

Student Focus *Marketing*

An enterprise workbook
on market position and marketing

EFL B1 (intermediate) and above

PREVIEW

*Remember there are six sections in the full version.
Here we are only showing section two as an example.*

Each unit is a unique set up.

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Brighter ELT



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Introduction

This workbook was written to fulfill a gap in the Business English market.

It is aimed at learners of English as a foreign or second language (ESL) and their teachers or trainers. The market for Business English resources is over subscribed with publishers all offering their own versions of what should be taught in this setting.

So why have Buckingham English produced yet another Business English resource?

Because until now none of these publications actually analysed the learners market and their position within it, none of them offer the learner a chance to state their particular position within their particular market. This workbook addresses that need and can be used with virtually any other ESL publication or it can be used as the main focus of the lesson.

Whether you, as a teacher/trainer, have a business background yourself or not is irrelevant because *SF Marketing* will lead the discussion and analysis.

It is not complete role reversal as you (the teacher/trainer) will still be needed to guide the learner with the correct pronunciation, grammatical use, probing etc. You're both on a learning journey and this is one of the aims of this publication. To enable you both to learn from each other, after all one of the greatest aspects of being an ESL teacher or trainer is the fact that you are always learning about different segments of the markets you work in. Teaching at a FMCG (Fast Moving Consumer Goods) producer you will learn a little about that industry, teaching at a bank you will learn a little about that industry and so on. This is important because all this helps you to continuously learn while teaching.

As a teacher/trainer it is tempting to think that we have all the answers, this publication will help you to recognise that you don't and neither do learners. It's OK not to know things, what you need to know to support each other will emerge from the pages of this workbook as you progress.

Student Focus is a series of workbooks that on completion will provide answers to some of the most fundamental questions relating to your learners market and their position within it. It will help you conceptualise their market and understand some of the problems and issues they face in their enterprise.

The answers, alas, are not provided as each learner and each organisation will have their own unique set of problems that require their own unique solutions. But at least you will recognise and be able to approach these issues with a little more clarity and understanding.

Structure

There are six colour coded sections to this workbook. Each section contains a variety of questions. These are then divided into five sub-categories.

For example section one (Basics) has six questions (1.1, 1.2, 1.3, 1.4, 1.5 and 1.6). They are followed by five sub-questions (1.1.1, 1.1.2, 1.1.3, 1.1.4 and 1.1.5). This allows for much greater understanding and also adds a bit of fun to the section. The main question always appears in a colour coded bubble on the page to remind both the learner and the teacher of the main context of the unit.

Each unit begins with the full contents with that part of the unit in black and white and the rest in the coded colour of the unit. This helps guide you as you progress.

The pages are full of different shapes, patterns and colours which your learners are encouraged to write over and make notes on. They add an element of relief to what could easily be a very dry subject area. It also encourages your learners to fill the pages. Blank pages are quite scary and this is why each page is carefully filled with shapes and colour to help engage your learner.

Why not experiment with the writing styles; bullet points, short sentences, semantic maps or if you really want to get creative you could draw your answers. The only limits to the use of this workbook are your imaginations.

The final section, part six, concludes with space to develop an analysis and reflect on the answers provided and help develop a strategy for future actions.

For the learner and teacher these questions are a wonderful way to think much deeper about your learner's position in their market, possible opportunities, weaknesses and areas for improvement as well as their competitors.

For best results return to *SF Marketing* regularly and update the answers. By making this a regular activity you implement a much deeper tool for analysis and you have a record of where your learners are and where your learners are likely heading.

Encourage your learners to take time and reflect on their answers often and refer back to them frequently.

The same is true for teachers, on page 127 you will find a Continuous Professional Development Sheet for you to use with each class. This will help your institution to spread best practice and you to plan better.

Use it in each lesson and reflect on it often for best results.

SF Marketing Part 2 - Value

2.1 Where should you focus amidst this complexity?

Where would you like to focus?

Why?

p38

2.2 What is your competitive advantage?

How closely do your competitors match this definition?

p44

2.3 Which markets, brands, products & customers should you prioritize in order to maximize value creation?

What is this answer based upon?

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Where would you like to focus? Why?

Should focus:



Would like to focus:

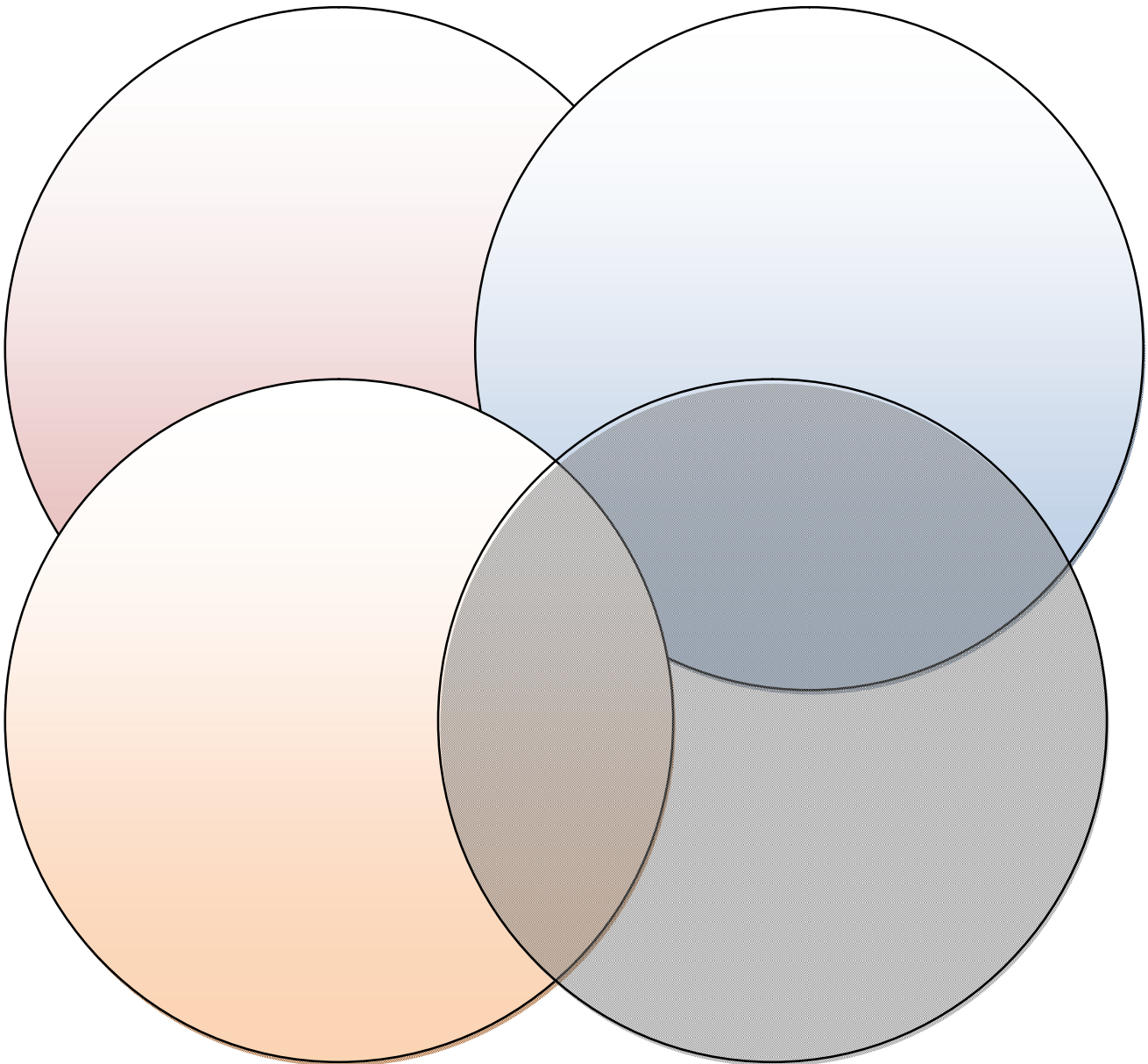


Because:



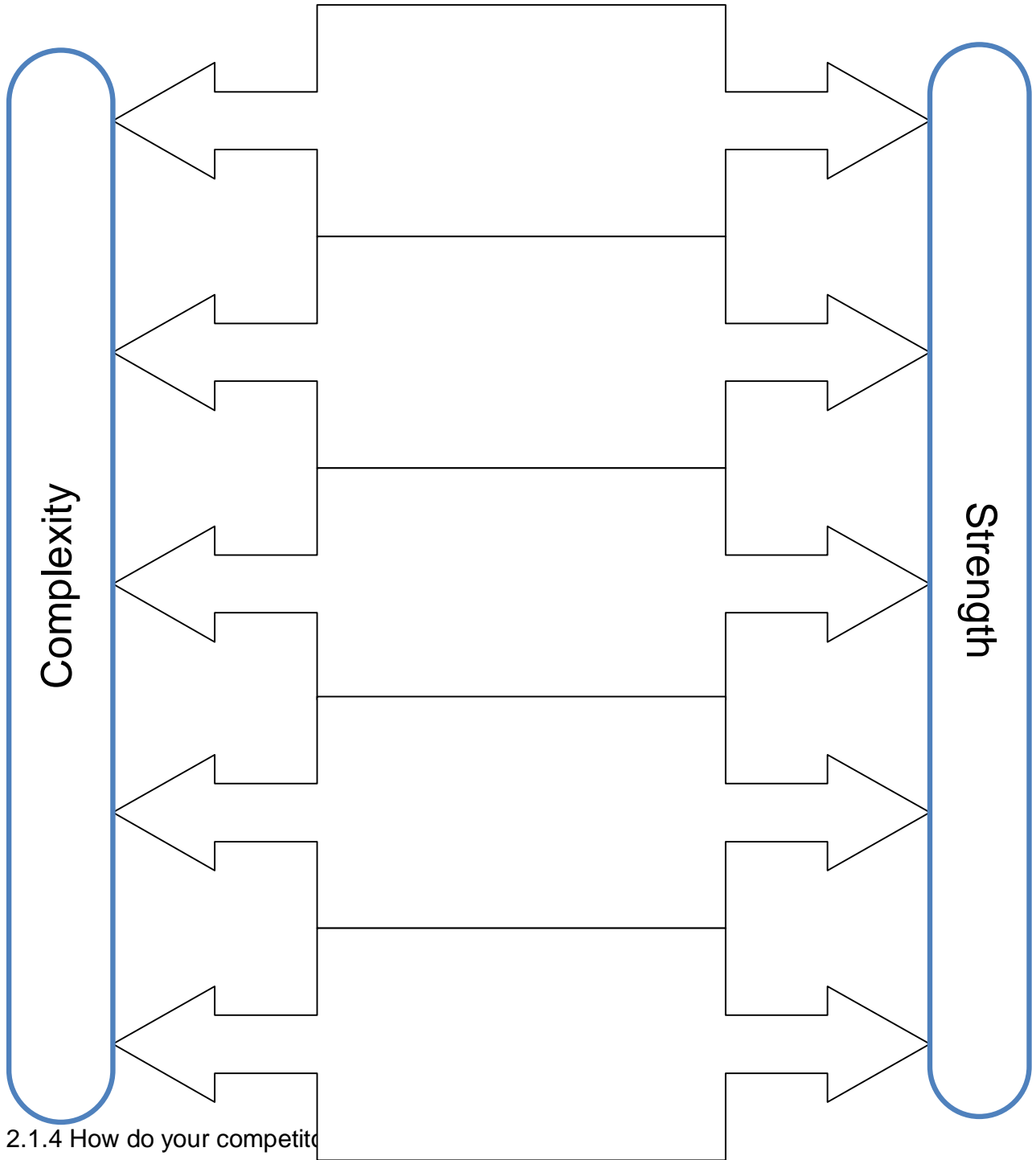
2.1.2 List the reasons your market (s) is (are) so complex:

2.1 Where should you focus amidst the complexity of your market?
Where would you like to focus? Why?

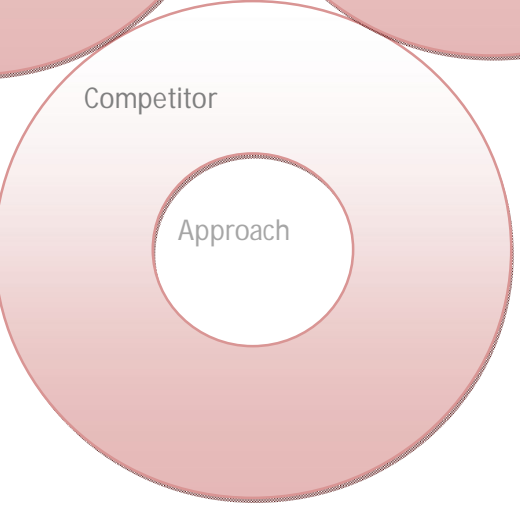
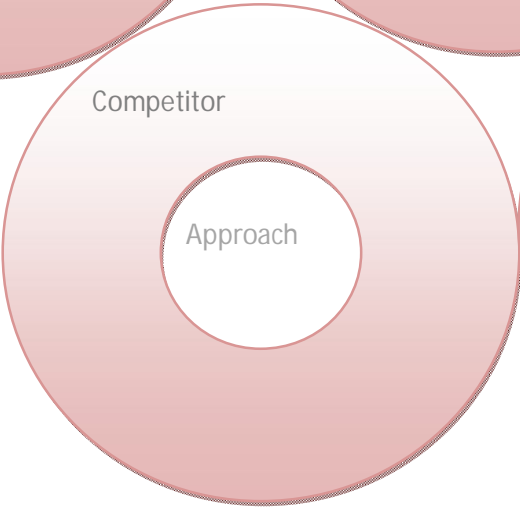
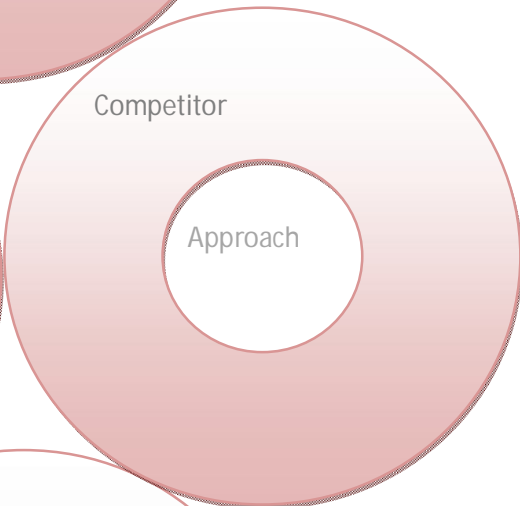
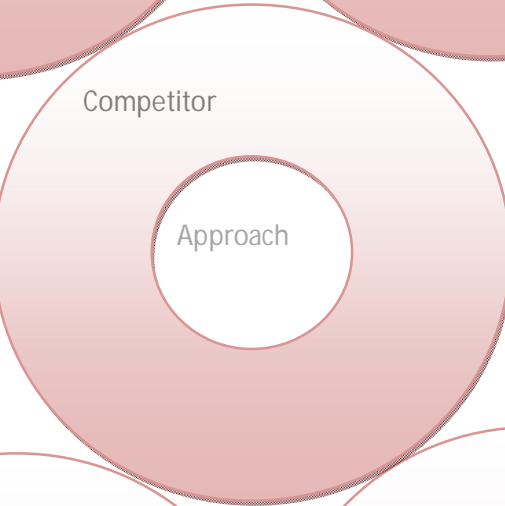
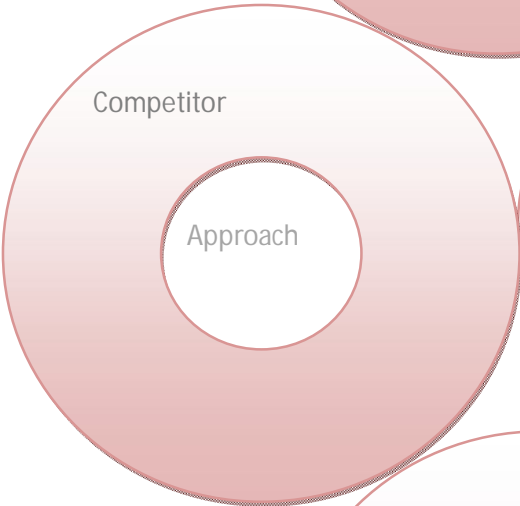
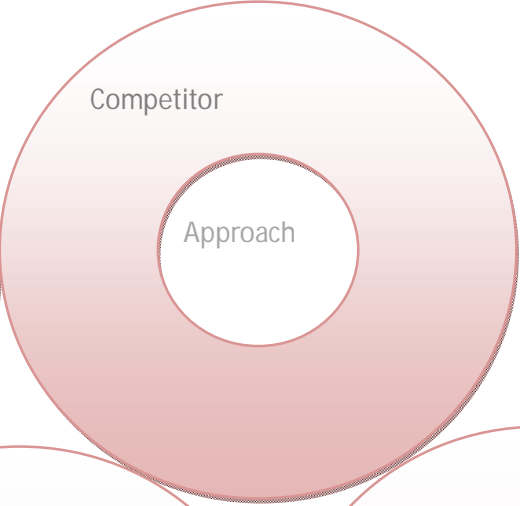
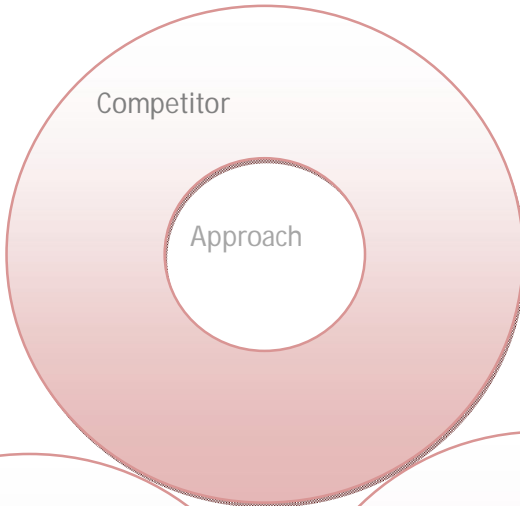


2.1.3 How do you make these complexities your strengths?

2.1 Where should you focus amidst the complexity of your market?
Where would you like to focus? Why?



2.1 Where should you focus amidst the complexity of your market?
Where would you like to focus? Why?



2.1.5 Are there any common themes are emerging in 2.1.2, 2.1.3 and 2.1.4?

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Where would you like to focus? Why?

