

3 Marketing and research – Part 1

Name: _____ Class: _____ Date: _____

Vocabulary 词汇

Write each word three times. 把每个单词抄写三遍。

English	中文	Write it 3 times (English)
Marketing	市场营销	_____
Market research	市场调研	_____
primary research	一手调研	_____
secondary research	二手调研	_____
marketing mix	营销组合	_____

Recall

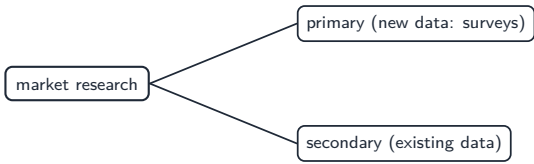
Marketing 市场营销 means understanding customers and meeting their needs in order to sell a product.

New ideas

Read these first, then do the Practice.

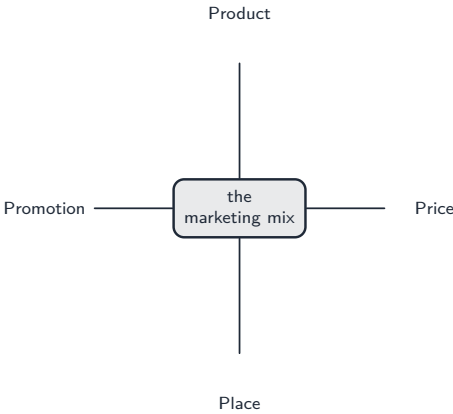
■ 1 Market research

Market research 市场调研 finds out what customers want:



- **primary research** 一手调研 collects new data (surveys, questionnaires);
- **secondary research** 二手调研 uses data that already exists.

■ 2 The marketing mix (4 Ps)



The **marketing mix** 营销组合 is the four Ps: **Product**, **Price**, **Place** (where it is sold) and **Promotion** (advertising).

Watch out: **primary** research collects *new* data (surveys, questionnaires); **secondary** research uses data that *already exists* — don't mix them up. The marketing mix is the **4 Ps**: Product, Price, Place, Promotion.

Practice

Try these in order.

3.1 What is *market research* for? [1]

3.2 What is the difference between primary and secondary research? [2]

3.3 Give one example of primary research. [1]

3.4 Name the four Ps of the marketing mix. [2]

3.5 Which “P” means advertising? [1]

3.6 Challenge. A new sports drink is being launched. Give one decision the business must make for **each** of the four Ps. [4]