

CONTENT

Foreword	3
Part 1	4
1. Unit 1. Introduction to marketing and advertising.....	4
2. Unit 2. Finding the customer.....	8
3. Unit 3. Planning a marketing strategy.....	15
4. Unit 4. Creating ads.....	22
5. Unit 5. Marketing tools.....	30
6. Unit 6. Presenting your public face.....	35
7. Unit 7. Marketing through trade fairs.....	40
Audio Scripts	45
Part 2	52
8. Unit 8. What is Marketing.....	52
9. Unit 9. Marketing strategies.....	55
10. Unit 10. Market.....	58
11. Unit 11. Products.....	64
Mini Dictionary.....	82
References.....	122

