

***Institut de Formation à Distance***

**ONLINE ENGLISH COURSES    ESP   ECOMA**

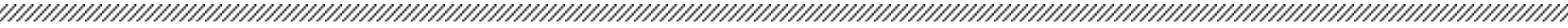
**LICENCE 2**

# Presentation of trainers

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- **Presenter**  
Alioune Ndiaye
- **Course designer**  
Alioune Ndiaye





# ● CHAPTER 6

## MARKET RESEARCH



# Description of the course

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- The English course aims at preparing students to professional life through acquisition of knowledge and skills that allow them to communicate
- For that purpose, the course is based on providing students with skills which allow them to use ESP (**English for Specific Purposes**).



# Prerequisites and objectives

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- **Prerequisites**

Students should have completed L1 English course

- **Objectives**

This course aims at providing students with the necessary skills to express themselves in English, through conversations, opinions and business letters, ESP courses will allow students to understand and use the appropriate lexical items and expressions related to their fields of study.



# Specific objectives

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## Specific Objectives:

By the end of this course students should be able to know about market research and the lexis related to it.



# INTRODUCTION

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Market Research is the process of gathering, analyzing and interpreting information about a market, about a product or service to be offered for sale in that market, and about the past, present and potential customers for the product or service; research into the characteristics, spending habits, location and needs of your business's target market, the industry as a whole, and the particular competitors you face.



# DIFFERENCE BETWEEN MACRO AND MICRO IN MARKET RESEARCH

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Micro marketing VS macro marketing encompasses what businesses consider as marketing in popular sense and how a business society makes its decision on an aggregate basis. Marketing, in general, is a crucial element for all businesses and industries. By definition, micro and macro are economic environments within which marketing takes place. The two are great techniques that help a business find out what people want and creating ideas, services and products that match those needs. Although a broad difference exists between micro marketing and macro marketing, the two are essential marketing theories used to develop an effective and successful marketing strategy





# THE MICRO ASPECT OF MARKET RESEARCH

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The micro one is like a microscope based on the lower side targeting clients, customers ,competitors, suppliers, employees and shareholders.

Micro marketing is a strategy used to target a small segment of consumers with specific needs for products in the market. In micro marketing, all advertising efforts are strongly focused on a small group of highly targeted consumers.



# THE MACRO ASPECT OF MARKET RESEARCH

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- Furthermore the macro aspect emphasis on the political, economical, social technological, environmental, and legal context. Macro marketing is always large in scope. This means that it put more focus on aspects that goes beyond the scales of micro marketing. Macro marketing is a mechanism that addresses issues at the nexus of the market and society. Marketers generally view it as a mechanism that helps them study the opportunities and the shortcomings of marketing.



# CONCLUSION

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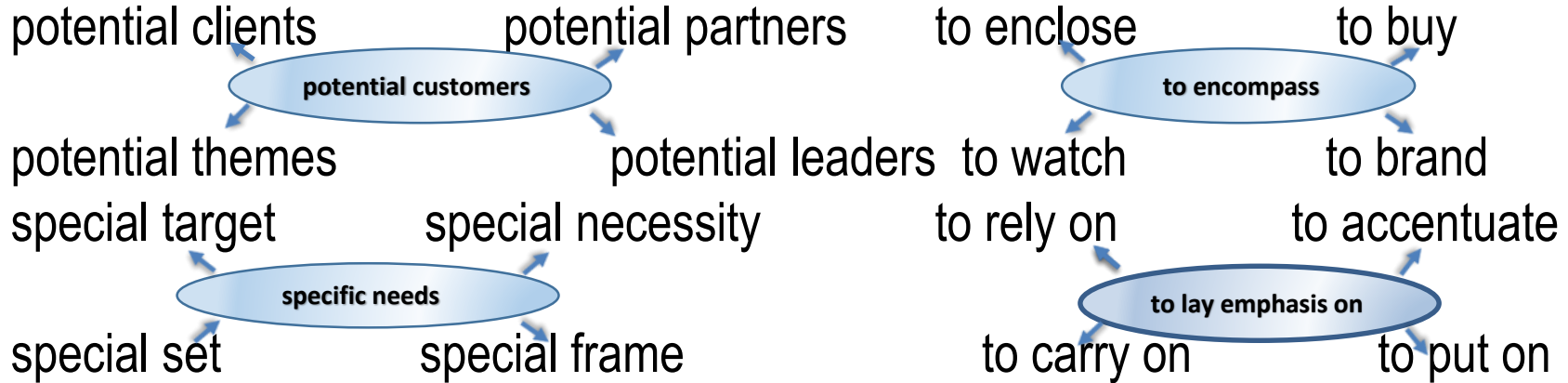
- It is important to know that these two aspects are important because they play a crucial role of helping businesses to create an effective marketing strategy. Successful marketing campaigns can take your business to a whole new level, helping you generate significant profits than your business did before. After understanding the micro marketing VS macro marketing concept, it is easy to know what your business can focus on best.



# PRACTICE ACTIVITIES

## Activity one :

**Cross out the words which does not normally go with the key word.**



# PRACTICE ACTIVITIES

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- **Activity two: (Group work) You want to conduct a market research to launch a product. Answer the following questions:**

1. Which type of product do you want to launch in the market?
2. Who are your potential customers?
3. In which geographical area you will sell your product?

