

**marketing**[ˈmɑːkɪtɪŋ] *n*

- 1) торговля, продажа; сбыт, маркетинг  
system of marketing - система маркетинга
- 2) предмет торговли

**marketing**

Oxford Advanced Learners Dictionary 8th Ed.

**mar·ket·ing** [marketing marketings] *BrE* [ˈmɑːkɪtɪŋ] *NAmE* [ˈmɑːrkɪtɪŋ]**noun uncountable**

the activity of presenting, advertising and selling a company's products in the best possible way

- a marketing campaign
- She works in **sales and marketing** .
- Persuasion is one of the most valuable skills in marketing.

**see also** ↑direct marketingDerived Word ↑marketerCollocations:**Business***Running a business*

**buy/acquire/own/sell** a company/firm/franchise  
**set up/establish/ start/start up/launch** a business/company  
**run/operate** a business/company/franchise  
**head/run** a firm/department/team  
**make/secure/win/block** a deal  
**expand /grow/build** the business  
**boost/increase** investment/spending/sales/turnover/earnings/exports/trade  
**increase/expand** production/output/sales  
**boost/maximize** production/productivity/efficiency/income/revenue/profit/profitability  
**achieve /maintain /sustain** growth/profitability  
**cut/reduce/bring down/lower /slash** costs/prices  
**announce /impose/make** cuts/cutbacks

*Sales and marketing*

**break into/enter/capture/dominate** the market  
**gain/grab/take/win/boost/lose** market share  
**find/build/create** a market for sth  
**start/launch** an advertising/a marketing campaign  
**develop /launch/promote** a product/website  
**create /generate** demand for your product  
**attract/get/retain /help** customers/clients  
**drive/generate /boost/increase** demand/sales  
**beat/keep ahead of/out-think/outperform** the competition  
**meet/reach/exceed /miss** sales targets

*Finance*

**draw up/set/present/agree /approve** a budget  
**keep to/balance /cut/reduce/slash** the budget  
**be/come in below/under/over/within** budget  
**generate** income/revenue/profit/funds/business  
**fund/finance** a campaign/a venture/an expansion/spending/a deficit  
**provide/raise/allocate** capital/funds  
**attract/encourage** investment/investors  
**recover/recoup** costs/losses/an investment  
**get/obtain/offer sb/grant sb** credit/a loan  
**apply for/raise/secure/arrange /provide** finance

*Failure*

**lose** business/trade/customers/sales/revenue  
**accumulate /accrue/incur/run up** debts  
**suffer/sustain** enormous/heavy/serious losses  
**face** cuts/a deficit/redundancy/bankruptcy  
**file for/ (NAmE) enter/avoid/escape** bankruptcy  
**(BrE) go into** administration/liquidation  
**liquidate /wind up** a company  
**survive/weather** a recession/downturn  
**propose/seek/block/oppose** a merger  
**launch/make /accept/defeat** a takeover bid

Example Bank:

- Everyone will tell you their product is best but this is just marketing hype.
- She works in marketing.
- The company has done some effective marketing of the new model.

- The film was a flop, despite a big marketing blitz.
- We could get more sales through better marketing.
- We don't have a huge marketing budget and rely on word-of-mouth
- He works in sales and marketing.

**marketing** Longman DOCE 5th Ed. (En-En)

**marketing** S3 W3 /'mɑ:kətɪŋ,mɑ:kɪtɪŋ'mɑ:r-BrE<sup>Ⓜ</sup> AmE<sup>Ⓜ</sup> noun [uncountable]

[Word Family: noun: ↑market, ↑marketing, marketeer., marketer; verb: ↑market; adjective: ↑marketable]

the activity of deciding how to advertise a product, what price to charge for it etc, or the type of job in which you do this:

- a clever marketing ploy
- Company sales improved dramatically following a \$2 million marketing campaign.
- a career in sales and marketing
- Cushman is director of marketing for a chain of Italian restaurants.
- the UK marketing manager

**marketing** Freakuency Pack

12500 **2384**<sup>MCW</sup>  
 15000 **358**<sup>COCA</sup>  
 RANGE: **1k** MARKET 136200  
 market 90698  
 marketed 1697  
 marketing 17161  
 markets 24071  
 nonmarket 48  
 marketable 707  
 marketer 455  
 marketers 1242  
 marketeer 38  
 marketeers 83  
 COCA 500k Unlemmatized  
 9005 **2676**<sup>15950</sup> nn1  
 1105 **18756**<sup>1205</sup> vvg  
 5 **354986**<sup>6</sup> nnu