

## Text exploration lecture2\_follow\_up

1. To master/To excel (يتقن)
  - o Definition: To master or to excel at something means to become highly skilled or proficient in it.
  - o Examples in marketing:
    1. To master social media advertising, one must continuously study trends and platform updates.
    2. She excels at digital marketing by consistently achieving high engagement rates in her campaigns.
2. How to distinguish:
  - o Definition: To identify the differences between two or more things.
  - o Examples in marketing:
    1. It's important to distinguish between target market and potential market to allocate resources effectively.
    2. A good marketer knows how to distinguish a passing trend from a long-term shift in consumer behaviour.
3. In the context/setting (السياق)
  - o Definition: The environment or situation that is relevant to the events or facts.
  - o Examples in marketing:
    1. In the context of global marketing, understanding cultural differences is crucial.
    2. The effectiveness of an advertising campaign can greatly depend on the social setting it is introduced in.
4. Guided (موجهة) / To guide (يوجه)
  - o Definition: Directed, led, or given advice on a course of action.
  - o Examples in marketing:
    1. The marketing strategy was guided by extensive consumer research.
    2. Our mentor will guide us through the process of developing a new product launch plan.
5. To stress on (يؤكد على)
  - o Definition: To emphasise or highlight the importance of something.
  - o Examples in marketing:
    1. It's vital to stress on customer satisfaction in our service descriptions.
    2. The presentation stressed on the need for a more aggressive advertising agenda.

6. To embark (يشرع في)
  - o Definition: To start or begin a venture.
  - o Examples in marketing:
    1. We are ready to embark on a journey towards transforming our branding strategy.
    2. The company embarked on its first international marketing campaign this year.
7. Main (أساسي)
  - o Definition: Most important or central to something.
  - o Examples in marketing:
    1. The main objective of our campaign is to increase brand awareness.
    2. Understanding customer needs is the main focus of our marketing efforts.
8. To enhance (يقوي / يدعم / يعزز)
  - o Definition: To improve the quality, value, or extent of something.
  - o Examples in marketing:
    1. Using analytics tools can significantly enhance our marketing strategies.
    2. Regular training programs are intended to enhance team performance.
9. I will take this matter/issue into consideration (سأأخذ هذا الأمر/المسألة في الاعتبار)
  - o Definition: To think about a matter or issue carefully, especially before making a decision.
  - o Examples in marketing:
    1. Your feedback is valuable, and I will take your suggestions into consideration for our next campaign.
    2. We will take the budget constraints into consideration when planning the marketing activities.
10. Foundation (أساس)
  - Definition: The basis or groundwork of anything, whether for a physical structure or an idea.
  - Examples in marketing:
    1. Solid market research provides a strong foundation for a successful marketing plan.
    2. The foundation of effective marketing is understanding your audience.
11. Offering a comprehensive exploration (يقدم استكشاف شامل)

- o Definition: Providing a thorough examination or analysis of a subject.
- o Examples in marketing:
  1. The report offers a comprehensive exploration of emerging markets.
  2. Our workshop will offer a comprehensive exploration of digital marketing trends.
- 12. Foundational (أساسي)
  - o Definition: Relating to the base or foundation of something.
  - o Examples in marketing:
    1. Foundational marketing principles are vital for anyone entering the field.
    2. Understanding consumer behaviour is foundational to marketing strategy development.
- 13. Offering / To offer (يقدم / يعرض)
  - o Definition: Presenting something for acceptance.
  - o Examples in marketing:
    1. Our new product offering caters to the needs of environmentally conscious consumers.
    2. We offer tailored marketing solutions to small businesses.
- 14. To supply (يورد)
  - o Definition: To provide goods or services.
  - o Examples in marketing:
    1. Our company supplies high-quality digital marketing services.
    2. The vendor supplied us with the necessary data to complete our market analysis.
- 15. They use the terms customers and consumers interchangeably (يستخدمون مصطلحي العملاء والمستهلكين بالتبادل)
  - o Definition: Using the words 'customers' and 'consumers' as if they have the same meaning, even though there could be differences.
  - o Examples in marketing:
    1. In our discussions, we often use the terms customers and consumers interchangeably, though we should differentiate between someone who buys a product and the person who uses it.
    2. The research paper uses the terms customers and consumers interchangeably without acknowledging the nuances in their meanings.

As we embark on this journey together, I encourage you to actively engage with the material, ask questions, and participate in discussions. By leveraging the resources at

our disposal and embracing a collaborative learning environment, we can unlock the doors to marketing mastery and pave the way for future success.

ينما نبدأ في هذه الرحلة معاً، أشجعكم على التفاعل بنشاط مع المواد، وطرح الأسئلة، والمشاركة في المناقشات. من خلال الاستفادة من الموارد المتاحة لدينا واعتماد بيئة تعلم تعاونية، يمكننا فتح أبواب الإتقان في التسويق ووضع الأسس للنجاح في المستقبل

em·brace verb

BrE /ɪmˈbreɪs/ ; NAmE /ɪmˈbreɪs/

(formal)

1 [intransitive, transitive] to put your arms around somebody as a sign of love or friendship

**SYNONYM hug**

They embraced and promised to keep in touch.

embrace somebody She embraced her son warmly.

2 [transitive] embrace something to accept an idea, a proposal, a set of beliefs, etc., especially when it is done with enthusiasm to embrace democracy/feminism/Islam

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Let's embark on this enriching journey together, as we unravel(untie) the complexities of marketing and strive for excellence in our understanding and application of its principles.

لنبدأ هذه الرحلة المثريّة معاً، بينما نفكك تعقيدات التسويق ونسعى للتميّز في فهمنا وتطبيقنا لمبادئه.

- **Downstream:** In marketing, "downstream" refers to activities or processes that occur later in the supply chain, usually closer to the end consumer. This involves the sale and distribution of the finished product. For example, activities by retailers to sell a product to consumers are considered downstream.
- **Upstream:** Conversely, "upstream" is used to describe activities or processes that occur earlier in the supply chain. These typically involve the sourcing of raw materials and their initial processing. It is about the steps taken before the product reaches its final form, such as the mining of metals or the cultivation of crops.
- **Supply Chain:** This term encompasses the entire process of making and selling commercial goods. It includes everything from the initial sourcing of raw materials (upstream) to the manufacturing of products, and their eventual distribution and sale to consumers (downstream).
- **Raw Materials:** These are the basic, unprocessed materials required to manufacture goods. Raw materials are what a manufacturer starts with before any processing or manufacturing is done.

- **Finished Goods:** These are the end products that result from the manufacturing process and are ready to be sold to the consumer. Finished goods have gone through all stages of production and are the antithesis of raw materials.
- **Consolidate:** In a business context, to consolidate means to combine assets, liabilities, and other financial items of two or more entities into one. In supply chain terms, it could also mean to combine shipments to achieve lower transportation costs or streamline operations.
- **To Acquire Specific Terms/Technical Terms Related to Your Discipline:** Acquiring specific or technical terms related to one's discipline means learning and understanding the specialized vocabulary and jargon that are unique to a particular field of study or industry. This is critical for effective communication within the field.

### **In Arabic:**

1. **Downstream النشاط الهابط:** أو المصب يشير إلى الأنشطة أو العمليات التي تحدث لاحقاً في سلسلة التوريد، وعادة ما تكون أقرب إلى المستهلك النهائي. يشمل ذلك بيع وتوزيع المنتج النهائي كعملية تسويقية.
  2. **Upstream النشاط الصاعد:** أو المنبع يستخدم لوصف الأنشطة أو العمليات التي تحدث في وقت مبكر من سلسلة التوريد. وهذا يشمل عادةً توريد المواد الخام ومعالجتها الأولية.
  3. **Supply Chain سلسلة التوريد:** هذا المصطلح يغطي العملية بأكملها لتصنيع وبيع السلع التجارية. يتضمن كل شيء بدءاً من توريد المواد الخام (الصاعد) إلى تصنيع المنتجات وتسويقها (توزيعها وبيعها) في نهاية المطاف للمستهلكين (الهابط).
  4. **Raw Materials المواد الخام:** هي المواد الأساسية غير المعالجة المطلوبة لتصنيع السلع. المواد الخام هي ما يبدأ به المصنع قبل أي عملية تصنيع أو معالجة.
  5. **Finished Goods السلع الجاهزة/النهائية:** هذه هي المنتجات النهائية التي تنتج بعد آخر عملية انتاج بما فيها عملية التغليف اذا كان ذلك لازماً أو عملية التخزين وتكون جاهزة للبيع للمستهلك .
  6. **Consolidate دمج:** في سياق الأعمال عموماً بما فيها التسويق وسلاسل التوريد ، يعني الدمج الجمع بين الأصول، والخصوم، والبنود المالية الأخرى لكيانين أو أكثر في واحد. في مصطلحات سلسلة التوريد والتسويق ، يمكن أن يعني أيضاً دمج الشحنات لتحقيق انخفاض في تكاليف النقل أو تبسيط العمليات.
  7. **To Acquire Specific Terms/Technical Terms Related to Your Discipline**
- اكتساب مصطلحات محددة/مصطلحات فنية متعلقة بتخصصك: اكتساب مصطلحات محددة أو فنية متعلقة بتخصصك يعني تعلم وفهم اللغة المتخصصة والجارجون الفريد لمجال دراسة أو صناعة معينة. هذا ضروري للتواصل الفعال داخل المجال.