

Let's Talk Marketing

Introduction to Marketing & Brands



Welcome & Objectives

Welcome to: Introduction to Marketing

Today, you will:

- Learn key marketing and branding vocabulary
- Practise **present passive** and **present simple vs continuous**
- Talk about popular brands and marketing techniques
- Create simple slogans and brand concepts



Icebreaker – What's a Brand You Love?

- What's your favourite brand? Why?
- What products or services do they offer?
- What makes them stand out?



Vocabulary – Basic Marketing Terms

Define and discuss each word:

Word	Definition
brand	the identity and image of a company or product
advertisement (ad)	a message that promotes a product
target audience	the group of people the company wants to reach
product	an item or service a company sells
logo	a visual symbol that represents the brand
slogan	a short phrase that expresses a brand's message

Task: Choose 2 slogans you're familiar with and explain why you think they're catchy.

Speaking – What Makes a Good Brand?

Explain using the prompts from below:

- Clear message
- Unique logo
- Great customer service
- Strong online presence

Example:

“I think good branding makes people remember you and trust you.”

Grammar – Present Passive Voice

Understanding the grammar rule:

We use passive voice when the object is more important than the subject.

Structure: am/is/are + past participle

Example:

“The product is advertised online.”

“The logo is designed by professionals.”



Grammar Practice – Change to Passive

Have a go at changing the following sentences to passive form:

- Marketers promote the product on social media.
- The company creates new ads every week.
- Designers update the website.

Grammar – Present Simple vs Present Continuous

Understanding the contrast:

Present Simple	Present Continuous
General fact/habit	Action happening now
“The company sells shoes.”	“The company is launching a new line.”

Key signal words: always, usually, everyday vs now, at the moment, currently

Grammar Practice – Choose the Correct Form

Choose the correct form for the sentences below:

The team _____ (work/works/is working) on a new campaign.

We usually _____ (advertise/advertises/are advertising) on Instagram.

Right now, they _____ (launch/are launching) a new app.

Famous Brands Quiz

Guess the brand from the slogan:

Slogan	Brand
1. "Just Do It."	A. McDonald's
2. "I'm Lovin' It."	B. Nike
3. "Think Different."	C. Apple
4. "Because You're Worth It."	D. L'Oréal

Discussion:

- What do these slogans make you feel? Why?
- Which is most powerful? Why?

Speaking – Brand Comparison

Compare 2 brands in the same category (phones, clothes, food).

Prompts:

- Price
- Design
- Social media marketing
- Slogan
- Use both tenses.

Example:

- “Nike usually advertises with athletes. Adidas is launching new eco-products.”

Vocabulary – Where Do We See Ads?

Define and discuss the following vocabulary with your tutor:

- billboard
- online banner
- sponsored post
- TV commercial
- print ad
- flyer
- email marketing

Question: Which of these do you notice most? Why?

Activity – Create Your Own Slogan

Task: Invent a simple product (drink, app, shoes, etc.)
Then, think of a catchy slogan (max 6 words)

Examples:

- “Freshness You Can Feel”
- “Fast. Simple. Yours.”
- “Be Bold, Wear Bright”



Activity – Logo Interpretation

Have a look at the image below:

- What message do you think this logo sends? Why?
- Is it simple, powerful, or confusing? Why?

Reading – The Power of Colour in Branding

Take turns in reading the following passage with your tutor:

“Colours influence how we feel about a brand. Red suggests excitement. Blue shows trust. Green is linked to health and nature.”

Discussion Questions:

- What colours do you associate with your favourite brand?
- Would you ever choose or avoid a brand because of colour? Why or why not?



Vocabulary – Emotional Marketing

Discuss and define the following vocabulary:

- trust
- curiosity
- excitement
- nostalgia
- fear of missing out (FOMO)

Questions:

Which emotions do brands try to use?

How do they influence us?

Grammar Practice – Passive Voice in Ads

Take a look at the sentence parts below:

Part A	Part B
The product is	launched every June.
The slogan is	written by the creative team.
The advertisement is	shown on YouTube.

Task: Using the passive voice, create 3 sentences of your own

Error Correction

Have a go at correcting the grammar mistakes:

- “The brand advertise on TV.”
- “The product is make in China.”
- “We are usually posting ads every days.”



Launching a New Product

Task:

Imagine you are launching a new product. It can be an app, gadget, item of clothing, food item, anything you invent.

Include in Your Pitch:

- **What the product does:** *(What is it for? How does it work?)*
- **Target audience:** *(Who is it for? Children, teenagers, busy parents, students...)*
- **Where it is advertised:** *(Instagram, YouTube, posters, TV, schools, etc.)*
- **Your product slogan:** *(A short, catchy phrase that sells your product)*

Example:

“My product is a fitness app for teenagers. It gives daily workouts; tracks progress and sends fun reminders. It’s mostly advertised on Instagram and TikTok.

Slogan: ‘*Stay Strong, Stay Smart.*’”