# **МИНИСТЕРСТВО СЕЛЬСКОГО ХОЗЯЙСТВА**

# **И ПРОДОВОЛЬСТВИЯ РЕСПУБЛИКИ БЕЛАРУСЬ**

**ГЛАВНОЕ УПРАВЛЕНИЕ ОБРАЗОВАНИЯ, НАУКИ И КАДРОВ**

**Учреждение образования**

**«БЕЛОРУССКАЯ ГОСУДАРСТВЕННАЯ**

**СЕЛЬСКОХОЗЯЙСТВЕННАЯ АКАДЕМИЯ»**

# **Кафедра английского языка**

***О. В. Чешун***

**Пособие по английскому языку**

**MARKETING**

**Для студентов экономических специальностей**

**Издание второе, дополненное и переработанное**

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ВВЕДЕНИЕ

Цель пособия - научить студентов читать оригинальную литературу по специальности.

Данные методические разработки состоят из 6 уроков, в центре каждого из них - оригинальный текст по маркетингу. Тексты снабжены словарем и упражнениями. Контроль понимания прочитанного осуществляется с помощью ответов на вопросы, определения правильности или ложности утверждений. Предлагаемые лексико-грамматические упражнения помогут студентам глубже овладеть темой.

Данные методические разработки предназначены для студентов специальности «Маркетинг», но могут быть использованы и на занятиях со студентами других специальностей экономического профиля.

**UNIT 1**

WHAT IS MARKETING?

Basic Business Words

|  |  |  |
| --- | --- | --- |
| business  sales | profit  price | advertising  communications |

Ex.1. Choose one word from the box for each group to form strong word partnerships.

1 2 3

a competitive ... gross ... aggressive ...

a high ... ... after tax ... agency

a bargain ... net ... ... campaign

4 5 6

... representative external ... to run ...

...figures ...network ...opportunities

...technique internal... a successful ...

Ex.2. Study the following words.

to involve – вовлекать

producer - производитель

to be responsible for – быть ответственным за

consumer – потребитель

manufacturer – производитель, изготовитель

pervasive – обширный

to determine – определять

needs and desires – нужды и желания

with regard to – относительно, что касается

to persuade – убеждать

purchase – покупка

product line – ассортимент изделий

promotion – стимулирование, продвижение товара

in addition – в дополнение

to supervise – наблюдать за чем-либо

warehouse – товарный склад, оптовый магазин

Ex. 3. Read the text carefully, look up any new words.

Marketing activities are involved in getting goods from the producer to the consumer. The producer is responsible for the design and manufacture of goods. Early marketing techniques followed production and were responsible only for moving goods from the manufacturer to the point of final sale. Now, however, marketing is much more pervasive. In large corporations the marketing functions precede the manufacture of a product. They involve market research and product development, design and testing.

Marketing concentrates primarily on the buyers or consumers, determining their needs and desires, educating them with regard to the availability of products and to important product features, developing strategies to persuade them to buy, and, finally, enhancing their satisfaction with a purchase. Marketing management includes planning, organizing, directing, and controlling decision making regarding product lines, pricing, promotion and servicing. In most of these areas marketing has complete control; in others, as in product-line development, its function is primarily advisory. In addition, the marketing department of a business firm is responsible for the physical distribution of the products, determining the channels of distribution that will be used and supervising the profitable flow of goods from the factory or warehouse.

Ex. 4. Give Russian equivalents.

Activities involved in getting goods; is responsible for the design; early marketing techniques; is much more pervasive; in large corporations; precede the manufacture of a product; testing; with regard to the availability of a product; enhancing their satisfaction with a purchase; marketing management; regarding product lines; promotion; its function is primarily advisory; the marketing department; physical distribution; the profitable flow of goods.

Ex. 5. Answer the following questions.

1. What is marketing? 2. What is the producer responsible for? 3. What were early marketing techniques responsible for? 4. What do marketing functions involve in large corporations? 5. Whom does marketing concentrate primarily on? 6. What does marketing management include? 7. Has marketing complete control?

Ex.6. Fill in the blanks with the clauses given below.

What is marketing?

Everybody and nobody has a recognized definition of marketing. But it is that [11] ... of what is meant by marketing.

So here is definition in order that we understand each other: "Marketing is the matching of the product, including its distribution and price, to the needs of the customers, and [2] ...". You might need to read that over a few times because it is a statement with considerable implications. A good way to remember the important points is: [3] ... .

Size of market. Let us look at it in a simple way first. Who are your potential customers, [4] ... enough to buy it? How many of them are there? To answer this, think about distribution. How will you get your product to the customer? How large a territory can you serve? Is it the local housing estate, the district, the country, the region, the country, Europe, the world? What is the population of your chosen territory? What percentage of [5] ... ? Has your market children between certain ages, invalids, women between 15 and 30 years old for a particular fashion product or households with washing machines? Walk all, or at least some, of your territory to research your market. Be patient and through. [6] ... as Monday's. Talk objectively to potential customers. Check, count and write it down.

Try to get your potential customers to put in writing that they would buy your product. This will help to convince your financial backers. [7] ... you will want to know the pavement count (i.e. how many people pass your shop in each hour of a week). Be as accurate as you can in all this research. Consult the reference library if necessary, [8] ... and approximating once you have found reliable information. Next, how often will your customers buy your product? Every week or every five years? By now you should have some idea of [9] ... .

* 1. you have the same background understanding as the author
  2. the right product at the right price at the right time
  3. how big your potential market is
  4. the people you hope are going to want your product
  5. Don't guess that Friday's result will be the same
  6. promoting it in such a way as to make a profit
  7. If you are starting a retail shop
  8. the population will be interested in your product
  9. but don't be afraid of using your judgement

NIT 2

MARKETING PERSPECTIVES

Basic Business Words

|  |
| --- |
| company staff market  demand financial production |

Ex.1. Choose one word from the box for each group to form strong word partnerships:

1 2 3

well-trained ... to enter a new ... to meet ...

to recruit ... saturated ... to stimulate ...

department... ... niche to satisfy ...

4 5 6

...processes ...problems private...

... methods ... reports (blue-chip) ...

... capacity ... assets to found a ...

Ex.2. Read the text carefully, look up any new words.

Let's look closely at a global perspective. The marketplace in the 1990s ' is global. Few marketers operate in isolation. Advances in technology make it possible to communicate practically instantaneously throughout the word. Former Citicorp chairman Walter Wriston uses the term global conversation to indicate the world "is tied together in a single electronic market moving at the speed of light". He estimates that, every hour, over 100 million tele­phone calls are completed world-wide and that this volume will triple by the year 2030.

Products and services are produced and marketed throughout the world Most firms market products and services in international markets, face in ternational competitors, deal with international suppliers, work with inter­national partners, or have international employees.

What about companies such as Gillette, Colgate, 1MM, Coca Cola, Dow Chemical, Xerox, Caterpillar, Hewlett-Packard, and Johnson & Johnson'.' They are American companies, right? Well they may be American-based companies, but 50 percent or more of their sales and substantial proportion of their assets are in international markets.

It should be clear from these examples that marketers operate in a global marketplace and must view their marketing operations from a global per­spective. A global perspective means that marketers should view the world as the potential marketplace in order to compete successfully against firms from many countries. The essence of a true global perspective is expressed by Percy Barnevik, president of Asea Brown Boveri: There is a tendency in the Western world to talk about only one region at a time. Ten years ago people talked about Latin America as a great opportunity. Now everyone talks about Eastern Europe. Instead, we should look everywhere, including the fast-moving Far East, the forgotten Africa and Latin America, all of Europe, and the subcontinent of India. To meet global competition, you have to be global yourself and meet your competitors on their home ground.

Developing marketing strategies. Firms operating in international markets expect to face international competitors from both the host country and other countries. Even firms that limit operations to US markets, how­ever, must compete effectively against international firms. Think about the automobile industry, for example. US automobile dealers market cars in limited geographic areas. Nevertheless, the dealers are involved in global competition, because different dealers carry cars from different international firms.

The number of product and service categories in which firms from dif­ferent countries compete against American firms in the US is large and continually increasing. And more and more American firms are entering international markets. Thus, marketers must take a global perspective when assessing the competitive landscape and developing marketing strategies.

Evaluating world events. A global perspective also requires an under­standing of how events around the world can affect the markets in which a firm operates. As the economies of countries throughout the world become increasingly interlinked, events in different parts of the world are rapidly communicated around the globe and have potential impacts in all business areas. Political, economic, and social changes in Eastern Europe, the former Soviet Union, Central and South America, the Middle East, the Far East, and elsewhere may affect not only companies operating in these areas but also marketers in domestic markets.

The situation in South Africa is illustrative. Because of political devel­opments the UN lifted the trade embargo on South Africa. Firms from around the world are increasing marketing efforts in South Africa. In addi­tion, South Africa companies are expanding their international trade and investment. Although the situation is uncertain, the political changes in South Africa have an impact on companies in the US and around the world.

Ex.3. Answer the following questions.

1. What is the marketplace like nowadays?

* + 1. What does the term "global perspective" mean?
    2. Name some of the American-based companies, which operate in in­ternational markets.
    3. What regions of the world are considered to be a great opportunity from the point of view of marketing? Why?
    4. Why does a small retailer in your hometown need to take a global perspective towards marketing?

Ex.4. Choose the right alternative to express the same idea in indi­rect statement.

* + - 1. He said: "We are not going to give you a discount".
         1. He said they are not going to give us a discount.
         2. He said they were not going to give you a discount.
         3. He said they were not going to give us a discount.
      2. He said: "You should try to get in touch with them".
         1. He said that you should try to get in touch with them.
         2. He said that I should try to get in touch with them.
         3. He said that I should tried to get in touch with them.
      3. The secretary said: "I posted the cheque yesterday".
         1. The secretary said she posted the cheque yesterday.
         2. The secretary said she posted the cheque the previous day.
         3. The secretary said she had posted the cheque the previous day.
      4. The Chief Executive Officer said: "Last year total sales amounted to $121 million".
         1. The Chief Executive Officer said that last year total sales amounted to $121 million.
         2. The Chief Executive Officer said that the previous year total sales amounted to $121 million.
         3. The Chief Executive Officer said that the previous year total sales had amounted to $121 million.
      5. The CEO announced at the meeting: "Next year they will be investing more in R & D".
         1. The CEO announced at the meeting that next year they will be investing more in R & D".
         2. The CEO announced at the meeting that next year we will be investing more in R & D".
         3. The CEO announced that the following year they would be investing more in R & D".
      6. Boss said to them: "I'm happy to admit that our market share has grown by 12%".
         1. Boss informed them that their market share had increased by 12%.
         2. Boss told that their market share had increased by 12%.
         3. Boss said that their market share has increased by 12%.
      7. She said at the board meeting : "I don't intend to diversify in the near future".
         1. She said at the board meeting that I didn't intend to diversify in the near future.
         2. She said at the board meeting that she didn't intend to diversify in the near future.
         3. She said at the board meeting that she hadn't intended to diversify in the near future.
      8. In the end she said: "I am not planning to increase our debt-equity ratio".
         1. In the end she said that I was not planning to increase their debt-equity ratio.
         2. In the end she said that she was not planning to increase their debt-equity ratio.
         3. In the end she said that she has not been planning to increase their debt- equity ratio.
      9. He said: "How much did it cost?"
         1. He asked me how much it had cost.
         2. He said to me how much did it cost.
         3. He asked me how much had it cost.

Ex.5. Test your global marketing knowledge by answering the fol­lowing questions.

Huyndai cars are:

a) Korean b) British c) German d) Chinese

Wrangler jeans are:

a) French b) American c) French d) British

Firestone tires are:

a) American b) Japanese c) British d) French

Dutch Boy paints are:

a) French b) American c) Dutch d) Japanese

Shell gasoline is:

a) British b) Korean c) Dutch d) American

UNIT 3

DEVELOPING MARKETING MIXES FOR TARGET MARKETS

Vocabulary

to adjust — регулировать, устанавливать

warranty — гарантия

billboard — рекламный щит

to charge — назначать цену

discount — скидка

variable — переменная (величина)

promotion — реклама, продвижение

blend — смесь

distribution — распределение

trial — взятый на пробу (о предметах)

sample — образец

markup — повышение цены (на товар); разница между себестоимостью и продажной ценой

circular — рекламный проспект

novelties — мелкие дешевые товары

sign — вывеска

Ex.1. Read the text carefully, look up any new words.

There are many marketing mix decisions. There are many possible ways to satisfy the needs of target customers. A product can have many different features and quality levels. Service levels can be adjusted. The package can be of various sizes, colors, or materials. The brand name and warranty can be changed. Various advertising media - newspapers, maga­zines, radio, television, billboards - may be used. A company's own sales force or other sales specialists can be used. Different prices can be charged. Price discounts may be given, and so on. With so many possible variables, is there any way to help organize all these decisions and simply the selec­tion of marketing mixes? The answer is yes.

The four "Ps" make up a marketing mix. It is useful to reduce all the variables in the marketing mix to four basic ones:

Product Promotion

Place Price

It helps to think of the major parts of a marketing mix as the "four Ps". The customer should be the target of all marketing efforts. For now, let's just describe each P briefly.

Product - the good or service for the target's needs. The product decision area is concerned with developing the right product for the target market. This offering may involve good, a service, or a blend of both. Keep in mind that Product is not limited to physical goods. For example, the product of H & R Block is a completed tax form. The product of a political party is the set of causes it will work to achieve. The important thing to re­member is that your good and or service should satisfy some customers needs.

Place - reaching the target. Place is concerned with all the decisions involved in getting the right product to the target market's Place. A product isn't much good to a customer if it isn't available when and where it's wanted.

A product reaches customers through a channel of distribution. A chan­nel of distribution is any series of firms (or individuals) from producer to final user or customer.

Sometimes a channel system is quite short. It may run directly from a producer to a final user or customer. This is especially common in business markets and in the marketing of services. Often the system is more com­plex - involving many different kinds of middlemen and specialists. And if a marketing manager has several different target markets, several different channels of distribution might be needed.

Promotion - telling and selling the customer. The third P - Promo­tion - is concerned with telling the target market about the right product. Promotion includes personal, mass selling, and sales promotion. It is the marketing manager's job to blend these methods.

Personal selling involves direct communication between sellers and potential customers. Personal selling usually happens face-to-face, but sometimes the communication occurs over the telephone. Personal selling lets the salesperson adapt the firm's marketing mix to each potential cus­tomer. But this individual attention comes at a price; personal selling can be very expensive. Often this personal effort has to be blended with mass sell­ing and sales promotion.

Mass selling is communicating with large numbers of customers at the same time. The main form of mass selling is advertising - any paid form of nonpersonal presentation of ideas, goods, or services by an identified spon­sor. Publicity - any unpaid form of nonpersonal presentation of ideas, goods, or services - is another important form of mass selling.

Sales promotion refers to those promotion activities - other than ad­vertising, publicity, and personal selling - that stimulate interest, trial, or purchase by final customers or others in the channel. This can involve use of coupons, point-of-purchase materials, samples, signs, catalogs, novelties and circulars.

Price - making it right. In addition to developing the right Product, Place and Promotion, marketing managers must also decide the right Price. In setting a price, they must consider the kind of competition in the target market - and the cost of the whole marketing mix. They must also try to estimate customer reaction to possible prices. Besides this, they also must know current practices as to markups, discounts, and other terms of sale.

Each of the four Ps contributes to the whole. All four Ps are needed in a marketing mix. In fact, they should all be tied together. But is any one more important than the others? Generally speaking, the answer is no - all contribute to one whole. When a marketing mix is being developed, all (fi­nal) decisions about the Ps should be made at the same time.

Let's sum up our discussion of marketing mix planning thus far. We develop a Product to satisfy the target customers. We find a way to reach our target customers' Place. We use Promotion to tell the target customers (and middlemen) about the product that has been designed for them. And we set a Price after estimating expected customer reaction to the total of­fering and the costs of getting it to them.

Both jobs must be done together. It is important to stress - it cannot be overemphasized - that selecting a target market and developing a mar­keting mix are interrelated. Both parts of a marketing strategy must be de­cided together.

Key-term review

Review the following term. Brand name - the element of a brand that can be vocalized (for example, IBM, Tide, Coke).

Ex.2. Find English equivalents in the text.

Удовлетворять нужды; торговая марка; рекламные средства; цено­вая скидка; товары и услуги; от производителя до конечного потреби­теля; канал распределения; маркетинг в сфере услуг; разные виды по­средников; директор по маркетингу; потенциальный покупатель; кон­куренция на конечном рынке; стратегия маркетинга.

Ех.З. Decide whether the following statements are true or false. If they arc false, give the correct version.

1. Product, place, promotion and price are the four major parts of a mar­keting mix.
2. Customer is also a part of the marketing mix.
3. Product is limited to physical goods.
4. A product reaches customers through a channel of distribution.
5. Personal selling can be very expensive.
6. Advertising and publicity are important forms of personal selling.

Ex.4. Choose the word or word combination to match the definition.

* 1. The group of people that the company wants to buy the product, a) competitive market b) local market с) target market
  2. Reduction in the original price of a product, a) turnover b) discount c) profit
  3. People who buy goods or services, a) users b) customers c) suppliers
  4. A non-profit-making organization, a) company b) business c) society
  5. A plan of action.

a) objective b) strategy c) goal

* 1. A person or business that has an agreement to sell the goods of an­other firm.

a) client b) distributor c) end user

* 1. An advertisement on radio or on television, a) review b) article c) commercial
  2. A phrase used in advertisements to attract attention to the product, a) celebrity b) slogan c) proverb
  3. A person who pays for professional services.

a) client b) sales person c) advertiser

10. A shop that sells products made by a particular company, a) outlet b) department store c) stores

**Ex.5. Find the odd one in each of these groups of the basic business words.**

1. order livery artwork design

2. deliver customer investor entrepreneur

3. capital cost finance consumption

4. alliance foothold merger partnership

5. profits money capital components

6. research deal agreement understanding

7. acquire withstand purchase buy

8. finance product research marketing

9. selling distributing assembling promoting

10. tools hardware strategy components

11. customer client distributor end user

12. plummet fall rise drop

13. publicity image reputation agent

14. computer television commercial advertisement

15. endorse afford promote support

UNIT 4

MARKETING IN THE SERVICE SECTOR

intangibility — неосязаемость, нематериальность

inseparability — нераздельность

variability — изменчивость

perishability — недолговечность

promotion — продвижение, реклама

intermediary — посредник

outlet — торговая точка

Ex.l. Read the text carefully, look up any new words.

Concepts such as market research, the marketing mix can be applied just as usefully to service as to businesses primarily focusing on making prod­ucts.

There are four key defining features of services to take into account when considering how they are marketed.

Intangibility. Services cannot be seen, held or tasted. Customers may therefore find it harder to assess the actual quality of the service provided, and will look for indicators of service quality, such as the cleanliness of a beauty clinic or the professional qualifications of an accountant.

Inseparability. Services are produced and consumed simultaneously. For example, a masseur produces a massage at the same time as the cus­tomer is enjoying the service. In other words, services cannot be produced and then stored for later consumption. The interaction between the service provider and the customer is therefore particularly important. Both play a huge role in the product offered. For example, the shop assistant is a critical part of the retail service offered in a gentleman's outfitter; the customer can specify the type of haircut they receive at a hairdresser's.

Variability. Since a service is consumed immediately, and since indi­vidual customers play an important role in determining the way the service is delivered, it can be argued that services are unique. They are different every time they are delivered. This may mean that the service provider will need to implement measures to ensure standardisation and uniformity among staff in an attempt to ensure high standards.

Perishability. Services cannot be stored by the service provider. An empty seat on a plane or in a restaurant is an opportunity lost forever.

The 4 Ps. The specific characteristics above affect any attempt to apply the 4 Ps marketing mix to service firms.

Product. How do you assess the quality of a restaurant or a gym? Cus­tomer service may be particularly important, together with physical indica­tors such as decor, staff uniforms, or an eye-catching brochure. If quality is perceived to be low, there is little chance of repeat custom. In the context of a restaurant or a gym, this may well lead to a lost opportunity for a regular customer.

The offer of a product guarantee may also help to assure customers that the product will be of acceptable quality. In addition, many service provid­ers possess incredibly strong brands. These brand names help to add value to the product, while providing a valuable promotional resource.

Service providers must also decide whether to offer a range of different products. Car breakdown firms allow customers to choose various levels of service, from very basic roadside recovery to assistance in almost any car- related fix. Similarly, automated car washes tend to offer a range of prod­ucts, from an express service to a deluxe programme including a wash, wax and polish.

Place. A crucial decision for service providers surrounds the channels of distribution that they will use. Many use direct channels, especially where the firm deals with the customer directly, this is the case, for example, with hairdressers or dentists, where the services provided are consumed at the point .of production. Other services, however, may use intermediaries to widen their distribution without incurring the overheads associated with an outlet in every town. Examples include insurance firms selling their prod­ucts through insurance brokers, or concert promoters using ticketing agen­cies to distribute their service.

Price. The intangibility of services often makes pricing decisions more difficult. With a tangible product, costs of production are relatively easy to measure, and customers can compare price levels to the physical product in front of them in a shop. With a service, however, customers will find it much harder to assess just how much that service is worth. Furthermore, the cost of providing a service may be harder for the service provider to quan­tify. As a result of this, service providers are far more likely to use a mar­ket-based pricing method, setting their price relative to that of their com­petitors, rather than a cost-based method.

Intangibility can bring price advantages for service providers with high- quality branding, such as top law firms and accountants. With no physical product to see, a top-quality brand adds value to a service and provides an opportunity for premium pricing.

Promotion. Standardised services may use promotional methods de­signed to appeal to a mass market, for example television advertising for holiday firms. However, more specialised or localised services tend to rely on word of mouth. Plumbers, electricians and builders are more likely to gain new business through customer recommendations than through any other promotional methods. The importance of word of mouth in the service sector cannot be underestimated, as this is a sector where the quality of product is harder to assess without having consumed it first (i.e. tried it out). This explains why many service providers seeking to attract new customers offer free introductory sessions, for example a new gym offering a free month's membership.

Market research. Unlike many manufacturing firms, which sell prod­ucts through intermediaries such as retailers, the majority of firms in the service sector sell their service directly to the end-user. This should make market research a little easier, particularly for service with fairly regular customers, such as health club or a supermarket. A detailed record of cus­tomers' habits can be kept. The health club can record which facilities each customer enjoys; the supermarket can use a loyalty card to record exactly which products are purchased by each customer.

Probably the crucial advantage that this information provides is the op­portunity to tailor the service to the individual needs of each customer. The health club can arrange special women-only sauna sessions if it notices that its female customers seem to use the sauna at certain times.

This process is deeply fundamental to all modern marketing, as it allows firms to add greater value to the service they provide. As a result, they may be able to charge a higher price, or at least increase the level of customer loyalty if the customer feels their specific needs are being catered for.

The importance of service marketing. Some service firms enjoy very high levels of loyalty. Traditionally, customers in some service sectors have a habit of staying with one provider for life. This is perhaps best illustrated by banks. High Street banks focus a massive proportion of their marketing budget on attracting students and young people. Their activities are based on the well-founded belief that once a person is with one bank, they are very unlikely ever to change their service provider.

The importance of hanging on to customers by providing them with just the type of service they want has led to the development of a concept known as 'relationship marketing'. This approach to marketing emphasises the de­velopment of a long-term relationship between the firm and each customer. If a strong relationship can be formed, the customer and service providers are 'married for life'. Within this context, service providers are strongly placed to be able to listen to what each customer wants and provide a serv­ice that fits their needs.

Ex.2. Decide whether the following statements are true or false.

1. Services cannot be stored for later consumption.
2. Services cannot be seen, held or tasted.
3. Services are unique.
4. The majority of firms in the service sector sell their service directly to the end-user.
5. Many service providers seeking to attract new customers offer free introductory sessions.
6. Relationship marketing is aimed at the development of a long-term relationship between the firm and each customer.
7. Customers in some service sectors have a habit of staying with one provider for life.

Ex.3. Find English equivalents in the text.

Качество услуги; получать удовольствие от услуги; клиент, посто­янный клиент; штат сотрудников; обслуживание клиента; торговая марка; разные уровни обслуживания; срочная услуга; иметь дело с клиентом; страховая фирма; страховой агент; материальный продукт; конкурент; массовый рынок; рекомендация клиента; привлекать новых клиентов; изучение рынка; назначать более высокую цену; постоянный доход.

Ex.4. Translate into English.

* 1. Другими словами, услуги нельзя производить и затем хранить для более позднего употребления.
  2. Пустое место в самолете или в ресторане - это навсегда упущен­ная возможность.
  3. Вероятно, что сантехники, электрики и строители скорее получат новую работу благодаря рекомендации клиентов, чем посредством любых других рекламных методов.
  4. В отличие от многих производственных фирм, которые продают продукты через посредников, таких как розничные торговцы, боль­шинство фирм в сфере обслуживания продают услуги непосредствен­но конечному потребителю.
  5. Некоторые сервисные фирмы пользуются очень высоким уров­нем преданности.

**Ex. 5. Match the words and word combinations with corresponding definitions.**

1. a particular make of a A. a movement of money into or out of

product an account

1. a precise description of B. to do or complete (a task)

a job to be done

3.stand for C. a strong effect or impression

4. carry out D. a way for insurers to reduce their

own risks by placing part of their

business with other insurers

5. impact E. to represent

6. poll F. a survey of public opinion

7. competitive advantage G. the amount of money that an

insurance company receives in

payments from its customers

8. asset H. brand

9.reinsurance I. the price at which an insurer

would be prepared to accept a

risk

10. premium income J. a sum of money exchanged

for goods or services

11. claim K superiority over other companies

12. quotation L. something that is useful or

valuable

13. the City M. a person who starts his own

business

14. entrepreneur N. an amount of money borrowed

by an individual or company

15. set up O. to make necessary arrangements

for opening a business

16. loan P. brief

17. premises Q. a request for compensation from

someone who is insured

18. capital R. a local office of a larger organiza-

tion

19. branch S. the building or land owned by an

individual or organization

20. property T. the buildings where a company is

located

21. rent U. the money required to start or

expand a business

22. order V. a charge paid to a person who

has lent you money

23. interest W. to buy

24. transaction X. a request from a customer for

a product or service

25. purchase Y. the amount of money paid to

the owner of a building or land

in exchange for its use

26. payment Z. the financial center of London

UNIT 5

ADVERTISING AND PUBLIC RELATIONS

Vocabulary

behavior — поведение

competitive —конкурентоспособный

disseminate — распространять

awareness — осведомленность

effort — усилие

expenditure — расход

to hire — нанимать

ad agency — рекламное агентство

to dub — дублировать

gaffe — оплошность, ошибка

overtly — открыто, публично

incompatible — несовместимый

TV commercial — телереклама

drug abuse — наркомания

Ex.1. Read the text carefully, look up any new words.

Advertising is the activity consumers most associate with the term mar­keting. Advertising is defined as a marketing communications element that is persuasive, nonpersonal paid for by an identified sponsor, and dissemi­nated through mass channels of communication to promote the adoption of goods, services, persons, or ideas.

Effective advertising can present information about new existing prod­ucts, demonstrate meaningful uses of the product, and establish or refresh the brand's image. It can reach a diverse or wide audience with repeated communications and gives a company the opportunity to dramatize its products and services in a colorful way.

Advertising stimulates demand, helps build brand success, develops and shapes buyer behavior, and gives the seller a measure of certainty about the level of sales. In addition, it informs buyer about products characteristics and availability and makes markets more competitive.

Advertising performs other functions as well. Some advertising supports personal selling efforts. For example, many companies advertise to increase consumer awareness of products, making later personal selling efforts eas­ier. Such advertising, if executed effectively, generates sales leads and communicates product advantages to prospective buyers.

The advertising industry. Advertising is a huge industry, with annual global expenditures close to $300 billion world-wide. P & G. Philip Morris, GM, and Sears each spent more than $1 billion on media advertising in 1993.

Many advertisers hire an advertising agency to create ad campaigns and to purchase media time and space. Ad agencies employ both creative people who develop unique advertising messages, and media specialists who pro­vide media planning and scheduling. Creative strategies and a proven track record clearly are good reasons to hire an ad agency. To limit costs and save on commissions, however, some large companies like Benetton have in-house advertising functions to handle everything from creative design to media decisions. Other companies, like Procter & Gamble, now buy their own media space and time instead of relying entirely on ad agencies.

Technological changes keep the advertising industry in transition. The extension of cable TV, the widespread penetration of VCRs, and remote control-capability all suggest some loss of effectiveness of TV commercials. Remote-control use, in particular, has given rise to commercial zapping, or changing the channels during commercials. One study reveals that ads aired during competing sports events encountered audience losses up to 50 per­cent.

Zapping is heaviest during news and late - night programming. In addi­tion, younger viewers and members of high - income households are more likely to get up and do something else during TV commercial breaks.

What then does this transition mean for advertising? The future looks brightest for media that reach target audiences more efficiently than broad- based ones like network TV. The winners are expected to be radio stations, specialized cable networks, new kinds of in-store advertising, and weekly newspapers, all of which appeal to specific rather than to broad audiences.

Public relations. Public relations is an alternative to advertising, per­sonal selling, and sales promotions for disseminating marketing communi­cations. PR communications are not overtly sponsored and are a useful sup­plement to other forms of marketing communications. PR is an attempt to improve a company's relationship with its publics. Public relations may focus on customers, employees, stockholders, community members, new media, or the government. Most large corporations operate central PR de­partments to carry out coordinated public relations programs; and smaller companies with limited resources must also deal with PR issues. For exam­ple, AT & T and other companies support scientific studies to reduce fears about links between the use of cellular phones and cancer. The Pharmaceu­tical Manufacturer's Association recently instituted an $8million print cam­paign to inform the public that life-saving drugs represent only 5 percent of national health care costs.

As advertising becomes less effective, companies of all sizes try to build public awareness and loyalty by supporting customer interests. The general public increasingly demands that companies behave responsibly toward society as a whole and that they have obligations to more than their custom­ers and stockholders. Profit maximization and social responsibility need not be incompatible, however. Today, companies show greater concern for em­ployee welfare, minority advancement, community improvement, environ­mental protection, and other causes. A PR department plays a critical role in planning, coordinating, and promoting these visionary activities for an or­ganization. Some companies have effectively embodied public relations principles into their overall marketing communications program. For exam­ple, Members Only fashion company funded over $100 million worth of social consciousness-raising advertising about drug abuse and voter regis­tration. More recent advertising promotes care for the homeless.

Ex.2. Answer the following questions.

1. What is advertising?
2. What different functions can advertising perform?
3. What are advertising agencies, and what services do they provide?
4. What is commercial zapping?
5. Explain the difference between advertising and public relations.

Ex.3. Choose the alternative that best suits the context.

* 1. ... is the term given to different activities involved in distributing goods from the manufacturer to the final customer.

a) Retailing b) Marketing c) Distribution

* 1. Our company is ready to sponsor the city football team if they wear our ... on their shirts.

a) logo b) brand c) slogan

* 1. They've just launched an advertising ... . a) company b) campaign c) promotion
  2. Last year we increased our market ... . a) stock b) share c) stake
  3. The ... "We know the meaning of cleaning" obviously belongs to the dry cleaning company.

a) logo b) slogan c) advertisement

* 1. ... is used to increase sales by making the product or service known to a wider audience.

a) Promotion b) Research c) Advertising

* 1. An advertisement on radio or television is called a ... . a) movie b) commercial c) sales program
  2. We decided to ... the new model at the trade fair in autumn, a) manufacture b) launch c) produce
  3. We decided to carry out a market study to discover what ... people had of our product.

a) perception b) confidence c) certainty

* 1. This alliance will help our companies to survive in the fiercely ... market of today.

1. contrasting b) competitive c) contemporary

Ex.4. Translate into English.

* + 1. Реклама - это вид деятельности, который у потребителей глав­ным образом ассоциируется с понятием маркетинг.
    2. Реклама стимулирует спрос, помогает создать успех торговой марки, развивает и формирует поведение покупателя.
    3. Многие рекламодатели нанимают рекламное агентство для про­ведения рекламной кампании и покупки времени и места в средствах массовой информации.
    4. Выбор компетентного рекламного агентства особенно важен для фирм, нацеленных на новые рынки.
    5. Сегодня компании проявляют большую заботу о благосостоянии сотрудников, улучшении общества, защите окружающей среды и т.д.
    6. Отдел по связям с общественностью планирует, координирует и рекламирует эти виды деятельности для организации.

UNIT 6

THE MESSAGE

Vocabulary

message — сообщение

to elicit — вызывать

to distinguish — различать

appeal — обращение

to appeal — апеллировать, обращаться

to stir up — возбуждать

to induce — вызывать, стимулировать

to consider — рассматривать

shortcoming — недостаток

credibility — доверие

trustworthiness — надежность

likeability — привлекательность

Ex.1. Read the text carefully, look up any new words.

Having defined the target audience the marketer must develop an ef­fective message. Ideally, the message should attract attention, hold interest, arouse desire and elicit action (A1DA model).

Formulating the message will require solving four problems: what to say (message content), how to say it logically (message structure), how to say it symbolically (message format) and who should say it (message source).

Formulating the message content is a question of distinguishing between different kinds of appeal or USP (unique selling proposition). It consists of formulating some kind of benefit, motivation, identification, or reason why the audience should think about the product.

Rational appeals appeal to the audience's need for knowledge about the product. They respond to information about quality, economy, value and performance. Emotional appeals attempt to stir up some negative or positive emotion that will motivate purchase. The message can work with fear, guilt or shame to get people to do things (e. g. brush their teeth) or stop people from doing things (e. g. smoking, overeating). Positive emotions like hu­mor, love, pride and joy can be induced to create a liking for a product.

Finally, moral appeals are directed at an audience's sense of right and wrong. They are often used to exhort people to support social causes such as a cleaner environment, equal rights for women, etc.

There are three aspects to message structure which should be consid­ered. Conclusion drawing is the question of whether the message should draw a definite conclusion for the audience or leave it to them. Drawing an obvious conclusion may cause negative reactions if the audience resents the attempt to influence it, is annoyed at the attempt to explain the obvious or finds the issue highly personal.

One- or two-sided arguments raises the question whether the message should only praise the product or also mention some shortcomings. Re­search seems to show that two-side arguments work best with audiences who are well-informed. Order of presentation raises the question whether the strongest argument should be presented first or last.

We can look at message format from written, spoken and non-verbal points of view. In a print ad, the advertiser has to decide on wording of the headline and the copy and on the layout and colour of the ad. On the radio, the advertiser must think about the wording, the voice quality and may be music. If the message is to be carried on TV or in person, non-verbal clues such as facial expressions, gestures, dress and posture are also important.

Finally, messages delivered by attractive sources achieve higher attention and recall. Celebrities are likely to be most effective when they have credi­bility. Pharmaceutical companies want doctors to testify for their product's benefits because doctors have high credibility. Three factors seem to lie behind credibility: expertise, trustworthiness and likeability.

Ex.2. Fill in the chart. Factors influencing effectiveness of message.

|  |  |  |  |
| --- | --- | --- | --- |
| Message con­tent (appeals) | Message struc­ture (argu­ments) | Message for­mat (visual / oral) | Message source (credibility) |
| a) | d) | g) | .i) |
| b) | e) | h) | k) |
| c) | f) | i) | 1) |

Ex3. Language focus. Verb + preposition. Look at the following sen­tences taken from the Reading passage:

Rational appeals appeal to the audience's need for knowledge about the product'. 'We can look at message format from written, spoken and non-verbal points of view'.

Now complete the following sentences with the correct prepositions.

* + - 1. We are looking ... a message which really appeals ... the audience. So far we haven't found one.
      2. One strong emotional appeal nowadays is the environment. Looking ...the environment well carries a strong appeal.
      3. We can't decide ... the message format. We need to look ... a strong non-verbal approach.
      4. People tend to look ... to expert figures such as doctors.
      5. We were thinking ... doing the ad on television.
      6. He insisted ... using a balanced argument to present the product.
      7. I was very annoyed ... the simplicity of the arguments. Consumers like to think ... the product.
      8. If you look ... the word in the dictionary, it means all communication which is non-verbal.
      9. Have you heard ... Professor Stell? He's very well known in his field.

**Ключи.**

Unit3, ex.5

1. order, 2 – deliver, 3 – consumption, 4 – foothold, 5 – components, 6 – research, 7 – withstand, 8 – product, 9 – assembling, 10 – strategy, 11 – distributor, 12 – rise, 13 – agent, 14 – computer, 15 – afford.

Unit 4, ex. 5

1 – H; 2 –P; 3 – E; 4 – B; 5 – C; 6 – F; 7 – K; 8 – L; 9 – D; 10 – G; 11 – Q; 12 – I; 13 – Z; 14 – M; 15 – O; 16 – N; 17 – T; 18 – U; 19 – R; 20 – S; 21 – Y; 22 – X; 23 – V; 24 – A; 25 – W; 26 – J

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