

Marketing





课堂外

1. 蓝墨云班课



2. 喜马拉雅APP



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Approaching Workplace



Task 1

Work in pairs. Talk about what the following products are.

**electric
unicycle**



toaster



**bicycle
lamp**



**motorcycle
car**

Back



Task 2

Now discuss the questions below and then report to your class.

1. What are the above products used for?

Electric unicycle is the smallest, greenest, most convenient “People Mover”. It is compact and fun to ride.

A bicycle lamp is for lighting the roadway, and it is very helpful to the rider who rides at night.

A toaster is designed to toast different types of delicious bread.

A motorcycle car is a kind of fashionable car to ride.



Task 2

2. What price can you guess? Do you think it's reasonable or too high for you?

Electric unicycle: about ¥3000

Bicycle lamp: about ¥100

Toaster (多士烤机): about ¥500

Motorcycle car: about ¥80,000

3. Where can you buy these products?

Electric unicycle: sports shops, motorcycle shops

Bicycle lamp: bicycle shops, sports shops

Toaster: supermarkets, houseware shops, electric appliance shops

Motorcycle car: motorcycle shops



Task 2

4. What does the picture in the center tell us?

If the price of a product is too high, there are fewer people to buy it. If the price is too low, there are too many people to buy it.

5. How does a manufacturer communicate a new product to consumers?

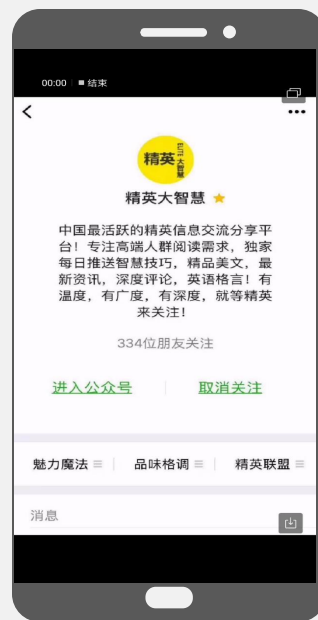
They inform consumers by advertising.

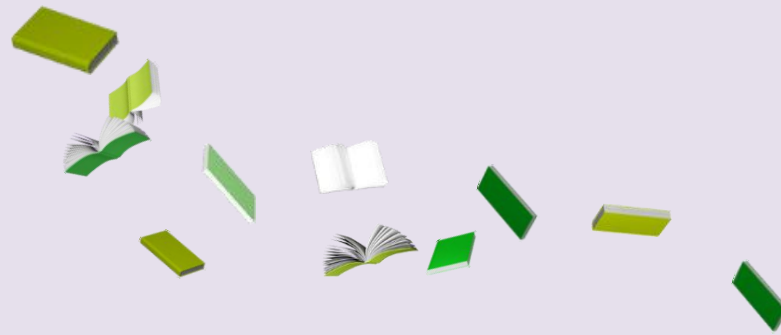


课后拓展，翻转课堂

1. 教师个人公众号：阅读案例

2. 蓝墨云班课：为下节作预习





Thank You!