



The Role of Marketing

Warm-up

Brainstorm all associations and activities connecting with marketing. Then try to think about categories how to divide your ideas.

Definition of marketing

Watch the video and answer the questions. <https://www.youtube.com/watch?v=i1xz5Kv-7VY>

Which marketing activities do companies do?

What is the function of marketing?

What are the four elements of marketing?

What is the definition of marketing?

Groupwork

Fill in the ideas to the following topics. Use examples from everyday life. Present your ideas to your classmates.

Positive role of marketing customers	Positive role of marketing companies	Negative role of marketing



Summary

In pairs try to characterise marketing to this structure.

Topic:

2 positive adjectives:

3 positive activities:

1 positive sentence:

1 negative sentence:

3 negative activities:

2 negative adjectives:

Summary: