



Negotiating Campaign Budgets and Schedules

Resolving Ad Budget and Deadline Disputes





Lesson 2: Negotiating Campaign Budgets and Schedules

Resolving Ad Budget and Deadline Disputes

Language Point

Managing change and finding acceptable solutions

- Ask for more flexibility with budgets or ____:
Could we possibly extend ____ or adjust ____?
- Suggest a balanced solution ____ budget:
If we can reduce ____ slightly, we'll stay ____.





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Resolving Ad Budget and Deadline Disputes

Read the dialogue between two marketing managers at an electronics company. They are discussing campaign plans for a new product launch. They need to negotiate budgets and schedules.

Key Terms

- *We're hitting ... (___ limit.)*
- *Can we update ... (___)?*
- *Let's (___ find a (___).*

A (Marketing Director): ___ (___ limit) on our campaign proposal.

B (Regional Manager): Got it. We might get ___ if we ___.

A: You're probably right. I don't think ... ___.

B: Agreed. ... ___ advertising.

A: That'll be more ... ___ and cut less ...

B: Okay, I'll remove

A: Great. ___ ... the plan?

B: Will do. I'll also check ___.





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Discussion Problems 1 & 2

SITUATION 1: You lead the marketing team at a popular Japanese clothing brand. The company is launching ... Negotiate ... with your media agency. You need to: ① Keep the ... budget at ... ② request more ... ③ Make sure online marketing starts ...

SITUATION 2: You manage a ___ campaign to promote tourism in Southeast Asia. You are working with an ad agency and ... You need to: ① Extend the ... deadline ..s. ② Reduce ... costs ③ Place promotions ... ④ Stay within your ... budget ... of ¥...

Key Terms

- *We're hitting ... (___ limit.)*
- *Can we update ... (___)?*
- *Let's (___ find a (___).*





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Extended Discussion Problem

Tourism Promotion Partnership: You are the marketing director of a tourism board in Southeast Asia. You will negotiate with ...agency to promote ...

- You need to:
- ① Set up a ...campaign that ... (critical)
 - ② Make sure campaign ... (critical)
 - ③ Include ... marketing without increasing ... (negotiable)
 - ④ Ask for a free ... to measure ... (negotiable)

Negotiate the campaign plans with the ... agency

Total Available Budget: \$/ ¥

Key Terms

- *We're hitting ... (___ limit.)*
- *Can we update ... (___)?*
- *Let's (___ find a (___).*

Budget Breakdown

Ads: \$ ___
Partners: \$ ___
Media: \$ ___
PR: \$ ___





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Final Discussion Problem

You're a Japanese e-commerce ... director preparing a ... campaign. Negotiate ... with your ad agency. You need to:

- ① Stay within ... (critical)
- ② Launch ... before ... (critical)
- ③ Request extra ... (negotiable)
- ④ Move up ... (negotiable)

Speak ... about costs and schedules.

Key Terms

- *We're hitting ... (___ limit.)*
- *Can we update ... (___)?*
- *Let's (___ find a (___).*

Budget

¥ / \$

Demands:

Campaign must ...
Must launch ... before ...

Breakdown:

... ads: ¥ ___
 ... ads: ¥ ___
 Design & ...: ¥ ___

