**BE66: Marketing: Listening and Reading**

**A: Listening: 2.16** Richard Turner is the European Marketing Manager for a pharmaceutical company. Listen to the first part of the interview and answer these questions.

1 What is very important when you market to doctors? 3 What are 'rational' advantages?

**Quality time, face to face**  **Why they should use compared to other products**

2 How much time do marketing people usually have with doctors? 4 What are 'emotional' advantages?

**5 or 10 minutes How it will help the patients have easier lives**

**B: Listening: 2.17** Richard talks about 'the regulatory environment'. This is where the authorities have official powers to control the production and safety of drugs. Listen to the second part and complete this audio-script extract.

I think the biggest \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ for us is the regulatory environment. The laws that we need to follow are quite \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and quite rightly so. We in the pharmaceutical industry have the same interests as the doctor. We want to help \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ lead better lives.

We have to present the data in a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ and balanced way, not to overstate the advantages of our \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Because we're trying to develop \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ which are consistent across many different countries across Europe... it's often a challenge...

**C: Listening: 2.18** Listen to the third part and say if these statements are true (T) or false (F). Correct the false ones.

1 The key to good marketing is being able to speak directly to patients.

2 Marketing people are gaining from all the benefits of the Internet and new communication methods.

3 Companies are starting to look at using technology such as the iPad when presenting data to doctors.

**D: Listening: 2.19** Listen to the final part and put these stages in the correct order.

a) Peak sales b) Clinical trials c) Present data to the doctor d) Scientist comes up with an idea

E: What can you say about the different product Lifecycles of these things?

• pharmaceutical drugs • computer software • cars

• Rubik's cubes • skateboards • football shirts of a famous team

**Reading: A: Discuss** these questions in pairs.

1 Who do you think is the biggest manufacturer of sports goods in a) Europe, and b) China?

2 What do you know about Nike, Adidas and Li Ning?

**B:** Before you read, match these questions (1-6) to the answers (a-f).

a) 550

b) It is planning to focus on low prices.

c) Adidas

d) He is the Chief Executive of Adidas.

e) It comes from the President of the Beijing Olympics Committee.

f) Because it wants to become the market leader in China.

1 Why is Adidas expanding in China?

2 How many stores does Adidas have in China at the time of writing?

3 Who is Christophe Bezu?

4 How did Li Ning get its name?

5 What is Li Ning hoping to do?

6 Who is the market leader for sports goods in China?

**C: Read the article** below and correct all the answers (a-f) in Exercise B.

**D: Match** these words and phrases (1-7) to their definitions (a-g).

1 market position a) the combination of products that a company has to offer

2 upmarket b) a market filled so completely that no more products can be added

3 product mix c) expensive compared to other products of the same type

4 penetrate d) alter a product or service to change the way that people think about it

5 disposable income e) start selling goods or services in a new market

6 rebrand f) money that is available to spend after paying for essentials like taxes, food and housing

7 saturated g) the ranking of a company or brand against its competitors in terms of its sales

**E: Complete** these sentences with some of the words/phrases from Exercise D.

1 The Beatles were able to . . . . . . . . . . . . the U S market.

2 During the economic crisis, people had less . . . . . . . . . . . . .

3 Smaller banks are struggling to compete in an already . . . . . . . . . . . . market.

4 We are trying to lose our cheap image and move . . . . . . . . . . . . with more expensive products.

5 Coca-Cola decided to . . . . . . . . . . . . Diet Fanta in the UK, to fit in with the rest of Europe.