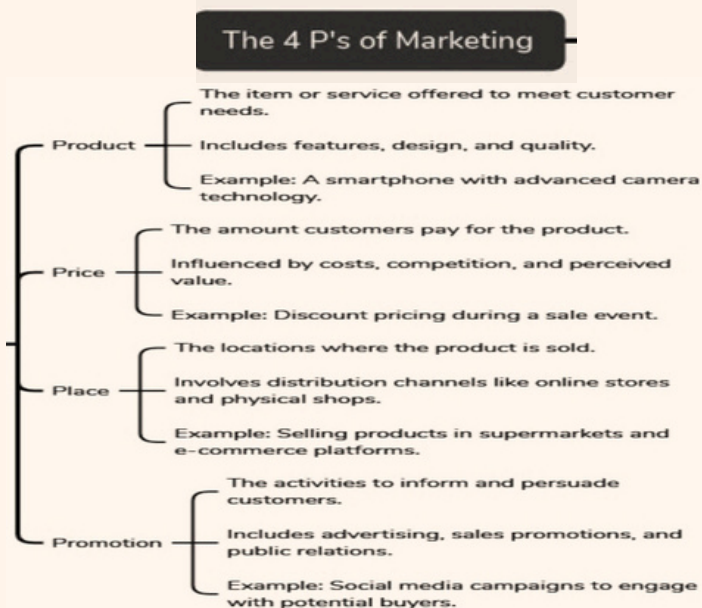


FROM THE BCP TO THE BTS

TOPIC N°1: "MARKETING"

1. Comment upon this diagram



2. Scan the QR code, read the text and answer the following questions



1. What are the three main reasons for Nike's success according to the article?
2. Since when has Nike been using the slogan "Just Do It"?
3. What role did Michael Jordan play in Nike's marketing history?
4. How does Nike make use of sports sponsorships?
5. In which international market has Nike made significant investments to increase revenue?

3. Scan the QR code, listen to the document and put the words in order in the sentences so as to sum up the document.

1. called / mix / is / The / the / 4 Ps / marketing
→ _____
2. are / product / price / four / place / The / promotion / and / Ps
→ _____
3. offering / you / are / What / is / the / product
→ _____
4. value / price / customer / with / balance / must / The
→ _____
5. is / where / place / your / product / customers / get / The
→ _____
6. promotion / your / about / is / product / telling / people / The / about
→ _____
7. together / work / These / elements / success / for / business
→ _____
8. framework / a / is / mix / timeless / The / marketing
→ _____

4. Read the document about the scenario by scanning this QR code



With this scenario in mind, imagine that you work in this company and that you are discussing the marketing strategy with your boss. Scan this new QR code and start discussing with him/ her about this.