
6) Radio	16) Poster
7) Internet	17) Prime Time
8) Billboard	18) Promote
9) Circulation	19) Slot
10) Classified Ads	20) Target

Source: Own elaboration

Writing: Advertising

In the following writing set, you must complete the exercises using information questions (wh-questions) with present simple, and the verb to be.

1. (What /be/advertising/in/marketing/media?)

.....

2. (What/tools/be/important/in/advertising?)

.....

3. (Where/be/marketing/class/today?)

.....

4. (what/be/advertising/ideas/in/current/days?)

.....

5. (Where/be/a/cool/radio/for/advertising?)

.....

6. (What time/be/the/correct/moment/for/an/aggressive/advertisement?)

.....

7. (who/be/a/creative/in national/television?)

.....

8. (Why/be/you/a/promoter/on/radio?)

.....

9. (Why/ be/ she/ an/ investor/ in/ your/ company?)

.....

10. How many/ companies/ be/ in/ your/ city?

.....

Change the following paragraph to plural form, change the nouns, and adjectives and remember to check the verb to be, to complete the exercise successfully.

Advertising item is everywhere, I can find it in newspapers, radio, and television. A brand name is an excellent idea when a person designs a mighty name

POST YOUR ADVERT IN THE NEWSPAPER

The following exercise is based on advertising posted in a newspaper, read carefully the example given, and complete your advertising to sell your product with the same idea.

MY ADVERT	YOUR ADVERT
<div data-bbox="252 634 575 896" data-label="Image"> </div> <p data-bbox="158 934 661 1001">Invest in your life, leave the rent and pay for your house.</p> <p data-bbox="158 1026 663 1513">This is the moment, this is your chance, the interest is really low, the house is in the north place of the city, the neighborhood is friendly and the people are always polite, the opportunity to live in the most incredible place in Riobamba is close to you. If you need more information, you can call our free line: 1800-house. It is available now in different zones, so it is recommended to visit our model house during the weekend. Remember, your house is in your hands and your family will be glad to change their lifestyle.</p> <p data-bbox="168 1538 481 1570">Let's have fun together!</p>	<div data-bbox="740 637 1122 881" data-label="Image"> </div> <p data-bbox="678 934 1163 1024">Invest in your life, leave walking and pay for your car</p> <p data-bbox="678 1062 1163 1601">..... </p>

Listening: Types of Advertisement

Listen to the audio and choose the correct option according to the questions below.

Picture No. 31. Types of advertisement

https://drive.google.com/file/d/1Iz9Ne6nnpd69t_oB5-QhkW9GKB3pPwVyq/view?usp=share_link



1.- What do people think about the best advertising?

- a) People think the best advertising is word of mouth
- b) People think there is not advertising strategy
- c) People think the best advertising is word of mouse
- d) People think the best advertising is word of month

Source: Own elaboration

Picture No. 31. Types of advertisement

https://drive.google.com/file/d/1vTl3z33wnv8ltuavSFK4Q2wvNqhM1VeR/view?usp=share_link



2.- The man who stops advertising to save money is

- a) Like the man who sells the clock
- b) Like the man who steals the clock
- c) Like the man who stops the clock
- d) Like the man who buys the clock

Source: Own elaboration

Picture No. 32. Types of advertisement

https://drive.google.com/file/d/1SYxZbG7wx7swtTF-qE1hd79XqBrciDRu/view?usp=share_link



3.- Advertising is the art of...

- a) Bargain with people and convince them to spend time
- b) Convicting people to waist their money for something useless
- c) Convicting people to spend their money for something weird
- d) Convicting people to spend their money for something they need

Source: Own elaboration

Picture No. 33. Types of advertisement

https://drive.google.com/file/d/1j5ITbvCEiLVzZEpaUg566QBZr20wJheF/view?usp=share_link



4.- Advertising is considered the valuable...

- a) Economical factor in the market, it is not expensive.
- b) Economical factor in the market, it is expensive
- c) Economical factor in the market, it is out of this world
- d) Economical factor in the market, it is impossible to accomplish

Source: Own elaboration

Picture No. 34. Types of advertisement

https://drive.google.com/file/d/1ps4a892M_6Ov7Ddqj6rBhmp9UF0uXDP/view?usp=share_link



5.- Advertising for Noam Chomsky is...

- a) Chomsky believes that advertising pay taxes when you buy things
- b) Chomsky believes that taxes are the same as advertising
- c) Chomsky believes that advertising is done by the

Source: Own elaboration

Speaking: Talking about advertising

The following cards have some advertising, pick one and answer them with your partner, when you have finished ask your partner the same question and discuss the topic together.

Chart No. 13. Talking about advertising

			
<p>Do you think that the funniest advertising is found in tv shows? Tell me an example</p>	<p>What type of advertising do you remember? Can you name some of them? For example: Facebook ads</p>	<p>Do you take your decisions when you buy products because you like the advertise</p>	<p>What advertising program do you remember in the last five years, you can name some of them applied in our university.</p>

Source: Own elaboration

When you feel ready you can start your dialogue in the following way:

Possible answers

1. In my personal criteria, the funniest advertisement found on tv is because it made me feel..... and I remember..... I am identified with

Because when I was a child/teenager.....

2. The advertising that I remember very well is because it represents..... It caught my attention for the brand..... and the message which is.....

3. The decisions I make when I buy some products are Because I look for..... price and to save money, also the advertising Influence in my criteria because..... such as.....

4. In my University the communication area is focused withadvertising program such as the experience with students are And also teachers think..... also I remember that

Picture No. 35. Putting all together



Source: Adapted by the authors

1.- Write the new vocabulary found in the topic attract customers.

1. _____
2. _____
3. _____
4. _____
5. _____

2.- With the new vocabulary found in unit 3, let's write a small essay about what strategies you can use to “attract customers”

3.- Finally, read your writing (question No.2) record yourself in YouTube and upload the video with the name, #colorpsychologyenglishmarketing1

Write here you Url: _____

4.- Design a perfect advertisement

Chart No. 14. Attract customer COCA COLA



Source: <https://www.marketeroslatam.com/lecciones-de-marketing-en-la-publicidad-de-coca-cola%EF%BF%BC/>

SELF-STUDY

Instruction: Choose True or false option according to the following statements

1.- The meaning of WHO in Spanish represents “Quién”	TRUE – FALSE () ()
2.- The meaning of WHAT in Spanish represents “DONDE”	TRUE – FALSE () ()
3.- The meaning of HOW in Spanish represents “CÓMO”	TRUE – FALSE () ()
4.- The meaning of WHERE in Spanish represents “DÓNDE”	TRUE – FALSE () ()
5.- The meaning of WHEN in Spanish represents “PORQUE”	TRUE – FALSE () ()

6.- What experiences do customers want to increase form purchases?

- a) Customers want to create bad memories and no experiences
- b) Customers do not want to create memories and experiences
- c) Customers want to create good memories and experiences
- d) Customers need money and time for all

Answer: 1 true, 2 false, 3 true, 4 true, 5 false, 6 C, 7 B

7.- What is the most popular way of attracting customers?

- a) The less popular way or attracting customers is based on advertising
- b) The most popular way or attracting customers is based on advertising
- c) The popular way or attracting customers is based on selling
- d) The most popular way or attracting customers is mailing.

<p>CHAPTER II</p>	<p>Marketing learners will train their English knowledge about:</p> <ul style="list-style-type: none"> • Grammar structure based on negative sentences with verb to be • Reading and understanding Marketing mix • Describe marketing vocabulary about marketing mix, the most common vocabulary in use. • Writing the correct form in a grammar chart work • Verb to Be in present simple. • Listening: marketing students' routine • Speaking about “Apple Inc. Marketing mix analysis”.
<p>Marketing mix</p>	<p>LESSON 4</p> <div data-bbox="481 896 1134 1367" data-label="Diagram"> </div> <p>Discuss: Students will ask each other the following questions:</p> <ul style="list-style-type: none"> • What is marketing mix? • What is the best analysis for international companies using Marketing Mix?

LESSON N° 4 MARKETING MIX

Grammar: Simple Present (Affirmative)

The Simple Present tense is based on the expression of daily routines or common habits where usual activities are accomplished; in a few words simple present tense describes your performance during your day. (Guambo, 2015)

For example

Chart No. 15. Grammar marketing mix

			
Have lunch	Fall asleep	Make a sandwich	Play games

Also, The Simple Present expresses general statements of fact.

			
The sun rises every morning.	Australia is an island	Penguins live in Antarctica.	Dogs love playing all time

Source: Own elaboration

Important to remember: For singular **Third person** in affirmative sentences, the verb needs “S” at the end for example:

He, she, it	Eats	Falls	makes	plays
We, You,	Eat	Fall	make	play
They, I				

- Facebook updates its profile every day
- Also, marketers always check their social media accounts.
- My Advisor makes a strong marketing plan
- He always explains his project to everyone.

Let’s explain better the correct spelling of third-person singular forms in Present Simple Tense, here are some examples:

Chart No. 16. Present simple tense

Most verbs: Add “s” to infinitive			
	Work = works	Stay=stays	Live= lives
Verb	Adding “S”	Meaning	EXAMPLE
To develop	Develops	Desarrollar	The company develops a great Brand
To distribute	Distributes	Distribuir	Our company distributes good products
To evaluate	Evaluates	Evaluar	Marketing manager evaluates the results every day.
To negotiate	Negotiates	Negociar	Our marketing area negotiates our marketing plan.

Verbs ending with consonant and “y”: Change “y” for “ies”	to Hurry = Hurries	Try = tries	Cry = Cries
Verbs ending in the following sounds –s, -z, -ch, -sh, or –x	Crush = Crushes	Pass = passes	Buzz = buzzes
Irregular verbs in present tense	Go = goes	Have = has	Do = Does

Source: Own elaboration

Reading: Marketing Mix

Picture No. 36. Marketing mix



Source: Own elaboration

The marketing mix concept represents a new view of the marketing process in our society; it becomes an innovative trend that allows the analysis of original perceptions and denotations.

As Fernández Marcial (2015) emphasized, the marketing mix establishes a strategy that analyzes and allows people from different marketing positions to integrate diverse components such as market studies, product analysis, and improvement of available services in a chosen segment through appropriate distribution channels in order to reach a fair price, which can represent the productivity of the company through several options of promotions to achieve a compelling message to the final consumer.

Under those circumstances, a marketing mix is applied to enhance the relevant characteristics to the product that has been promoted. These prices' politics must be equal and relevant to the target objective, the determination of distribution channels and the establishment of communicative strategies to know the right products and excellent service.

Kotler & Gary, (2013) defined the meaning of marketing mix as the necessity of response under the control of planned marketing strategies tools. In other words, the author emphasized that marketing mix involved everything the company can do to encourage the product's demand.

As mentioned before, the main target of marketing is the increase of participation in any company motivating the relation of services in the marketplace. For example, if an enterprise wants to get better sales results, it can achieve this goal through four variables:

Price:



It represents the essential element that belongs to the marketing mix, this component answers. The main objective which is focused on matching the amount or attacking the competence, ensuring the price level.

In other words, the marketing executive can set a price that is more compatible with the sales, the results represent a growth of opportunities with better returns.

Product



It is focused on the technical and functional character, the consumer will need to know what it is, or what it does and mostly what is it for? In the same way, the vast production line must satisfy the consumer's need in the market.

Some of these critical aspects are the packaging, guarantee, customer service and more services in the presentation field.

Place or distribution



Distribution has the main objective of establishing a link between the marketplace reality and enterprises, this action allows defining the admission of the products to the market and facilitating the appropriate selection for consumers, as well as an accessible way to a distribution channel of the marketing area.

The classical approach is conducted through the sales organization, remaining control to branch offices, agencies, franchise, etc. It is elemental to have excellent organization before, during and after- sales.

Promotion



It is crucial to keep the attention of the consumer, call their interest and provoke the induction of buying; promotion represents the appropriate analysis of the product's impact in the current market demand, the publicity conducts the message where the product is advertised, for example, television, radio, social media, etc. The promotion must be clear and

straightforward for example merchandising, public relations, sales force, the meaning in promoting brands and thus increases sales in the market demand. The promotion mix is made up of advertising and increasing public relations through an assertive message of the product.

Reading Questions:

Instructions: Read the following questions based on the reading **Marketing Mix**, the characteristic of the exercises is based on multiple options, only one is correct, choose an option wisely.

1.- What is the criteria of Marketing mix.

- a) Marketing mix is not considered as an innovative trend
- b) Marketing mix is seemed an old and traditional strategy
- c) Marketing mix is considered as an innovative trend
- d) Marketing mix means the same as marketing.

2.- What Does Marketing mix integrate on its components?

- a) Marketing Mix integrates diverse components such as market studies, product analysis and improvement
- b) Marketing Mix integrates diverse components such as place, product, price, and nothing else
- c) Marketing Mix does not integrate diverse components such as market studies, product analysis and improvement
- d) Marketing Mix has low components and it does not include any process related to marketing

3.- What is the meaning of price in marketing mix?

- a) It matches the money and attack the price level
- b) It does not match the amount or attack the competence ensuring the price level
- c) It matches the amount or attack the competence ensuring the price level
- d) It works without any competence, and it does not ensure the price level

4.- The product focuses on which aspects?

- a) Product focuses on mail, Facebook, WhatsApp service and more things
- b) Product focuses on packaging, guarantee, customer service and more services
- c) Product focuses on backpack, guarantee, customer, and people.
- d) Product focuses on money and places.

5. What does place or distribution focus on?

- a) The place or distribution has more to offer and an excellent point of view.
- b) The place or distribution is a bit complex to explain during marketing mix
- c) The place or distribution have different targets and only works on internet
- d) The place or distribution conducts sales organization, remain control to branch offices, agencies, franchise, etc.

6. What purpose does place, or distribution have?

- a) Place or distribution has the main purpose of establishing a link between the marketplace reality and enterprises.
- b) Place or distribution has a different marketplace and is impossible to help enterprises.
- c) Place or distribution works only for Ecuadorian people and nobody else.
- d) Place or distribution does not have the main purpose of stablishing a link between the market place

7. How does promotion work in marketing mix?

- a) Promotion keeps sellers' attention and call by phone
- b) Promotion keeps the attention in other things more important
- c) Promotion keeps money and never spends it on products
- d) Promotion keeps the attention of consumers and call their interest

8. How does publicity conduct a message in marketing mix?

- a) Publicity conducts the message where the product is advertised
- b) Publicity conducts the product is the marketplace without anything around
- c) Publicity conducts the money with cash and coins
- d) Publicity conducts the message where the product is alone

Vocabulary: Marketing Mix Most Common Vocabulary in Use.

The following exercise is focused on the Marketing Mix topic. To reinforce your vocabulary, you must rearrange the letters and find all the words in the box below. Then, you must find the meaning of each word in English in order to make the application of new vocabulary easier in context. Good luck!

Chart No. 17. Marketing mix vocabulary

1. rkMaetign xim		14. atagnruee	
2. elsl		15. inemvsten	
3. iiomttnaov		16. aeyptm	
4. islrpspeu		17. dtrea	
5. eepolemsy		18. sogtiicsl	
6. ittengs		19. pmttoiron	
7. saintbulyisait		20. cvesier	

8. mebrpslo		21. isez	
9. eyonm		22. ystgater	
10. icsloa		23. rticde	
11. kraemt		24. imx	
12. rtsgteya		25. icliuypt	
13. cdteir		26. yralubacov	

Word Box

Marketing mix	credit	credit	employees
guarantee	guarantee	investment	logistics
market	money	motivation	payment
problems	promotion	promotion	publicity
sell	service	size	social
strategy	strategy	suppliers	sustainability
testing	trade	Vocabulary	

Source: Own elaboration

1.- When you pay your card, you to deposit your money in your bank first.

2.- If you All your, it is necessary to save some for difficult moments.

3.- Television stores their best when you buy televisions during Black Friday.

4.- When you have problems with your computer, it is necessary to the for your device, just go to the store and present your invoice.

SECOND CHART

Instruction:

In the following chart, most of the examples are written in the third person singular, so it is necessary to use the correct conjugation of the verb; there is only one sentence in the plural, so it is necessary to pay attention and complete the exercise carefully.

Chart No. 18. Second grammar chart

5. Strategy	6. Service	7. Investment	8. Market
			
To design	To give	To attract	To open

Source: Own elaboration

5.- Marketing area always the most suitable

..... for new brands in the local market.

6. Our Successful company most of the time and

excellent So the customer always comes back for more.

7. The secret of our powerful corporation in our continent is to

..... potential for national and international

business.

8.- A lot of people are afraid to find new goals for their businesses,

Ecuadorian companies always new fields of investment and

create healthy Environment.

Picture No. 37. Marketing student routine



Listening: A marketing student routine

<https://onx.la/95c1c>

Source: Own elaboration

1.- Listen to the following routine from a marketing student and write the verb below each action.

Chart No. 20. Marketing student routine

EVERY MORNING	THEN	AND	AFTER THAT

EARLY	THEN	AND	AFTER
			

SO	THEN	FINALLY,	AND
			

Source: Own elaboration

2.- Listen to the audio again and choose the correct statements, all the audio refers to a daily routine, and the grammar chosen is Present simple.

1.- Every morning, a marketing student

- a) A marketing student wakes up his dog first.
- b) A marketing student does not wake up so early.
- c) A marketing student gets up slowly.
- d) A marketing student wakes up early for his class.

2.- What does he do in his second action?

- a) A marketing student does not take a shower because he is late.
- b) A marketing student takes a hot shower and spends 30 minutes there.
- c) A marketing student takes a cool shower because he needs to be awake.
- d) A marketing student needs to take a shower at night.

3.- What does he do in his third action?

- a) A marketing student sees himself in the mirror.
- b) A marketing student never uses a mirror.
- c) A marketing student has a small mirror.
- d) A marketing student goes to his mother's house.

4.- What does he do in his fourth action?

- a) A marketing student goes downstairs really fast.
- b) A marketing student goes upstairs really fast.

- c) A marketing student sleeps more time than is usual.
- d) A marketing student goes to the bathroom first.

5.- What does he do in his fifth action?

- a) A marketing student arrives late to ESPOCH for his class at 8:50 am
- b) A marketing student arrives to his best friend house at 8:15 am
- c) A marketing student arrives at ESPOCH at 8:55 am for his class.
- d) A marketing student walks to his class late.

6.- What does he do in his sixth action?

- a) A marketing student goes to French class 1.
- b) A marketing student goes to Medicine English class 1.
- c) A marketing student goes to Marketing English class 1.
- d) A marketing student goes to class in the afternoon.

7.- What does he do in his seventh action?

- a) A marketing student has dinner.
- b) A marketing student has a lunch.
- c) A marketing student has breakfast.
- d) A marketing student has a sandwich.

8. What does he do in his eight action?

- a) A marketing student walks for a minute after academic activities.
- b) A marketing student sleeps for a minute after academic activities.

- c) A marketing student talks for a minute after academic activities.
- d) A marketing student runs for a minute after academic activities.

9. What does he do in his ninth action?

- a) A marketing student plays basketball alone.
- b) A marketing student plays soccer with his friends.
- c) A marketing student plays basketball with his friends.
- d) A marketing student never practices sports.

10. What does he do in his tenth action?

- a) A marketing student drives his bus anywhere.
- b) A business student waits for his bus to return home.
- c) A marketing student takes the bus to return home.
- d) A marketing student waits for his bus to return home.

11. What does he do in his eleventh action?

- a) A marketing student walks away from his house.
- b) A marketing student returns home on foot.
- c) A marketing student does not know where his house is.
- d) A marketing student has an arrow on his way.

12. What does he do in his twelfth action?

- a) A marketing student studies all the contents from his friends.
- b) A marketing student studies all the contents from his university.

- c) A marketing student studies all the contents from his school.
- d) A marketing student studies from magazines.

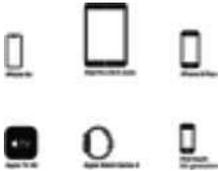
Speaking: Marketing mix with International Brands

Talking about marketing mix with international brands

Apple Inc. Marketing mix analysis.

The impact of marketing mix in strong companies is wide around the world, a bright example is Apple Inc. The interesting side from the company is based on their work team, because they work designing their product and at the same time, they are able to find out a variety of profiles, under this circumstance it is necessary to create an objective conducted in the 4 Ps of marketing Mix.

Chart No. 21. Marketing mix analysis

4 P's	Marketing Mix details	Details of each profile
Price: 	Apple defines its products through price levels, free vs premium, where consumers can decide what services are good.	Describe here your criteria
Product: 	Apple has different products such as mobile phones, watch accessories, software, cloud services, etc.	Describe here your criteria

<p>Place or distribution:</p> 	<p>The best strategy for selling its product is through the internet and websites; its official website has all the information need it</p>	<p>Describe here your criteria ...</p> <p>.....</p> <p>.....</p> <p>.....</p>
<p>Promotion:</p> 	<p>The marketing campaign when each new product is released, Advertising is done through social media, and correctly managed public relations that is correctly managed</p>	<p>Describe here your criteria ...</p> <p>.....</p> <p>.....</p> <p>.....</p>

Source: Own elaboration

According to the chart above, ask your partner the following criteria:

Take a turn and talk to your partner about the questions below, remember that Marketing mix affects the productivity in the company.

- 1) What do you think about price from apple Inc.?
- 2) Do you think that Apple Inc prices are cheap?
- 3) What Apple Inc. product is the best in the current market?
- 4) Do you think that Apple mobile phones have low variety?
- 5) Why Apple Inc. in promoted on technological services?
- 6) Why was Apple's promotion done with Steve Jobs?
- 7) How are 4P's conducted by Apple Inc.?

8) In your personal criteria what is the best element of marketing mix with Apple Inc.?

The answers should be written on the side of the chart “Details of each profile”, once finished you may discuss it with your teacher and the rest of the class.

Picture No. 38. Putting all together



Source: Own elaboration

Chart No. 22. Details of each profile

MISTAKE	KIND OF MISTAKE (EXPLAIN)	EXAMPLE OF DOING IT CORRECTLY
She don't buy goods.	Don't. - it is an auxiliary used with plural nouns.	She doesn't buy goods.
They is good marketers.		
We reads books about marketing.		
Mary watch news about good services every day.		

Source: Own elaboration

2.- With the new vocabulary found in unit 4, let's write a small essay about marketers routines

3.- Finally, read your writing (question No.2) record yourself on YouTube and upload the video with the name, #colorpsicologyenglishmarketing1

Write here you Url: _____

SELF-STUDY

Instruction: Choose True or false option according to the following statements

1. Price represents the essential element that belongs to the marketing mix,	TRUE – FALSE () ()
2. The product is focused on the technical and functional character, the consumer will need	TRUE – FALSE () ()
3. Places and distribution have as a main purpose to establish the link between marketplace reality and enterprises	TRUE – FALSE () ()
4. The Promotion is crucial to keep the attention of the consumer	TRUE – FALSE () ()
5. Going to work is not a daily routine	TRUE – FALSE () ()
6. The marketing mix has only a simple element	TRUE – FALSE () ()
7. Daily routines describe present simple actions	TRUE – FALSE () ()
8. Daily routines describe present perfect simple actions	TRUE – FALSE () ()
9. Having a shower every day means a daily routine	TRUE – FALSE () ()
10. Having a lunch represents a daily routine	TRUE – FALSE () ()

Answer: 1 true, 2 true, 3 false, 4 true, 5 false, 6 false, 7 false, 8 true, 9 true, 10 true

<p>CHAPTER III</p>	<p>Marketing learners will train their English knowledge about:</p> <ul style="list-style-type: none"> • Grammar structure based on Negative present simple, Questions in present simple. • Reading and understanding Guerrilla Marketing • Describe marketing vocabulary about “My day (routine in present simple)” • Writing about the action verbs in your routine • Listening to the types of guerrilla marketing examples • Speaking about a daily routine soup of letters
<p>Guerrilla Marketing</p>	<p>LESSON 5</p>  <p>Discuss: Students will ask each other the following questions:</p> <ul style="list-style-type: none"> • What is the essence of guerrilla marketing? • How can we use guerrilla marketing in our products?

CHAPTER III MARKETING POSITIONING

LESSON N° 5 GUERRILLA MARKETING

Grammar: Simple Present Negative Statements

The use of simple present in negative statements:

Let's have a quick review of the correct usage of the simple present in a general way:

- Firstly, present simple is used to **give your opinion**.

I **like** Marketing. I **don't like** business administration.

- Secondly, present simple refers to **schedules or arrangements** in your daily plans

The Marketing school **opens** at seven o'clock. It **doesn't open** at 6 and a half.

- Thirdly, present simple talks about daily habits also known as daily routine actions.

Harold **drinks** coffee with milk for breakfast every day. He **doesn't eat** bread or any kind of sandwich.

- Finally, present simple always gives facts or general truths.

Marketing is the best school in the faculty. Business and management **don't** have a marketing team in its school.

Grammar structure of negative form

Picture No. 39. Auxiliary verb



Source: Own elaboration

In the following set, the description of negative statements in present simple will be described, a deep analysis of grammar structure is studied along with the construction of words and their order. Here is a comparative chart that includes the difference between positive sentences and negative sentences.

Chart No. 23. Positive and negative sentences

Positive	
I	Read
We	Go
You	Do
They	Have
He	Reads
She	Goes
It	Does
	Has

Negative		
I	Don't	Read
We	(do not)	Go
You		Do
They		Have
He	Doesn't	Read
She	(Does not)	Go
It		Do
		Have

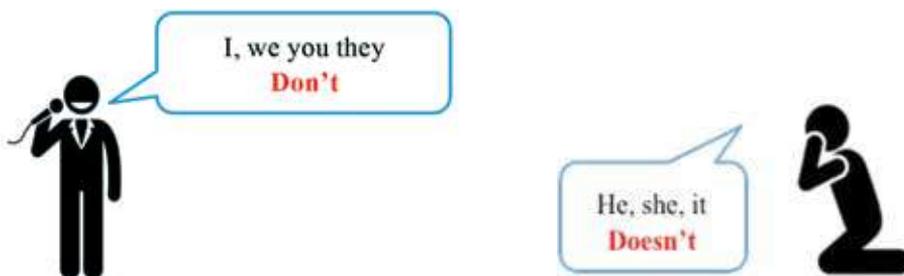
Source: Own elaboration

There are notorious changes in the singular third person affirmative sentences. On the other hand, the auxiliary verb changes according to the personal pronoun; remember the short form of the auxiliary verbs is called contractions, those contractions are: do + not = don't and does + not= doesn't.

Examples:

- I like Facebook, but I don't check it every day.
- My boss drinks chocolate, but he doesn't drink tea.
- You don't work hard enough.
- He doesn't kiss to his mother very often.

Important:



- I don't understand Marketing.
- You don't have friends.
- He doesn't understand you.
- He doesn't have time.
- Your friend doesn't like marketing.

We use Do and Does in **present simple questions**. Remember, Auxiliary verbs are meant to help the verbs according to the structure of a sentence, a question in this case; let's see some clear examples:

Chart No. 24. Present simple questions

Important study the word order

DO/DOES + SUBJECT + BASE FORM OF THE VERB



Affirmative			Questions		
I	Travel		Do	I	Travel ?
We	Have		Do	We	Have ?
You	Do		Do	You	Do ?
They	Eat		Do	They	Eat ?
He	loves		Does	He	Love ?
She	Dances		Does	She	Dance ?
It	goes		Does	It	Go ?

For questions, we must choose the correct auxiliary verb and write it in its base form. (Infinitive verb)

Let's see some examples:



No,	I	Don't travel
No,	We	Don't have money
No,	You	Don't do any work
No,	They	Don't eat
No,	He	Doesn't love you
No,	She	Doesn't dance
No,	It	Doesn't go

Source: Own elaboration

Writing: Verb Like

According to the information given below, write the affirmative or negative form of the verb **like**:

	My family 	My friends 	Marketers 	I 
1. Walk in the park				
2. Drink tea				
3. Play videogames				
4. Write a poem				
5. Listen to classical music				
6. Speak English				
7. Travel to USA				
8. Take English lesson				

My family and I like to walk in the park, but my friends and marketers don't like it.

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

From the following exercises, choose the correct answer, there is only one true statement, and the rest are false:

1. Germans speak Spanish

- a) Germans doesn't speak Spanish
- b) Germans don't speak Spanish
- c) Germans don't speak Spanish and Italian
- d) Germans only speak Spanish

2. Marketers sell all day

- a) Marketers sell their products all day
- b) Marketers sells their products all day
- c) Marketers do not have any products to sell
- d) Marketers are difficult people to understand

3. Guerrilla marketing uses only the internet

- a) Guerrilla marketing uses creativity, innovation and surprise to costumers
- b) Guerrilla marketing is not good for your business
- c) Guerrilla marketing does not increase your projection of selling
- d) Guerrilla marketing do not use creativity, innovation and surprise to costumers

4. Bears live under water

- a) Bears live under ground
- b) Bears live without air
- c) Bears do not live under water
- d) Bears live in the city center

5. America has a monarchy instead of republic

- a) America doesn't have a president .
- b) America does not have a monarchy, it has republic system.
- c) America doesn't have a constitutional republic
- d) America doesn't have democracy

6. Trees have money instead of leaves

- a) Trees have coins instead of leaves
- b) Trees have dollars instead of leaves
- c) Trees have leaves and branches
- d) Trees have euros instead of leaves

7. People live in the moon

- a) People live in different places
- b) People don't live in the moon
- c) People don't live in the earth
- d) People live in the space

8. Dirty water tastes nice

- a) Dirty water has a good flavor.
- b) Dirty water is good for your health
- c) Dirty water is better now
- d) Dirty water is harmful to your health

Complete the statements. All of them are in negative form. Use don't/doesn't + these verbs:

visit	walk	read	know
believe	cost	Go	wear

1. The play land park is not expensive, it much to enter there.
2. My boss buys the newspaper every day, but sometimes he
the sport section.
3. My aunt studies in a private university but he a
uniform.
4. My sister and her boyfriend love movies but they
the cinema at the weekends.
5. Our friend lives near us, but weher very often.
6. Luis has a Prius car, but he how to use it.
7. I never say lies to my mom, but she what I say.
8. Tatiana has a cute dog, but she Him in the park.

Choose the correct verb and complete it in negative form:

Like (2) know like throw tell speak play have eat stay

1. Harold football in the marketing school team.

2. We how to go to the library. Can you help us?
3. Micky fast food because it is bad for his health.
4. I in front of the television for a long time.
5. Diana away wastepaper. She sends it for recycling.
6. Rene any marketing homework so she wants to go out.
7. I like Sandy because she lies to her best friends.
8. People working for long hours on hot summer days.
9. We anything from this shopping mall because most of the prices are expensive.
10. Our dog running or walking. Because he is so lazy.
11. The students their native language in English class

Reading: Guerrilla Marketing

First, it is necessary to find out the concept of Guerrilla marketing, which is considered an advertising style that works as an umbrella in contrast to the traditional marketing style. Due to its efficiency, it achieves high results in terms of cost and effect. (Conrad et al., 2008)

Guerrilla marketing is looking for unexpected reactions from the public; under these conditions, it applies different techniques such as surprise in written, audio, and visual impact effect on the customer.

Picture No. 40. Guerilla Marketing



Source: Adapted from pinterest.com

As guerilla marketing, it represents the connection between the consumer and sellers, making every moment a simple and substantial change, where companies can learn more about their customer’s interests, building that moment into an entire successful experience.

Levinson & Levinson, (2011) mention the reasons for guerrilla marketing dedicated to enterprising people who are expanding their imagination and helping to increase simple and developed incomes to any enterprise. The following reasons are:

Chart No. 25. Top ten of successful marketing mix target

No.	TOP TEN SUCCESSFUL MARKETING MIX TARGET
10	The current marketplace is looking for excellent profits and inspiring the rest of the world to succeed in businesses of all types.
9	It is promoted at all levels, which means guerrilla marketing can be applied to small and complex businesses.
8	It is very popular on the internet and the world wide web; in a few words, it is turned into electronic commerce.
7	The beauty of Guerrilla Marketing is conducted in stress reduction of traditional marketing style.
6	The opportunity to interact with current and new marketing forms is taken into account all the time.
5	The chance to apply new forms of marketing strategies is at its doors.
4	Profit in micro-enterprises and entrepreneurship rises for a record time.
3	Experimentation represents an attractive challenging way of guerilla marketing.
2	When it is applied correctly, and it is done right, guerrilla marketing works perfectly every time.
1	Marketing mix makes things with simplicity and avoids any complications.

Source: Own elaboration

Finally, the most decisive criteria of guerrilla marketing are conducted with higher standards of productivity, ethics, and optimal results because the process goes far to get marketing investment in more products instead of strengthening the audience's needs.

Reading questions

According to the reading **Guerrilla Marketing**, find the answers to the following questions. Read the options carefully.

1.- Does the concept of guerrilla marketing work in a traditional way?

- a) Yes, it does. It works in the traditional marketing style
- b) No. It does not. It works as an umbrella.
- c) Yes, it does. It avoids changes in the future
- d) No, it does not. It is more complex and impossible.

2.- Does Guerilla marketing have low results in its cost and effect?

- a) Yes, it does. It works with low and poor results
- b) Yes, it does. It has lower results and there are no profits
- c) No. It does not. It works with high results in its cost and effect
- d) No, it does not. It is impossible to describe.

3.- Does Guerrilla marketing look for expected reactions from its public?

- a) Yes, it does. It works with low and poor results
- b) Yes, it does. It has lower results and there are no profits

- c) No, it does not. Guerrilla marketing looks for predictable reactions from its public
- d) No, it does not. Guerrilla marketing looks for unexpected reactions from its public.

4.- Does Guerrilla marketing apply only a simple impact effect to the costumer?

- a) Guerrilla marketing does not apply different techniques such as surprise in written, audio and visual impact effect to the costumer
- b) Guerrilla marketing apply the same techniques in other to impact effect in the same place.
- c) Guerrilla marketing applies different techniques such as surprise in written, audio and visual impact effect to the costumer
- d) Guerrilla marketing applies different techniques such as selling, buying, and giving surprises.

5.- Does the current marketplace look for bad profits and discourage business in the world?

- a) The current marketplace doesn't look for bad profits and discourages businesses around the world.
- b) The current marketplace only looks for bad profits and discourages business around the world.
- c) The current marketplace needs more projects in their business.
- d) The current marketplace looks for regular profits and discourages businesses around the world.

6.- Does guerrilla marketing apply its effort to small and well complex businesses?

- a) Yes, it does. Guerrilla Marketing applies its effort to small and well complex businesses.
- b) Yes, it does. Guerrilla Marketing is hungry for any kind of business and never rests.
- c) No, it doesn't. Guerilla Marketing only works with big companies.
- d) No, it doesn't. Guerilla Marketing only works with small companies.

7.- Does Guerrilla marketing mean the typical old forms of marketing strategies?

- a) Yes, it does. Guerrilla marketing works as a routine.
- b) Yes, it does. Guerrilla marketing works with the same habit
- c) No, it doesn't. Guerrilla marketing means the chance to apply new forms of marketing strategies.
- d) No, it doesn't. Guerrilla marketing means more than anything else.

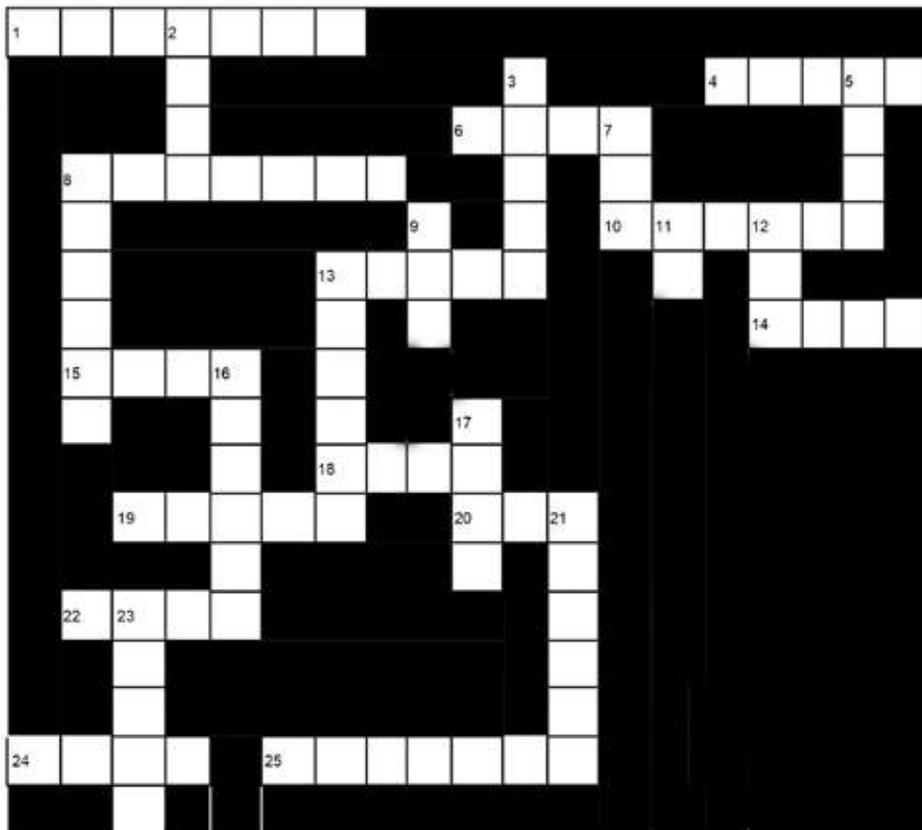
8.- Does Guerrilla marketing work perfectly when it is applied correctly?

- a) Yes, it does. Guerrilla marketing works as a routine.
- b) Yes, it does. Guerrilla marketing is perfect for lazy marketers.
- c) No, it does. Guerrilla marketing works with laws and rules in different stages.
- d) Yes, it does. Guerrilla marketing works perfectly when it is applied correctly.

Vocabulary: Crossword Simple Present

Complete this crossword with the information given below.

Picture No. 41. Marketing mix



Source: Own elaboration

ACROSS:

- 1: She _____ at San Felipe High School.
- 4: We _____ a taxi to our work.
- 6: How _____ cars do you have?
- 8: She _____ music all day
- 10: He's not married. He's _____ .
- 13: She usually _____ tennis and a jeans.
- 14: What _____ do you start your work?
- 15: My friend sometimes _____ fruits for breakfast.
- 18: I hardly _____ go to the library.
- 19: Carlos _____ the piano at home
- 20: How _____ is she?
- 22: He _____ to the cinema once a month
- 24: He _____ his homework every day
- 25: My father _____ TV in the morning

DOWN

- 2: What time _____ She get up?
- 3: My mother _____ up at 7 o'clock
- 5: Where does she _____ from?
- 7: Do you like the picture? _____ I do
- 8: He _____ work at 5 o'clock
- 9: He _____ 2 pets
- 11: She _____ my best friend

12: Have you _____ any problem?

13: She _____ letters to her friend every week

16: My teacher _____ 2 languages

17: Where do you come _____?

21: He _____ coffee in the morning

23: How _____ do you come to college?

Writing: Action Verbs

Action verbs in your routine

In the following exercise, there is a daily routine with activities you usually do, in the first stage, you need to find the correct forms of the action verbs in the present simple tense.

First part:

Instructions: Below, you will find a chart with fourteen action verbs that you will find in the letter soup. The action verbs and their meaning are given in Spanish language; if you need extra help, you can check your answers in the answer key. (Find it at the end of the book)

No.	Action Verb	Meaning
1	Wake up	Despertar
2	Get up	Levantarse
3	Take a shower	Tomar una ducha
4	Get dressed	Vestirse
5	Make the bed	Hacer la cama
6	Feed the dog	Alimentar al perro
7	Catch the bus	Tomar el bus

No.	Action Verb	Meaning
1	Have a breakfast	Desayunar
2	Leave home	Salir de casa
3	Study	Estudiar
4	Watch TV	Ver televisión
5	Do homework	Hacer la tarea
6	Read a book	Leer un libro
7	Get back	Regresar

y	s	a	r	v	t	h	c	t	a	w	k	t	c	h	q
f	e	e	d	t	h	e	d	o	g	v	r	e	g	j	u
p	o	h	n	m	a	k	e	t	h	e	b	e	d	l	i
a	f	c	b	a	f	x	u	o	s	b	i	k	y	v	r
m	r	e	w	o	h	s	a	e	k	a	t	h	e	d	s
a	z	h	w	q	m	k	r	o	w	e	m	o	h	o	d
x	c	a	t	c	h	t	h	e	b	u	s	z	x	m	r
s	t	y	g	a	e	m	o	h	e	v	a	e	l	v	e
n	h	m	k	f	y	l	w	d	n	v	q	h	j	k	a
s	t	g	c	i	c	s	a	r	o	b	p	b	j	s	d
t	w	a	a	h	k	m	k	g	u	q	e	c	f	v	a
u	l	i	b	o	y	b	e	h	p	u	t	e	g	n	b
d	i	x	t	e	l	t	u	a	o	g	y	d	k	f	o
y	z	w	e	e	u	s	p	o	q	v	b	p	j	l	o
t	m	h	g	g	e	t	d	r	e	s	s	e	d	z	k
t	s	a	f	k	a	e	r	b	a	e	v	a	h	e	s

Second part:

Instructions: With the verbs from the previous exercise, build a short story describing your daily routine in simple present. Follow the given example.

First of all, I *wake up* at seven o'clock in the morning, then I *get up* immediately,

.....

.....

.....

.....

.....

.....

LISTENING

This technique consists of choosing a public space with a large influx of public and transforming it to send our advertising through it.

Listening: Types of guerrilla marketing examples

Listen to the audio and choose the correct option according to the questions below.

Picture No. 42. Guerilla Marketing



1.- What does Ambient marketing include?

<https://n9.cl/oxrj8>

Source: Own elaboration

- a) It includes advertising in different places such as train stations, bus stations, bus stops, or different public areas.
- b) It includes advertising only in the office and it does not apply outside of the working place.
- c) It includes advertising only on the internet and it keeps the attention for selected people.
- d) It includes advertising only for people from guerrilla from Colombia.

2.- What do flash mobs include?

https://drive.google.com/file/d/1q1JrTEmCoteNMJ7kWAswKii-8wLeKqW2K/view?usp=share_link

Picture No. 43. Guerilla Marketing



Source: Own elaboration

- a) It includes impulsive meetings of a lot of people whose only purpose is to keep the attention from customers and general people in public areas.
- b) It includes some areas in marketing which work only weekends.

- c) It includes impulsive meetings and only some people keep the attention and some others do not pay attention.
- d) It includes impulsive meetings and people do not really care about advertising or the product.

3.- What does cover advertising include? (Chapter 3 lesson 5)

https://drive.google.com/file/d/1bH8e72_6GAMJyymNOpubUzkRPTY7-XIx/view?usp=share_link

Picture No. 44. Guerilla Marketing



Source: Own elaboration

- a) It includes impulsive meetings of a lot of people whose only purpose is to keep the attention of customers and general people in public areas.
- b) Cover advertising includes some areas of marketing and others only waiting until the end of the week.
- c) It is another marketing strategy that works with market problems.
- d) Cover advertising works pretty well with the current online marketplace, where marketing is well seen from YouTubers and storytellers who are expressing their experiences with products and services.

4.- What do viral videos include?

https://drive.google.com/file/d/1HwIRtfxw8mppNCmm_JP0yEtGTpn-7D0O/view?usp=s_hare_link

Picture No. 45. Guerilla Marketing



Source: Own elaboration

- a) The target of viral videos is on television and cable programs, where only selected people can see that.
- b) The target of viral videos is made on YouTube or other social media websites, for example, TikTok, those platforms ensure their brand view for millions of people around the world.
- c) The target of viral videos is not made on YouTube or other social media websites, for example, TikTok, those platforms ensure their brand view for millions of people around the world.
- d) The target of viral videos is made at your university, those platforms ensure their brand view for millions of people around the world.

Speaking: Stealth Marketing

According to the following guerrilla marketing example, let's talk about the picture's description and answer the following questions, remember that the picture represents a popular guerrilla marketing style.

Stealth marketing

Picture No. 46. Stealth marketing



Source: : Adapted from <https://socialmediadissect.com/about-social-media/why-stealth-marketing-is-beneficial-and-cost-efficient>

1.- What does this picture represent to you?

Possible answers:

- This picture represents for me:

Creativity	Inspiration	Talent	Vision
Genius	Cleverness	Originality	Imagination

2.- Why this company use stealth marketing in the bus?

Possible answers:

1.- Because customers feel identified with the idea, and the construction of the brand motivates the feeling of satisfaction.	2.- Customers at the moment of making a decision go directly with a product seen around them.
3.- Because the model of Stealth marketing focuses on advertising services or products and instantly introduces its message in the brain of customers instantly.	4.- The company focuses its effort on the bus because most people take this public transportation at the end of the day.

3.- Do you think this picture is controversial?

Possible answers:

- Yes, it does. Because the picture shows:

Disputed content	Questionable content	Argumentative content
Uncertain message	Doubt in a purchase	Insecurity

- No, it doesn't because the message means:

Peace	Great creativity	An original promotion
An interesting publicity	Incredible promo	An exhibition of creativeness

4.- How does this example motivate local businesses?

Possible answers:

- The example in the bus demonstrates.

Products have great potential in the marketplace	Small businesses do not need big advertising budget
A great idea does not need a lot of money	Creativity can be your best friend in marketing



Watch this video in YouTube and complete the information.

<https://www.youtube.com/watch?v=M1XHcZcnH6J4>

TOPIC:	Explosive Digital Marketing Strategies for 2023 (BIG Changes Ahead!)
MAIN IDEA	
YOUR OPINION ABOUT IT	
NEW WORDS	

2.- With the new vocabulary found in unit 5, let's write a small essay about guerrilla marketing

<hr/> <hr/> <hr/> <hr/> <hr/>

3.- Finally, read your writing (question No.2) record yourself on YouTube and upload the video with the name, #colorpsicologyenglishmarketing1

Write here you Url: _____

SELF-STUDY

Instruction: Choose True or false option according to the following statements

1. The current marketplace is looking for excellent profits and inspiring the rest of the world to succeed business in all types.	TRUE – FALSE () ()
2. It is really popular with the internet and world wide web; in a few words it is turned into electronic commerce.	TRUE – FALSE () ()
3. The opportunity to interact with current and new marketing forms are taken all the time into account	TRUE – FALSE () ()
4. The chance to apply new forms of marketing strategies is at its doors.	TRUE – FALSE () ()
5. The profit in micro-enterprises and entrepreneurship that rises in a record time.	TRUE – FALSE () ()
6. Experimentation represents the challenge the attractive way of guerilla marketing	TRUE – FALSE () ()
7. When it is applied correctly, and it is done right, guerrilla marketing works every time perfectly	TRUE – FALSE () ()

8. Marketing mix makes the things with simplicity and avoids any complication.	TRUE – FALSE () ()
9. The chance to apply old forms of marketing strategies is at its doors.	TRUE – FALSE () ()
10. The current marketplace isn't looking for excellent profits and inspiring the rest of the world to succeed business in all types.	TRUE – FALSE () ()

Answer: 1 true, 2 true, 3 true, 4 true, 5 true, 6 true, 7 true, 8 true, 9 false, 10 false

<p>CHAPTER III</p>	<p>Marketing learners will train their English knowledge about:</p> <ul style="list-style-type: none"> • Grammar structure based on stages of marketing. • Reading and understanding brand loyalty • Describe marketing vocabulary about types of brand loyalty • Writing about “My favorite brand.” • Listening to the types of brand loyalty measurement • Speaking “Let’s talk about famous brands”
<p>Guerrilla Marketing</p>	<p>LESSON 6</p> <div style="text-align: center;">  </div> <p>Discuss: Students will ask each other the following questions:</p> <ul style="list-style-type: none"> • How can you describe brand loyalty? • What is your Brand loyalty?

LESSON N° 6 BRAND LOYALTY

Grammar: There Be
THERE IS AND THERE ARE

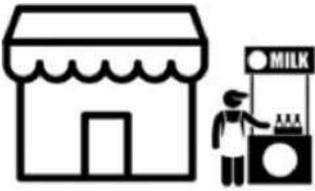
In English, we use “there is and there are” to tell the number of things that we are talking about, also the time applied in this case, represents the present time: here are some examples to analyze it better. (Oaks et al., 2013)

There is:

In the following stage, there is represents:

- Singular thing, person, or animal
- Short for: There is = There’s
- In Negative form: There is + not= There isn’t
- Interrogative form: Is there.....?
- We must use **a** or **an** when we describe only one thing, person, or animal.

Chart No. 26. There is & there are

		
<p>There is a small business at the end of the street</p>	<p>There is a seller on the right</p>	<p>There is a customer in the supermarket.</p>

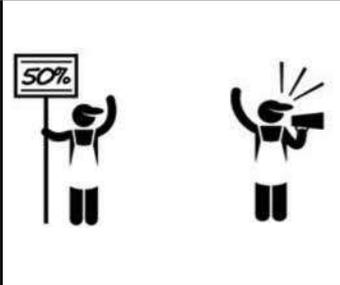
Source: Own elaboration

There are:

In the following stage, there are represents:

- Plural things such as people, things, or animals
- It doesn't have a short form in affirmative tense.
- In Negative form: There are + not= There aren't
- Interrogative form: Are there.....?
- We must use "some" when we describe more than one thing, person, or animal.

Chart No. 27. There is & there are

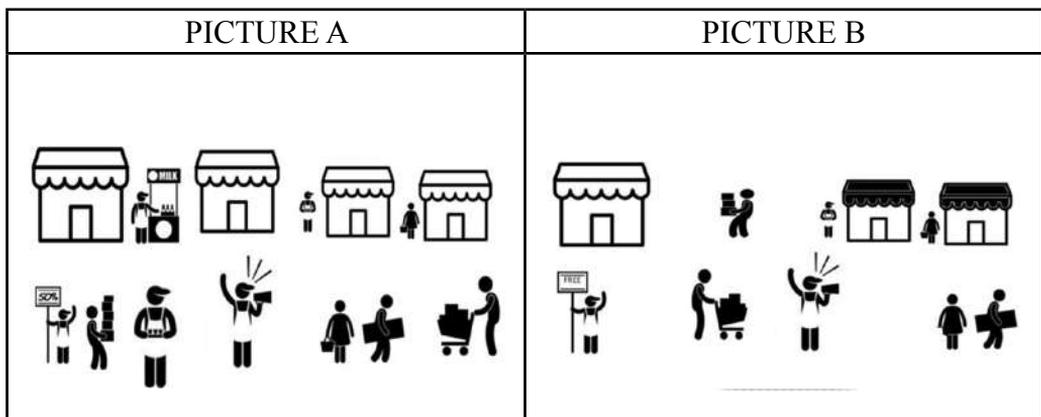
					
<p>There are two markets in the shopping mall</p>		<p>There are two sellers in the marketplace</p>		<p>There are some customers in the line.</p>	
<p>REMEMBER:</p>					
SINGULAR			PLURAL		
<p>(+) There is a {product, book, promotion}</p>			<p>There are [some] {products, books, promotions}</p>		
<p>(-) There isn't a {market place, meeting} room}</p>			<p>There aren't [any] {market places, meeting rooms}</p>		
<p>(?) Is there a {problem, discount}</p>			<p>Are there [any] {problems, discounts}</p>		

Source: Own elaboration

Find the 8 differences between picture A and picture B

In the following exercises use there is (if the sentence is in affirmative singular form) or there is not (if the sentence is in negative singular form), also there are (if the sentence is in affirmative plural form) or there are not (if the sentence is in negative plural form)

Picture No. 47. 8 Differences



Source: Own elaboration

- 1) In picture A, there is a
- 2) In picture A,
- 3) In picture A,
- 4) In picture A,

5) In picture A,

6) In picture A,

7) In picture A,

8) In picture A,

In the following exercise, there are correct and incorrect sentences, check the grammar and choose an option.

- | | |
|--|---------------------|
| 1. There's difficult to understand. | Correct - Incorrect |
| 2. There's really raining hard now. | Correct – Incorrect |
| 3. It's seven o'clock and there's dark already. | Correct - Incorrect |
| 4. The manager says it's time to go. | Correct - Incorrect |
| 5. Don't look now, but it's a customer behind us. | Correct - Incorrect |
| 6. It's not all fun and games, marketing is serious. | Correct - Incorrect |
| 7. It's good business this evening. | Correct - Incorrect |
| 8. There are a new product on the desk. | Correct – Incorrect |
| 9. There is six chairs in the office | Correct – Incorrect |
| 10. There are some clouds in the sky | Correct – Incorrect |

Regular and Irregular Nouns

REGULAR NOUNS

When we refer to singular nouns in plural form the formula is just adding “s”.

For example:

A price	→	Some prices
A product	→	Two products
One market	→	Five markets
A nice sale	→	Some nice sales
This place	→	Those places

In the same way, when there is a singular noun ending in the letters “s, x, z, ch, sh” its plural form should add “es” at the end of the word. (Whiting, n.d.)

virus	→	viruses
wish	→	wishes

peach	→	peaches
-------	---	---------

suffix	→	suffixes
trash	→	trashes

For those nouns ending in a consonant plus “y” its plural form should replace “y” into “ies”.

Chart No. 28. Plural Nouns

Secretary	→	Secretaries	Batery	→	Bateries
Theory	→	Theories	Theory	→	Theories
Sky	→	Skies	Dictionary	→	Dictionaries
City	→	Cities	Factory	→	Factories
Lorry	→	Lorries	Library	→	Libraries
Pony	→	Ponies	Strawberry	→	Strawberries
Duty	→	Duties	Party	→	Parties
Activity	→	Activities	Baby	→	Babies

Source: Own elaboration

IRREGULAR NOUNS

Irregular nouns in their plural form have some exceptions because it is not necessary to add “S or ES”; instead, their condition is different; here are some of them which are prevalent in English language usage. (Rech, 2014)

Picture No. 48. Irregular Nouns

			
Woman - women	Man - Men	Child - children	Knife - Knives

Source: Adapted from pixabay.com

Reading: Brand Loyalty

Picture No. 49. The world's Top 10 most valuable brands 2022



Source: Retrieved from <https://retailsee.com/the-worlds-top-10-most-valuable-brands-in-2022/>

Based on a behavioral criterion, (Jacoby et al., 1978) defined brand loyalty as “a non- random behavioral response expressed by some decision unit over time about one or more alternative brands, being a function of psychological processes of decision and evaluation” relates the term loyalty to the rate of product repurchase.

(Toledo & Lopes, 2016) Define loyalty as a favorable attitude towards a brand, which can be reflected in the repetition of purchase acts, also, their study identifies the commitment through brand loyalty and its influence in the market.

Based on the attitudinal approach, researchers Dick and Basu (1994) approach loyalty as a kind of force between a relative individual attitude and repeated purchase behavior, i.e., they approach loyalty as repeated purchase behavior based on philosophy.

Similarly, Setó (2004) concludes from previous studies that loyalty can be defined more broadly through three approaches: behavioral, attitudinal, and cognitive loyalty. The author first describes loyalty as a form of customer behavior directed towards a particular brand over time. Concerning attitude, he stresses the importance of the internal disposition during the repeat purchase process, which goes beyond the simple behavior of the individual. It follows from this definition that purchases not guided by a strong attitude but by situational demands would not be considered as part of an accurate loyalty process. (Jeisee, 2005)

Cognitive loyalty, as a third approach, suggests that brand loyalty means that a brand becomes first in the consumer's mind when evaluating purchase alternatives. (Huang, 2006). In this situation, the customer's commitment to his or her service provider is manifested as a consequence of an evaluation process and some situational factors. (Brandão et al., 2016)

Reading Questions:

Instructions: Read the following questions based on Brand loyalty; the characteristic of the exercises is based on multiple options, and only one is correct, so it is necessary to choose your option wisely.

1.- Jacoby and Chestnut (1978) define brand loyalty as:

- a) a non-random behavioral response
- b) a repetitive behavioral response
- c) a common behavioral response
- d) a regular behavioral response

2.- According to Jacoby and Chestnut (1978) the term loyalty relates to:

- a) The author considers that brand loyalty as a regular product
- b) The author considers that rebrand as the rate of product repurchasing
- c) The author considers brand loyalty as the rate of product repurchase.
- d) The author considers brand loyalty as another day of the week.

3.- Toledo & Lopez (2016) define loyalty as

- a) An attitude toward a brand
- b) A connected attitude against a brand
- c) A difficult attitude in contrast to a brand
- d) A weak attitude toward a brand

4.- Dick and Basu (1994) asserted that brand loyalty means

- a) There is a force between a relative individual person in a regular place
- b) There are some forces between a relative individual attitude in bad behavior.
- c) The only force in a relative attitude in a behavior
- d) The force between a relative individual attitude in a purchase behavior

5.- Finally, cognitive loyalty becomes

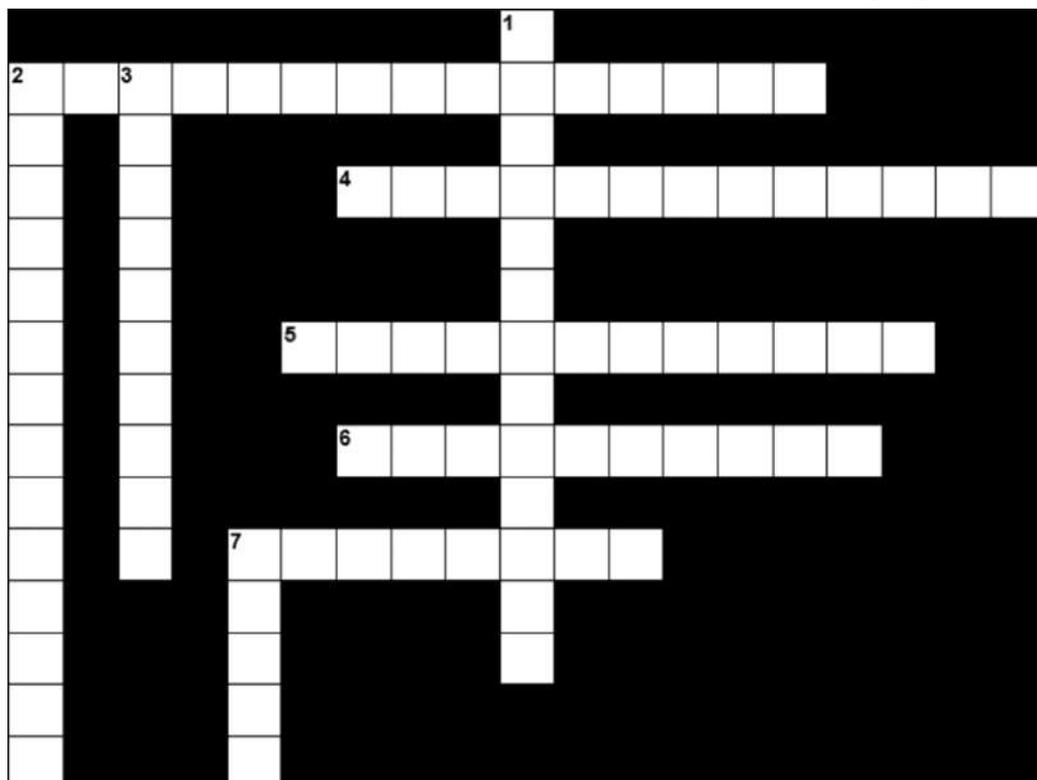
- a) It becomes the last idea in the consumer's mind
- b) It becomes the first idea in the consumer's mind
- c) It becomes a bad idea in the consumer's mind
- d) It becomes the second idea in the consumer's mind

Vocabulary: Crossword “the most useful terms in brand loyalty”

Instructions:

- The characteristic of the exercise below is to complete the blank spaces in the crosswords, you will need letters (vowels or consonants).
- The vocabulary applied in these exercises is based on “Brand Loyalty”, so it is necessary to review the contents of this unit.
- Some activities have been designed with a horizontal view from left to right.
- Some other activities have been designed with a vertical view from up to down.

Picture No. 50 Crossword “the most useful terms in brand loyalty”



Source: Own elaboration

ACROSS

2. It represents the image and the experience of the company on its image
4. It is the decisions taken in order to develop clear choices.
5. When companies offer their products and give a specific value to potential clients with a great message.
6. It represents the face of the company and the identity of the brand.
7. It represents what clients need and defines what customers look for.

DOWN

1. It means the identity view of the company.
2. It is when a company has a previous brand and releases a new product or service.
3. When a person represents the company on its shoulders
7. It represents the name of the company in the market.

Writing: My favorite brand

From the following pictures, identify the correct brand and the right writing. It is important to remember the grammar structure based on plural nouns.

Picture No. 51. My favorite brand



Source: Own elaboration

1.- There is a pair of Nike running shoes.

2.- There are.....

3.- There are.....

4.- There

5. There

6. There

Make a story about your favorite brand, you should include:

- The name of your favorite brand
- The strong product in purchases.
- The interest of customers in the acquisition of your favorite brand.
- The results of selling in Ecuador.

.....

.....

.....

.....

Listening: Theoretical Review of Brand Loyalty

Listen to the audio and choose the correct option according to the questions below.

Picture No. 52. Theoretical Review of Brand Loyalty



For an assertive work, the authors developed authentic audio making it easier to practice with our listening audio. A Quick Response code (QR) holds the audio in the cloud so you can download or practice it online anytime.

https://drive.google.com/file/d/1x3f91eDcOz_p-Wji-D5685VOk1vFFsq1/view?usp=sharing

Source: Own elaboration

1.- Is the concept of loyalty a new marketing concept?

- a) Is not a new concept, it is the most discussed topic.
- b) Is another concept, it is the most common topic.
- c) It is not a concept; it is a relation.
- d) It has some concepts, but it does not discuss them.

2.- How many basic approaches does marketing literature have?

- a) In marketing literature, there are two basic ways of approaching.
- b) In marketing literature, there are three basic ways of approaching.
- c) In marketing literature, there is only one basic way of approaching.
- d) In marketing literature, there are no basic ways of approaching.

3.- What do attitude, and behavioral approaches suggest?

- a) Both of them suggest that hard work is a sequential process.
- b) Both of them suggest that brand is not a process.
- c) Both of them suggest that loyalty is a sequential process.
- d) Neither of them suggests that loyalty is a sequential process

4.- What Is loyalty for consumer preferences

- a) Loyalty for marketing is a consumer's waste of time.
- b) Loyalty for my family is a process that manifests in spending money.
- c) Loyalty for consumers is a sequential process that manifests consumer preferences for a given brand.
- d) Loyalty for consumers is a routine in marketing process preferences.

5.- What elements does brand loyalty inbuild into its meaning?

- a) Brand loyalty does not include psychological aspects of evaluation and decision making.
- b) Brand loyalty includes psychological aspects of evaluation and decision making.
- c) Brand loyalty works in aspects of branding from competence.
- d) Brand loyalty includes aspects such as money, time, and people.

Speaking: Loyalty Branding Mind Map

According to the following mind map about “Loyalty Branding”, discuss the following topics with the rest of the class.

- It is essential to complete the mind map with the new vocabulary studied in this unit.
- Fill the meaning chart with your own ideas and build clearly your opinion
- Finally, write your thoughts in the chart below in order to express your ideas in an oral way.



Topic:	Meaning
Marketing	
Design	
Value	
Identity	
Logo	
Strategy	



1.- Based on the reading “Brand Loyalty” write the new vocabulary about the article.

<hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

2.- With the new vocabulary found in unit 5, let's write a small essay about Loyalty

3.- Finally, read your writing (question No.2) record yourself on YouTube and upload the video with the name, #colorpsychologyenglishmarketing1

Write here you Url: _____

SELF-STUDY

Instruction: Choose True or false option according to the following statements

1. The plural of the noun secretary is secretarys	TRUE – FALSE () ()
2. The plural of the noun of sky is skies	TRUE – FALSE () ()
3. The plural of the noun baby is babies	TRUE – FALSE () ()
4. The plural of the noun of factory is factories	TRUE – FALSE () ()
5. The plural of the noun dutty is dutties	TRUE – FALSE () ()
6. The plural of the noun of lorry is lorries	TRUE – FALSE () ()
7. The plural of the noun of theory is theories	TRUE – FALSE () ()
8. The plural of the noun of battery is batteries	TRUE – FALSE () ()
9. The plural of the noun of man is men	TRUE – FALSE () ()
10. The plural of the noun of child is children	TRUE – FALSE () ()

Answer: 1 true, 2 true, 3 true, 4 true, 5 true, 6 true, 7 true, 8 true, 9 true, 10 true

CHAPTER IV. CONCLUSIONS

This book will be helpful for marketing students since it has a variety of exercises with technical and specific vocabulary that will facilitate the teaching and learning process. In fact, this book will develop English skills such as reading, listening, writing, and speaking with an independent learning process.

Nowadays, learning English represents a potent competitive tool in the economic business world, especially in Marketing. For this reason, Marketing English I is a book that provides specific Marketing information, and its vocabulary is according to the necessities of people studying this career.

The vocabulary and grammar range go from level A2 because it is based on regulations stipulated by the Escuela Superior Politécnica de Chimborazo in the English field for first-level English students in Marketing career.

This academic book will enable students to develop their skills more effectively and acquire Marketing knowledge through reading, listening, grammar, and vocabulary for specific purposes. The scientific data was gathered from renowned authors and served as the basis for developing original activities.

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ANNEXES

ANSWER KEY CHAPTER I. MARKETING ENGLISH I

LESSON N° 1 COLOR PSYCHOLOGY

Grammar Exercise No. 1: Personal pronouns (Subject pronoun)

- a) It c) They
b) They d) We

Write the correct form of the verb to be. Use Am, is, are.

- | | |
|---------|---------|
| 1. is | 13. are |
| 2. are | 14. is |
| 3. is | 15. are |
| 4. are | 16. is |
| 5. am | 17. are |
| 6. are | 18. is |
| 7. is | 19. are |
| 8. are | 20. is |
| 9. is | 21. are |
| 10. are | 22. are |
| 11. are | 23. is |
| 12. are | 24. is |

Listening: Verb To be

- a) I'm the best buyer.
- b) Australia is a small country.
- c) China isn't next to Ecuador
- d) Ferrary is a good racing team
- e) Facebook is a popular website
- f) I am interested in digital marketing.
- g) Colombia is not in North America
- h) I am married.
- i) I am afraid of spiders.
- j) Marketing is the best career.

Complete the following sentences using the correct verb "to be" were necessary. Use (am, is, are)

- 1) am
- 2) are
- 3) are
- 4) are
- 5) is
- 6) are
- 7) is
- 8) is

9) is

10)are

Write the sentences using the following feelings: Use happy, angry, serious, rich, surprised, in love.

1. They're happy
2. You are in love
3. We are surprised
4. She is serious
5. They are rich
6. I am angry

Puzzle Exercise 1 Unscramble the tiles.

y	i	c	e	p	h	o	w	c	t	p	s	y	f	f	e	s	t	u	o	r
h	a	v	s		c	o	t	i	o	c	o	l	i	o	r	c	h	o	s	a
n	s	h	e		b	e	l	o	r	p	e	r	d	y	a	n	d	o	f	
s	t	l	o	g																

C	o	l	o	r	p	s	y	c	h	o	l	o	g	y	i	s	t	h	e	
s	t	u	d	y	o	f	h	o	w	c	o	l	o	r	s	a	f	f	e	
c	t	p	e	r	c	e	p	t	i	o	n	s	a	n	d	b	e	h	a	v
i	o	r	s																	

Puzzle Exercise 2 Solve the anagrams to reveal the letters for the final message.

LVOESLPNSIONASYAEIMBOZDS

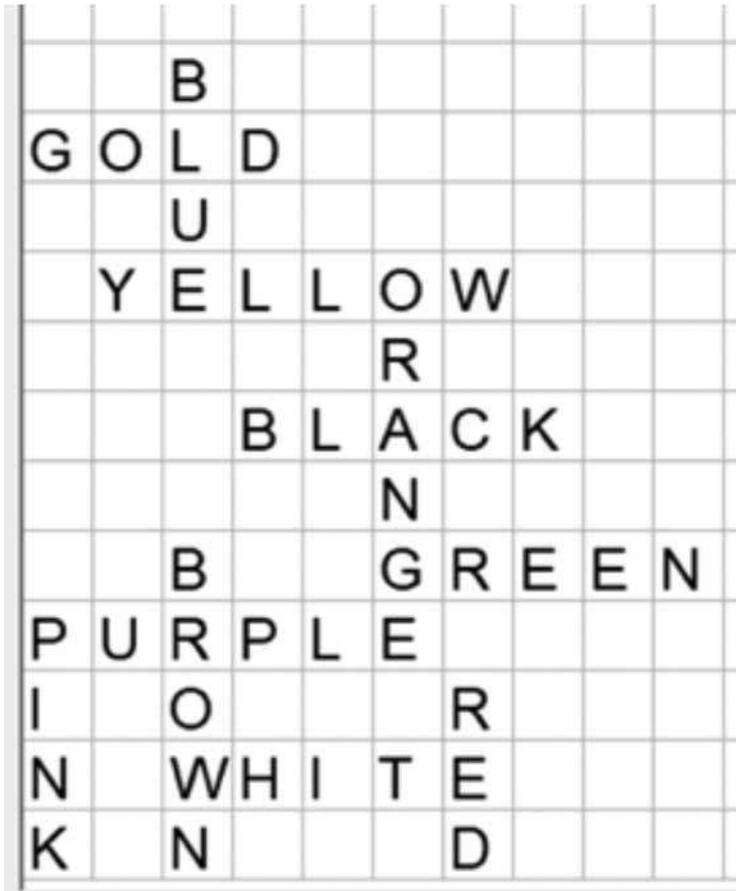
S Y M B O L I Z E S P A S S I O N A N D L O V E

U S E D B Y T A R G E T ,
H E I N Z , Y O U T U B E

Exercise 1 Unscramble the words, colors, and their meaning.

1. Eebig	Beige	1. Revlsi	silver
2. Dre	Red	2. vnua uebl	navy blue
3. Eulb	Blue	3. ksy lbeu	sky blue
4. Ngree	Green	4. lemingree	lime green
4. Llewoy	Yellow	5. tegaanm	magenta
5. Rluppe	Purple	6. livteo	violet
6. Ikpn	Pink	7. lmsona	salmon
7. Aergon	Orange	8. nraeeldv	lavender
8. Obrnw	Brown	9. lupm	plum
9. Baclk	Black	10. evoli	olive
10. Tihew	White	11. ancy	cyan
11. Aygr	Gray	12. omrnao	maroon
12. Dglo	Gold		

Complete the crossword below, the vocabulary is split between across and down words, the key options are given in the clue section.



WRITING

Answer the following statements and change the sentences into affirmative and negative sentences using the verb to be (is, is not, are, are not)

1.- Is the color green about human behavior and human perception?

Yes, the color green is about human behavior and human perception

No, the color green isn't about human behavior and human perception

2.- Is the color pink about love and passion?

Yes, the color pink is about love and passion.

No, the color pink isn't about love and passion.

3.- Is the color purple about mystery and nobility?

Yes, the color purple is about mystery and nobility.

No, the color purple is about mystery and nobility.

4.- Is the color white about happiness and purity?

Yes, the color white is about happiness and purity.

No, the color white isn't about happiness and purity.

5.- Is the color black about luxury and health?

Yes, the color black is about luxury and health.

No, the color black isn't about luxury and health.

6.- Is the color yellow about summer and prudence?

Yes, the color yellow is about summer and prudence.

No, the color yellow isn't about summer and prudence.

LISTENING: The meaning of colors in marketing

- 1. c
- 2. d
- 3. c
- 4. a
- 5. b

LESSON Nº 2 CONSUMER BEHAVIOR

Let's have a practice then, according to the following examples try to choose the better option using the articles a/an.

1. A	8. A
2. A	9. A
3. A	10. B
4. A	11. B
5. A	12. A
6. A	13. A
7. A	14.

According to the words below there are some of them with mistakes, rewrite the words and write them correctly.

1. A costumer
2. A house
3. An hour
4. An orange book.
5. An expensive university
6. A uniform

Fill the following exercises in the blanks spaces using the articles A or An:

1. an
2. a
3. a
4. an
5. a
6. an
7. an
8. a
9. a

10. a

11. a

12. a

13. a

14. an

15. an

16. a

17. an

18. a

19. a

20. an

21. a

22. an

23. a

24. an

25. a

26. a

27. a

28. an

29. a

30. a

31. a

32. a

33. an

34. an

35. an

36. a

37. an

38. an

39. a

40. an

41. a

42. a

43. a

44. a

45. a

46. a

47. a

48. an

49. a

50. an

51. a

52. a

53. an

54. a

In the following exercises, fill in the blanks with ‘a’ or ‘an.’

1. a
2. a
3. a
4. b
5. b
6. a
7. a
8. b
9. a-a
10. a

5 In the following exercise some words are missing; complete the sentences using the articles A or AN.

1. an
2. a
3. a
4. a
5. a
6. a
7. a
- 8. an**

READING ACTIVITY

According to the reading consumer behavior, find the correct statements and choose the right answer.

1. d
2. c
3. a
4. d
5. e

VOCABULARY

Rearrange the following split words to form correct sentences:

1. The best offer is not the best price because it has some tricks.
2. An exit rate is when a person clicks away from your Webpage.
3. A control page is where you manage your webpage.
4. A guarantee is when you trust on the results about your purchase.
5. Indicators are the metrics about the progress toward your goals.
6. A loyal consumer is a person who always comes back.
7. Buying behavior is always analyzed by marketers.
8. Habitual shopping is the action to buy products with frequency.

WRITING:

In the next activity, the main target develops writing skills using the verb to be, it is necessary to complete the statements according to the picture and the description of the action, for better understanding follow the example below.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

LISTENING: Types of consumer behavior

1. a
2. a
3. a
4. c

CHAPTER II MARKETING STRATEGIES

LESSON N° 3 ATTRACT COSTUMERS

Form questions from the given words or phrases and put them in the correct order.

1. Is Alice her name?
2. Is that man your friend?
3. Are they Marketers?
4. Am I late?
5. Is this English institute popular?
6. Were you late to the English class?

Complete the sentences. Use one of the question forms in the box. (is, am, are)

1. a
2. a
3. b
4. a
5. a
6. b
7. c
8. c

9. a

10. c

In the following answers there are missing the correct questions, choose the best option for each case. Remember that you should use information questions with verb “to be”

1. a

2. a

3. a

4. b

5. c

6. b

7. b

8. b

9. b

10. a

Reading questions

According to the reading, attract customers, and find the answers to the following questions. Read the options carefully.

1. a

2. c

- 3. b
- 4. d
- 5. c
- 6. a
- 7. c
- 8. a
- 9. d
- 10. b

VOCABULARY Advertising Letter Soup

g	t	n	e	m	e	s	i	t	r	e	v	d	a	l
p	h	b	q	n	o	i	t	a	l	u	c	r	i	c
s	d	a	d	e	i	f	i	s	s	a	l	c	s	q
x	y	c	n	e	g	a	t	r	e	t	s	o	p	z
a	i	d	a	d	t	f	l	h	p	a	i	p	c	r
n	u	y	i	a	y	v	j	b	t	n	r	t	o	e
w	b	s	r	e	n	g	i	e	t	i	i	h	m	h
f	h	g	m	o	v	l	l	e	m	f	o	f	m	c
t	e	r	p	n	l	e	r	e	e	a	e	q	e	t
t	y	u	t	b	v	n	t	n	r	a	f	i	r	a
j	o	o	i	e	i	e	d	t	n	d	p	c	c	
c	l	a	s	t	m	b	i	u	j	z	w	i	i	e
s	r	i	u	e	c	n	r	y	e	g	h	p	a	y
d	o	a	w	v	g	e	r	a	d	i	o	l	e	
n	l	f	i	c	s	u	v	p	r	o	m	o	t	e

Writing

In the following writing set, complete the exercises using information questions (wh-questions) and present simple using the verb “to be.”

1. What is advertising in marketing media?
2. What tools are important in advertising?
3. Where are your marketing classes today?
4. What are advertising ideas in current days?
5. Where is a radio for advertising?
6. What time is the correct moment for an aggressive advertisement?
7. Who is creative in national television?
8. Why are you a radio promoter?
9. Why is she an investor in your company?
10. How many companies are in your city?

Change the following paragraph to plural form, change the nouns, adjectives and remember to check the verb “to be” in order to complete the exercise successfully.

Advertising items are everywhere, I can find them in newspapers, radios, and televisions.

A brand name is an excellent idea when people design powerful names and products. Customers are interested when products are at the best price. So, let's see if a store can give a great opportunity for its price and time.

LISTENING: Types of advertisement

1. a
2. c
3. d
4. a
5. d

LESSON N° 4 MARKETING MIX

Reading Questions:

Instructions: Read the following questions based on the reading Marketing Mix, the characteristic of the exercises is based on multiple options, only one is correct, choose an option wisely.

1. c
2. a
3. c
4. b
5. d
6. a
7. d
8. a

Vocabulary Marketing Mix

1. Marketing mix	14. Mix
2. Sell	15. Investment
3. motivation	16. Payment
4. Suppliers	17. trade
5. Employees	18. logistics
6. Testing	19. promotion
7. sustainability	20. Service
8. Problems	21. Size
9. Money	22. Strategy
10. social	23. Credit
11. Market	24. Guarantee
12. strategy	25. publicity
13. Credit	26. Vocabulary

WRITING: GRAMMAR CHART WORK

- 1.- When you pay your **credit** card, you **must** deposit your money in your bank first.
- 2.- If you **spend** all your **money**, it is necessary to save some for difficult moments.
- 3.- Television stores **give** their best **promotions** when you buy televisions during Black Friday.
- 4.- When you have problems with your computer, the guarantee can be applied to your device. Go to the store and present your invoice.

SECOND CHART

5. The Marketing area always **gives** the most suitable **services** for new brands in the local market.
6. Our Successful company designs an excellent strategy most of the time so the customer always comes back for more.
7. The secret of our powerful corporation in our continent is to **attract** potential **investments** for national and international businesses.
- 8.- A lot of people are afraid to find new goals for their businesses, Ecuadorian companies always **open** new fields of investment and create a healthy market **environment**.

Listening A marketing student routine

Have to	Take	Go	Go down
Start	Open	Have	Walk
Play	Take	Walk	Study

Listen to the audio again and choose the correct statements, all the audio refers to a daily routine and the grammar chosen is Present simple.

1. d
2. c
3. a
4. a
5. c

- 6. c
- 7. b
- 8. a
- 9. c
- 10. d
- 11. b
- 12. b

LESSON N° 5 Guerrilla Marketing

- 1. My family and I like to walk in the park, but my friends and marketers don't like it.
- 2. My family and marketers like to drink tea, but my friends and I don't like it.
- 3. My family and marketers don't like playing video games, but my friends and I do.
- 4. My family and markets like to write poems, but my friends and I don't.
- 5. My family and marketers like classical music but my friends and I don't.
- 6. My family, friends and I don't like to speak English, but marketers do.
- 7. My family, marketers and I like to travel to the USA, but my friends don't.
- 8. My family, friends and I don't like to take English lessons, but markets do.

In the following exercises, choose the correct answer. There is only one true statement, and the others are false.

1. b
2. b
3. a
4. c
5. b
6. c
7. b
8. d

Complete the statements. All of them are in negative form. Use don't/ doesn't + these verbs:

1. doesn't cost
2. doesn't read
3. doesn't wear
4. don't go
5. don't visit
6. doesn't know
7. doesn't believe
8. doesn't walk

Choose the correct verb and complete it in negative form:

1. doesn't play
2. don't know
3. doesn't eat
4. don't stay
5. doesn't throw
6. doesn't have
7. doesn't tell
8. don't like.
9. don't like
10. doesn't like
11. don't speak

READING GUERRILLA MARKETING

According to the reading Guerrilla Marketing, find the answers to the following questions. Read each option in the multiple-choice section carefully.

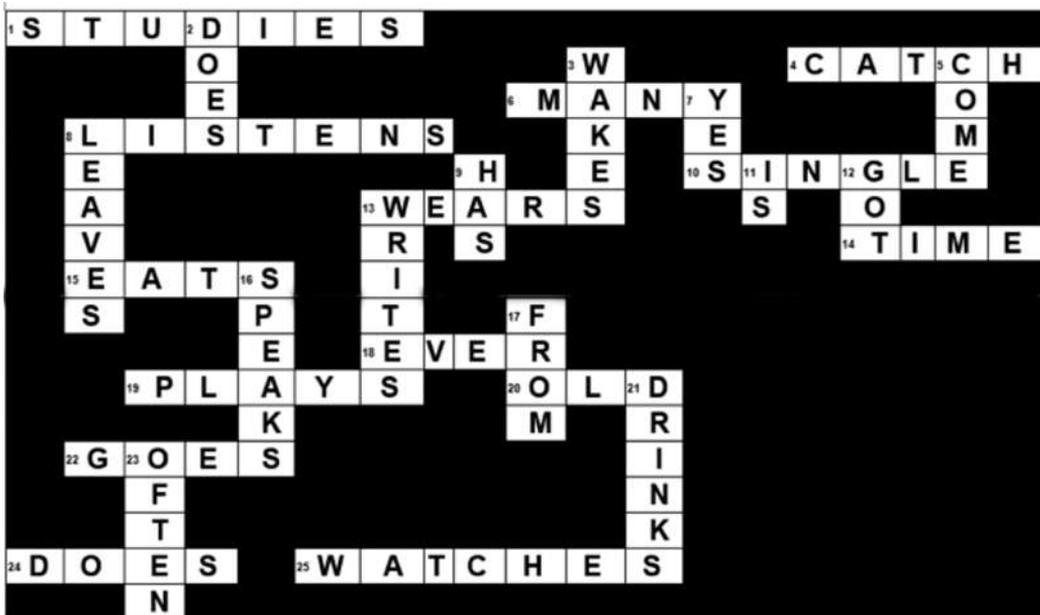
1. b
2. c
3. d
4. c
5. a

6. a

7. c

8. d

VOCABULARY CROSSWORD SIMPLE PRESENT



WRITING Action verbs in your routine

y	s	a	r	v	t	h	c	t	a	w	k	t	c	h	q
f	e	e	d	t	h	e	d	o	g	v	r	e	g	j	u
p	o	h	n	m	a	k	e	t	h	e	b	e	d	l	i
a	f	c	b	a	f	x	u	o	s	b	i	k	y	v	r
m	r	e	w	o	h	s	a	e	k	a	t	h	e	d	s
a	z	h	w	q	m	k	r	o	w	e	m	o	h	o	d
x	c	a	t	c	h	t	h	e	b	u	s	z	x	m	r
s	t	y	g	a	e	m	o	h	e	v	a	e	l	v	e
n	h	m	k	f	y	l	w	d	n	v	q	h	j	k	a
s	t	g	c	i	c	s	a	r	o	b	p	b	j	s	d
t	w	a	a	h	k	m	k	g	u	q	e	c	f	v	a
u	l	i	b	o	y	b	e	h	p	u	t	e	g	n	b
d	i	x	t	e	l	t	u	a	o	g	y	d	k	f	o
y	z	w	e	e	u	s	p	o	q	v	b	p	j	l	o
t	m	h	g	g	e	t	d	r	e	s	s	e	d	z	k
t	s	a	f	k	a	e	r	b	a	e	v	a	h	e	s

LISTENING: Types of guerrilla marketing examples

1. a
2. a
3. d
4. b

LESSON N° 6 BRAND LOYALTY

Find the 8 differences between picture A and picture B

1. In picture A, there is a
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

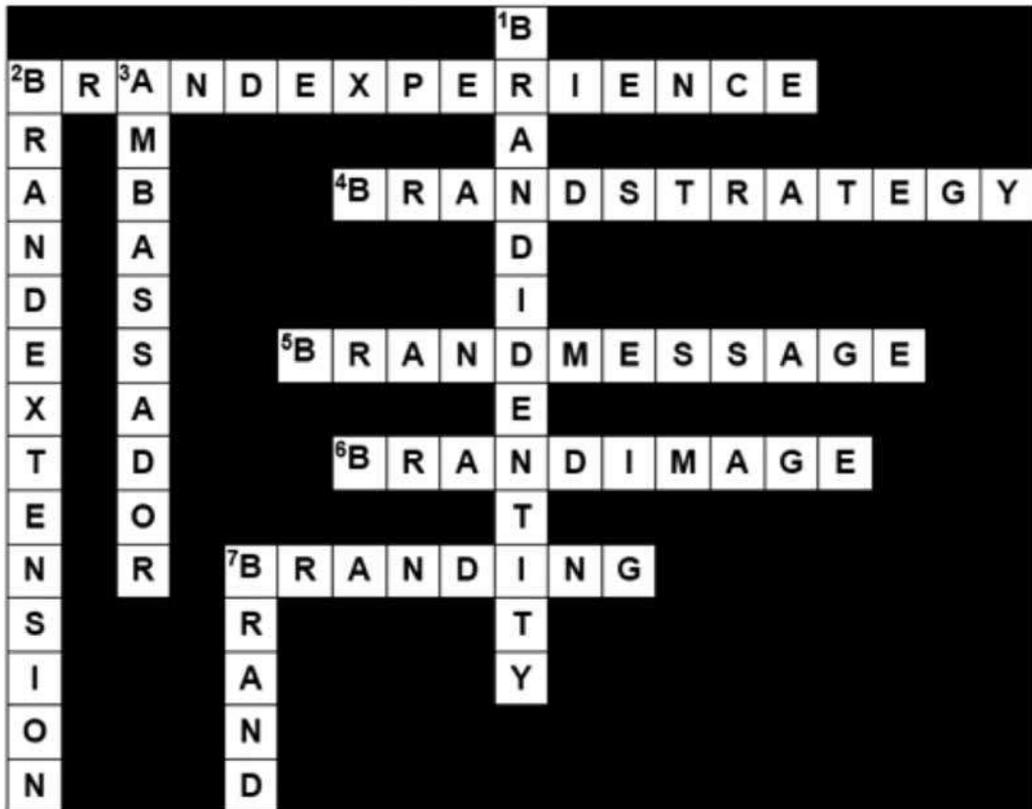
In the following exercise there are some correct sentences and some others that are incorrect, check the grammar in all of the sentences given and choose the right option.

1. Incorrect
2. Incorrect
3. Incorrect
4. Correct
5. Incorrect
6. Correct
7. Incorrect
8. Incorrect
9. Incorrect
10. Correct

READING: Read the following questions based on Brand loyalty. Among the options, only one is correct, choose it wisely.

1. a
2. c
3. a
4. d
5. b

Vocabulary: Crossword “the most useful terms in brand loyalty”



WRITING My favorite brand

- 1.- There is a pair of Nike running shoes.
- 2.- There is a pair of TV Sony Television
- 3.- There are four adidas sneakers
- 4.- There are three Hyundai cars
5. There is a Samsung cellphone.
6. There is a Volkswagen car

LISTENING: Theoretical review of brand loyalty

1. a

2. a

3. c

4. c

5. b

GLOSSARY OF USEFUL TERMS

The following glossary of useful terms is presented along with the meaning of each word. It is also constructed with clear examples in sentences for each word on the list.

A	
Axis of care	<p>In marketing areas, it is understood about the elements that complete the relationship with the community manage the satisfaction in the marketing efforts.</p> <p>Example: The <i>axis of attention</i> supports the insight into the quality of the product.</p>
Ambassador	<p>It is a person who can represent the image of the company, also it is considered the “face of the company” and is considered a brand ambassador.</p> <p>Example: Our company’s <i>ambassador</i> has innovative sales strategies.</p>
Audience Objective	<p>When you need to create users profiles a target audience is ideal, because it is considered as the group of people who defines certain demographic behaviors, and those are the ones who can give you an idea of deciding on marketing operations</p> <p>Example: Our <i>audience’s objective</i> is only conducted for young people.</p>

B	
Benchmark	<p>When you compare your products against the competence, you are describing Benchmark, the comparison usually is conducted in the differences of quality, price, service, communication, etc. The company analyzes multiple aspects of a competitor’s performance.</p> <p>Example: The essence of the <i>benchmark</i> is in the contrast of price, and quality between your company and the competence.</p>
Bidders	<p>When a company manages advertising with the condition that the customers need, “Bidders” goes into action. The working conditions offer the necessities of high standards and companies find their performance satisfactory.</p> <p>Example: Objectives for growing companies are found in advertising media, and it is known as <i>Bidders</i>.</p>
Brand	<p>In simple words, it means the identity of any kind of company with its name, the image describes the service or product that is required for the audience.</p> <p>Example: An innovative <i>brand</i> can change your business in a simple step.</p>
Brand Equity	<p>When it is described, the characteristics generally referred to the attributes, tangible or intangible, that make a brand value to the consumer and the general public, such as price, reputation, reliability, and functionality.</p> <p>Example: <i>Brand equity</i> embraced quality aspects that distinguish the brand from others.</p>
Brand Experience	<p>The experience through a specific brand and the results under these circumstances (positive or negative) are reproduced in people’s minds, letting customers build a clear view of them.</p> <p>Example: <i>Brand experience</i> represents the image impregnated in the view of clients, so it is easy to build a certain impression about the company.</p>

<p>Brand Extension</p>	<p>When the service offered or the products launched in the market increases the image of its brand; thus, the customer is able to recognize all the brands in the market.</p> <p>Example: Our goal is to create a new product and improve a <i>brand extension</i>.</p>
<p>Branding</p>	<p>When the target audience is able to capture the image of a business through its logo, social media, publicity, and service it is considered the idea or real branding.</p> <p>Example: Toyota creates new <i>branding</i> for luxury cars “its name is Lexus”.</p>
<p>Brandjacking</p>	<p>The target in this concept is focused when a certain group of consumers assumes a brand identity online and pretends to get the brand as if it were its own, to acquire the value of that enterprise.</p> <p>Example: <i>Brandjacking</i> is not well seen in the current marketplace for its changes and identity</p>
<p>Business</p>	<p>The closest meaning pretends that “Business” is all processes for customers’ products and services engaging the product in commerce.</p> <p>Example: It is wise to invest a certain amount of money into the family <i>business</i></p>
<p>Buyer Persona</p>	<p>It corresponds to the ideal customer profile who is able to choose the best purchase in our target brand, this idea is concentrated by previous studies and the data obtained from them.</p> <p>Example: A solid product offers a better experience for the ideal buyer persona.</p>

C	
Call To Action (CTA)	<p>The successful way of catching the attention of a potential customer is “CTA”, the process of buying, selling, or achieving service in a current market.</p> <p>Example: Thanks to the “<i>call to action</i>” you can attract customers to make purchases.</p>
Color psychology	<p>It is a field of study on the effect of color and the criteria of consumers in decision-making is essential, the perception of the behavior of the human being in the process of buying and selling products or services.</p> <p>Example: The marketing team analyzes the effect of <i>color psychology</i> on the target consumer.</p>
Consume behavior	<p>It is described as the process of analyzing and tracking emotions and behavior in products and services where consumers are the focus study.</p> <p>Example: <i>Consumer behavior</i> analyses clients’ choices according to their feelings and likes.</p>
Consumer neuroscience	<p>Its meaning is focused on a branch of neuroscientific methods where consumer behavior is understood.</p> <p>Example: <i>Consumer neuroscience</i> identifies problems in merchandising.</p>
Consumer perception	<p>It is when marketers create an image of products and services taken from fillings, experiences, and sensations.</p> <p>Example: The <i>consumer perception</i> is relative and depends on your personality</p>
Content Marketing	<p>The target audience is captured by several strategies, in this case the content marketing is developed by the creation, publicity, and sharing of fresh, and relevant content.</p> <p>Example: The biggest secret to <i>content marketing</i> is promotion.</p>

<p>Conversion rate</p>	<p>During this stage, customers turn into active visitors to the website.</p> <p>Example: <i>Conversion rate</i> gives you a better view of a loyal customer.</p>
<p>Customer Loyalty</p>	<p>It is the action of marketing companies that reward customers through different strategies such as additional services or low prices.</p> <p>Example: <i>Customer loyalty</i> is when your brand satisfies all the needs and expectations.</p>
<p>D</p>	
<p>Decision-Making</p>	<p>When a customer needs to decide if the choice is right or wrong, companies also have the action or process of making decisions.</p> <p>Example: Most marketers use internet marketing web pages as part of their <i>decision-making</i> process.</p>
<p>Demand</p>	<p>Demand is when an explicit unit of time restricts the number of goods and services that consumers purchase at diverse prices.</p> <p>Example: The <i>demand</i> for clients grows at every moment.</p>
<p>Digital Brand</p>	<p>When internet branding applies several combinations of brand management to develop a variety in a brand of digital venues.</p> <p>Example: The <i>digital brand</i> performs well in the company</p>
<p>Discounts</p>	<p>It is understood that a discount is applied when a reduction from the common price of a merchandise or service.</p> <p>Example: Marathon sport offers a <i>discount</i> of 10% for Ecuadorian t-shirts.</p>

<p>Distributors</p>	<p>It refers to a person who usually handles merchandise from a central store and represents the selling department or can be understood as an agent who supplies personal property to stores and other businesses.</p> <p>Example: I have a meeting with some <i>distributors</i> from the capital city.</p>
<p>E</p>	
<p>Emotion analysis</p>	<p>Emotion analysis is the process of detecting and examining the fundamental feelings articulated in documented data.</p> <p>Example: <i>Emotions analysis</i> is a determinant at the moment of selling our product.</p>
<p>Emotional marketing</p>	<p>The cautious use of a convincing message motivates human reaction to form a deep link with the consumers on the way to reach optimum results.</p> <p>Example: <i>Emotional marketing</i> achieves an effective bond with the consumer.</p>
<p>Eye tracking</p>	<p>Represents the action of observation and persuasion in the consumer movement, the current market pretends to understand each step of the behavior of clients.</p> <p>Example: Market research shows that effective <i>eye tracking</i> follows the demand for small cars in 2023.</p>
<p>F</p>	
<p>Focus of attention</p>	<p>It is described as intensive consideration in the solutions of a target client in a delimited scope, where clarity is focused on the circumscription of products and services.</p> <p>Example: In the <i>focus of attention</i> the individual blocks mean the distractors of a single task.</p>

K	
Kinesthetic marketing	<p>The analysis of multi-sensory stimuli, perception, and aroma in the experience developed by the consumer.</p> <p>Example: <i>Kinesthetic marketing</i> is essential in neuromarketing</p>
L	
LEAD	<p>It represents the opportunities through marketing strategies that identify potential customers and interpret the nurture of the information content until they are ready to buy.</p> <p>Example: The <i>lead</i> embodies an unusual contact in the marketing field.</p>
M	
Market research	<p>It is the analysis of information about consumers' likes, needs, and purchases studying their preferences.</p> <p>Example: <i>Market research</i> shows that demand for sports cars will continue to grow.</p>
Market segmentation	<p>Customers are split into different groups based on characteristics such as age, needs, or education.</p> <p>Example: <i>Market segmentation</i> is the key to legal services</p>
Marketer	<p>A person immersed in the marketing business and lids companies in the current market to increase goods trades and encourage people to buy products.</p> <p>Example: She is a former <i>marketer</i> for a company.</p>
Marketing Automation	<p>It refers to the development of technology that represents a helping tool to help conditions in the current market and make shorter the time and distance.</p> <p>Example: The demographic data of <i>Marketing Automation</i> is an interesting and complex meaning</p>

<p>Marketing strategies</p>	<p>The element defines and frames the company’s main lines of communication and marketing to take advantage of market opportunities.</p> <p>Example: <i>Marketing strategies</i> improve sales in our company.</p>
<p>Merchandising</p>	<p>When a new product is developed through a Commercial technique, and after that, it is released into the current market.</p> <p>Example: The price in our catalog is the best for our <i>merchandising</i>.</p>
<p>N</p>	
<p>Neuromarketing</p>	<p>It is the subject of study that analyzes human behavior especially consumers’ brains in the reaction to advertising and marketing processes. In marketing words, it is understood that neuromarketing focuses its effort on the study of human brain decision-making processes.</p> <p>Example: <i>Neuromarketing</i> studies the decision process occurred in the client’s brain.</p>
<p>P</p>	
<p>Positioning</p>	<p>When the marketplace is in a rush, you need to use some elements that will increase the production of your company and it will stand in the best position in the marketing area.</p> <p>Example: Companies work hard in the construction of strategic <i>positioning</i>.</p>
<p>Product design</p>	<p>When you solve problems in a specific market, you need to start creating new products through innovative processes where creativity and motivation work together.</p> <p>Example: Market research is an essential part of good <i>product design</i>.</p>

<p>Purchase</p>	<p>It is the operation where a client is able to buy a product or acquire any kind of service with a payment in cash or an economical transaction.</p> <p>Example: As a customer, you want to experience the feeling of getting a great <i>purchase</i>.</p>
<p>Purchasing process</p>	<p>It is the procedure in which a client interacts with the seller and is able to bargain in order to have the best price in shopping for a product or service.</p> <p>Example: The <i>Purchasing process</i> is made up of five phases.</p>
<p>R</p>	
<p>Remarketing</p>	<p>When a visitor or client in our website the remarketing strategy is applied, it is the process where marketers analyze the customer profile and contact them through email, messages, or phone calls in order to keep in touch.</p> <p>Example: You can use different <i>remarketing</i> techniques in your business</p>
<p>S</p>	
<p>Social networks</p>	<p>Social networks in marketing areas have a specific trade, to increase communication with potential consumers through Internet media, the connection with the clients and the value of the products make the difference.</p> <p>Example: <i>Social networks</i> help businesses to grow constantly.</p>
<p>T</p>	
<p>Transactional values</p>	<p>When customs and their identity is in the field, new concepts or family, values, and future comes constantly in the marketing environment.</p> <p>Example: <i>Transactional values</i> are the determining of a client's identity.</p>

U	
<p>Unique selling proposition (USP)</p>	<p>In marketing words, “a unique selling proposition also called a unique selling point or unique value proposition on a business model canvas is the marketing strategy”. (Oplatka, 2007)</p> <p>Example: The <i>USP</i> is a great help in the marketing process also it increases sales by 10%.</p>
W	
<p>Web page</p>	<p>Web page A web page is an address where the combination of different elements such as video and audio make it attractive for regular consumers surfing the internet.</p> <p>Example: There are new <i>web pages</i> that help businesses.</p>
<p>Webinar</p>	<p>“Webinars are online presentations that provide leads and existing clients with valuable, exclusive knowledge about a business or its product or service”. (Pfennig, 2016)</p> <p>Example: Marketing <i>webinar</i> are necessary to keep in touch with alumni.</p>

Marketing English I presents a legitimate perception of a foreign language by providing a series of activities involving some receptive and productive skills, with English-based marketing terminology for specific purposes. This book makes use of language, vocabulary, reading, and writing exercises. In addition, it consists of three chapters with two lessons each. This work uses a proprietary English teaching methodology designed by the authors. The four English skills (listening, reading, speaking, and writing) are developed. A QR code is used to solve the listening exercises recorded by the author; it must be scanned using a phone application such as a QR scanner. There is also a link to listen to the recordings of each instruction. The time for each lesson depends on the teacher's lesson plan.

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