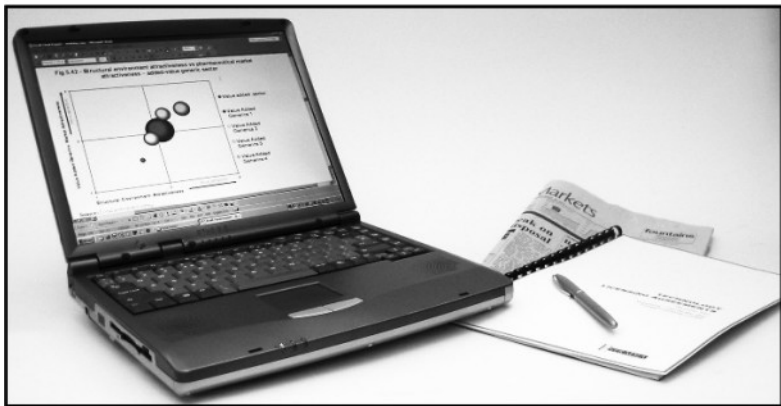


Англійська мова для студентів спеціальності "Маркетинг"



Навчальний посібник

**Міністерство освіти і науки України
Державний заклад
"Луганський національний університет
імені Тараса Шевченка"**

Т. Ю. Осадча

**АНГЛІЙСЬКА МОВА ДЛЯ СТУДЕНТІВ
СПЕЦІАЛЬНОСТІ "МАРКЕТИНГ"**

Навчальний посібник

2-ге видання, без змін

**Луганськ
ДЗ "ЛНУ імені Тараса Шевченка"
2010**

УДК 811.111(075.8)

ББК 81.2Англ–923

О-72

Рецензенти:

- Міквабія Е. Г.** – кандидат педагогічних наук, доцент, завідувач кафедри англійської мови Східноукраїнського національного університету імені Володимира Даля.
- Недайнова І. В.** – кандидат педагогічних наук, доцент, завідувач кафедри романо-германської філології Луганського національного університету імені Тараса Шевченка.

Осадча Т. Ю.

- О-72 Англійська мова для студентів спеціальності „Маркетинг” : навч. посіб. / Т. Ю. Осадча ; Держ. закл. "Луган. нац. ун-т імені Тараса Шевченка". — 2-ге вид., без змін. — Луганськ : Вид-во ДЗ "ЛНУ імені Тараса Шевченка", 2010. — 280 с.

Навчальний посібник містить автентичні тексти, а також розроблені до них лексико-граматичні вправи, спрямовані на вдосконалення вмінь і навичок читання й перекладу текстів за фахом та розширення фахової лексики з метою вдосконалення комунікативних умінь студентів.

Посібник адресовано студентам I – II курсів спеціальності „Маркетинг”.

УДК 811.111(075.8)

ББК 81.2Англ–923

*Рекомендовано до друку Вченою радою
Луганського національного університету імені Тараса Шевченка
(протокол № 10 від 18 червня 2008 р.)*

© Осадча Т. Ю., 2010

© ДЗ "ЛНУ імені Тараса Шевченка", 2010

Передмова

Запропонований навчальний посібник розроблено для студентів I – II курсів спеціальності “Маркетинг”. Мета даного посібника полягає в організації навчальної діяльності студентів з предмету “Англійська мова за професійним спрямуванням” як на аудиторних заняттях, так і під час самостійної роботи. Особлива увага приділяється засвоєнню студентами спеціальної лексики за фахом; розвитку навичок читання, перекладу та розуміння текстів, пов’язаних з проблематикою майбутньої спеціальності; формуванню творчого мислення та навичок усного мовлення, у тому числі під час розв’язання проблемних ситуацій англійською мовою.

Посібник розроблено з урахуванням кредитно-модульної системи. Весь матеріал, розміщений у даному посібнику, розподіляється на 4 модулі, які містять 12 юнітів, кожен з яких включає тексти зі спеціальної тематики, лексико-граматичні вправи, вправи творчого характеру, перекладні вправи, вправи для розвитку усного та письмового мовлення та аудіювання. Завданням післятекстових вправ є перевірка розуміння студентами прочитаного, розвиток навичок письмового та усного перекладу, навичок творчого мислення та комунікаційних навичок студентів. У посібнику окремо подаються завдання для самостійної роботи студентів. Після кожного модуля надані підсумкові завдання-тести, метою яких є перевірка знань студентів. Крім 4 модулів у посібник включено словник, додаткові тексти для індивідуального читання, тексти для письмового перекладу.

Тексти, які включено до даного посібника, є автентичними, такими що відповідають пізнавальним та фаховим інтересам студентів.

Module 1. Marketing mix

Unit 1. Marketing

Pre-reading activities

Definitions

Task 1. Fill each gap in the sentences below with correct word from the box. Look up all the unknown words in the dictionary.

customers needs place producing product management product profit promote service time want
--

Marketing is concerned with getting the right 1 _____ to the right 2 _____ at the right 3 _____.

Marketing is about meeting consumer 4 _____ at a 5 _____.

Marketing makes it easier for 6 _____ to do business with you.

Marketing aims to find out what people 7 _____; then 8 _____ and developing a 9 _____ or 10 _____ that will satisfy those wants; and then determining the best way to price, 11 _____ and distribute the product or service.

Marketing is the 12 _____ process responsible for identifying, anticipating and satisfying customer requirements profitably.

Task 2. The term 'marketeer' is used in marketing magazines and by people in the business, but in general use 'marketer' is more common. The most popular term, however, is 'marketing person/people'. There is also a word 'con-man' which means someone who tricks people into spending money. Make up several sentences with each of these words and show the difference between them.

Task 3. Refresh your Grammar.

1. An organization first determines what its potential customers desire, and then builds the product or service. (Present Simple).
2. Two major factors of marketing are the recruitment of new customers and the retention and expansion of relationships with existing customers. (Present Simple of 'to be').
3. Once a marketer has converted the prospective buyer, base management marketing takes over. (Present Perfect; Present Simple).
4. The mix of the four "Ps" must reflect the wants and desires of the consumers in the target market. (modal verb 'must' + the verb).
5. Trying to convince a market segment to buy something they don't want is extremely expensive. (gerund; infinitive; Present Simple).
6. Marketers depend on marketing research to determine what consumers want and what they are willing to pay for it. (Present Simple; infinitive; Present Simple; Present Continuous).
7. Marketers hope that this process will give them a sustainable competitive advantage. (Present Simple; Future Simple).
8. Within most organizations, the activities encompassed by the marketing function are led by a Vice President. (Participle II; Present Simple Passive).

Task 4. Fill in the gaps using verbs in brackets in the right tense or non-finite form.

1. My future speciality (to be) Marketing.
2. Marketing (to meet) consumers needs.
3. Marketers (to think) that marketing research (to help) them (to make) a good marketing plan.
4. Those letters (to write) last week (to lose).
5. Once you (to choose) your future profession and (to enter) the University a hard work (to start).

Task 5. Learn the active vocabulary.

1. to desire	бажати
2. to be justified in the belief	мати підстави вважати
3. need	потреба
4. to provide	забезпечувати
5. perceived	відчутний
6. benefit	вигода
7. recruitment	поповнення
8. acquisition	придбання
9. retention	збереження
10. expansion	розширення
11. to take over	починати роботу
12. to reflect	відбивати
13. target market	цільовий ринок
14. to convince	переконати
15. market segment	сегмент ринку
16. marketing research	дослідження ринків збуту
17. sustainable	стійкий
18. advantage	перевага
19. practical application	практичне застосування
20. offer	пропозиція
21. to encompass	охоплювати
22. executing	втілення, здійснення
23. pricing	визначення ціни
24. promotion	просування, реклама
25. distribution	розповсюдження, збут
26. to satisfy objectives	досягати цілей
27. to compete	конкурувати
28. in particular	зокрема
29. to aim	прагнути
30. competitive advantage	конкурентна перевага
31. competitor	конкурент
32. to attract	привернути
33. prompt services	швидко надані послуги

34. to meet expectations

відповідати очікуванням

35. marketing mix

рецепт маркетингу

Reading / comprehension activities

Task 6. Read, translate the following text and retell it in 3 sentences.

Marketing

A market-focused, or customer-focused, organization first determines what its potential customers desire, and then builds the product or service. Marketing theory and practice is justified in the belief that consumers use a product/service because they have a need, or because a product/service provides a perceived benefit.

Two major factors of marketing are the recruitment of new customers (acquisition) and the retention and expansion of relationships with existing customers (base management). Once a marketer has converted the prospective buyer, base management marketing takes over.

For a marketing plan to be successful, the mix of the four "Ps" must reflect the wants and desires of the consumers in the target market. Trying to convince a market segment to buy something they don't want is extremely expensive and seldom successful. Marketers depend on marketing research, both formal and informal, to determine what consumers want and what they are willing to pay for it. Marketers hope that this process will give them a sustainable competitive advantage. Marketing management is the practical application of this process. The offer is also an important addition to the 4P's theory.

Within most organisations, the activities encompassed by the marketing function are led by a Vice President or Director of Marketing. A growing number of organizations, especially large US companies, have a Chief Marketing Officer position, reporting to the Chief Executive Officer.

The American Marketing Association (AMA) states, "Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives".

Two Levels of Marketing. *Strategic Marketing* attempts to determine how an organization competes against its competitors in a market place. In particular, it aims at generating a competitive advantage relative to its competitors. *Operational Marketing* executes marketing functions to attract and keep customers, as well as to satisfy the customer with prompt services and meet the customer expectations. Operational Marketing includes the determination of the marketing mix.

Task 7. Find words in the text that mean the same as the following:

- users of products and services –
- people who buy products and services –
- business professionals who work in the field of marketing –
- studies –
- something felt to be necessary –
- the movement of goods and services from the producer to the consumer –
- the combination of factors that makes up a marketing plan –

Task 8. Think what words should be used to complete the text below.

Marketers and all levels of management realize the vital importance of 1 _____. This has become the watchword of good business. 2 _____ and experience has shown that 3 _____ will pay more for goods and

4 _____ of high quality, and also that they expect every aspect of the 5 _____, including distribution, to meet the highest standards. The job of marketers is to design a 6 _____ 7 _____ with a 8 _____ of all the necessary components to satisfy consumer needs.

Task 9. Match the words to get set expressions. Use them in sentences of your own.

- | | |
|---------------|-----------------|
| • potential | 1. plan |
| • target | 2. segment |
| • perceived | 3. application |
| • marketing | 4. advantage |
| • market | 5. customers |
| • to meet | 6. mix |
| • marketing | 7. expectations |
| • practical | 8. market |
| • competitive | 9. benefit |

Task 10. Answer the questions.

1. What does a market-focused, or customer-focused, organization do before building a product or service?
2. According to marketing theory and practice, why do consumers use a product/service?
3. Name two major factors of marketing.
4. What must reflect a marketing plan to be successful?
5. Why do marketers depend on marketing research?
6. Who are the activities encompassed by the marketing function led by within most organisations?
7. Give a definition of marketing according to the American Marketing Association.
8. What are two levels of marketing?
9. What does strategic marketing aim at?
10. What marketing functions does operational marketing execute?

Task 11. Retell the text using the answers from the previous exercise.

Vocabulary activities

Task 12. Fill in the missing words in the table. Make sure that you know the translation of every word.

verb	agent	general noun
market	marketer	
distribute		
		competition
		advertising advertisement
	supplier	
	sponsor	
consume		
produce		
	analyst	
	researcher	
import		
manage		
		promotion
		executing

Task 13. Complete the sentences below with words from the word table.

1. Marketers m_____ p_____ to customers.
2. Advertisers a_____ to c_____.
3. Market analysts a_____ the performance of s_____ and the behavior of c_____.
4. The opposite of export is i_____.
5. The opposite of demand (попит) is s_____.
6. C_____ is good for consumers.
7. S_____ is a form of a_____.

Task 14. Find the meaning of the following words and phrases and make up sentences with some of them:

Market

• to be marketed –	• market-driven –
• to be on the market –	• market ability –
• to come onto the market –	• market basket –
• to take off the market –	• market behavior –
• marketable –	• market demand –
• buyers' market –	• market forecast –
• sellers' market –	• market outlets –
• marketability –	• market performance –
• activity in market –	• market rate of interest –
• at the market –	• market relations –
• boom market –	• market report/ review –
• black market –	• market share –
• to break onto the market –	• market turnover –
• captive market –	• market value –

• consumer's market –	• producer market –
• domestic/ home internal market –	• share market –
• European Common Market –	• stock exchange market –
• flea market –	• terminal market –
• heavy market –	• saturated market –
• foreign market –	• world market conjuncture –
• glamour market –	• world market price –
• global/ world market –	• youth market –
• high-tech market –	• youth market range –

Task 15. Translate the following sentences. Underline set expressions with the word 'market' and make up your own sentences with them.

1. This facial product finds a market among women.
2. There is no market for these goods.
3. Those pancakes were very good. They were selling like hot cakes. It was a brisk market.
4. I cannot buy this product. The market rose not long ago.
5. We've got a market garden and grow vegetables and berries.
6. This company doesn't market these days. It is on the long side of the market.
7. This car model was first marketed by a German company.

8. This electronic device has just come into the market.
 9. They took the product off the market, as there was no market for it.

Task 16. For each group of words match the words to the definitions.

1. market

market research	a the percentage of sales a company has
market segment	b information about what customers want and need
market share	c a group of customers of similar age, income level and social group

2. consumer

consumer behavior	a description of a typical customer
consumer profile	b where and how people buy things
consumer goods	c things people buy for their own use

3. product

product launch	a introduction of a product to the market
product lifecycle	b length of time people continue to buy a product
product range	c set of products made by a company

4. sales

sales forecast	a how much a company wants to sell in a period
sales figures	b how much a company thinks it will sell in a period
sales target	c how much a company has sold in a period

5. advertising

advertising campaign	a a business which advises companies on advertising and makes ads
advertising budget	b an amount of money available for advertising during a particular period
advertising agency	c a program of advertising activities over a period, with particular aims

Listening/ comprehension activities

Companies need customers.

Task 17. Learn the following words and phrases.

1. insurance страхування
2. customer loyalty прихильність покупця одній компанії
3. code of practice кодекс поведінки працівників,
зведення правил
4. customer care турбота про клієнтів
5. to expect чекати
6. to complain скажитися
7. dissatisfied незадоволений клієнт
- customer
8. food hampers корзини з їжею

Task 18. Listen to the text and answer the questions.

1. What are the examples of goods a company can provide?
2. Give examples of services a company can provide.
3. What does it mean 'companies want repeat business'?
4. What is 'a code of practice' which some companies have for customer care?
5. What can you say about British airways' customer care?
6. What other examples of good customer care can you think of?

Task 19. Retell the text using answers from the previous task.

Writing activities

Task 20. Translate the following sentences into English.

Marketing

1. Маркетинг займається задоволенням потреб споживача та одночасним отриманням вигоди.
2. Теорія та практика маркетингу має підстави вважати, що споживачі використовують товар або послугу оскільки вони мають потребу, або товар або послуга забезпечує їм відчутну вигоду.
3. Спеціалісти з маркетингу залежать від маркетингових досліджень, щоб визначити що споживачі хочуть купити, а також скільки вони готові заплатити за це.
4. Маркетинг – це процес планування і втілення концепції, цінової політики, реклами та збуту ідей, товарів та послуг; цей процес створює такий обмін, що задовольняє інтереси окремих людей та організації.
5. Маркетинговий план має відображати потреби та побажання споживачів цільового ринку.

Task 21. Comment on the following statements using word combinations from the unit in written form (about 50 words):

☞ ‘The nature of business is swindling’. (August Bebel).

☞ ‘No nation was ever ruined by trade’. (Benjamin Franklin).

Discussion: Careers

Task 1. The phrases below all include the word ‘career’. Match them to their correct meanings.

- | | |
|-------------------------|---|
| 1. career ladder | • something you do in order to progress in your job |
| 2. career move | • period of time away from your job to, for example, look after your children |
| 3. career break | • series of levels that lead to better and better jobs |
| 4. career plan | • chances to start / improve your career |
| 5. career opportunities | • ideas you have for your future career |

Task 2. Complete these sentences with the verbs from the box.

make climb take have decide offer

1. Employees in large multinationals _____ excellent career opportunities if they are willing to travel.
2. Some people _____ a career break to do something adventurous like sailing round the world.
3. One way to _____ a career move is to join a small but rapidly growing company.
4. In some companies it can take years to _____ the career ladder and reach senior management level.
5. Certain companies _____ career opportunities to the long-term unemployed or to people without formal qualifications.
6. Ambitious people often _____ on a career plan while they are still at school or university.

Task 3. Look at the groups of words below. Cross out the noun or noun phrase which doesn't go with the verb in each group. Make sentences using these phrases.

Example: You can make a fortune with a career in computers.

- | | | | |
|----------------|---|----------------|---|
| 1. make | a fortune
progress
a living
a training course | 4. do | research
a mistake
a job
your best |
| 2. get | progress
a promotion
the sack
a nine-to-five job | 5. take | a pension
time off
early retirement
a break |
| 3. earn | a bonus
a part-time job
money
40 thousand | 6. work | flexitime
anti-social hours
overtime
an office job |

Task 4. In your opinion, which three qualities below are the most important for a successful career in business?

- being on time
- having ambition
- working hard
- getting on with people (being friendly)
- being adaptable (open to new ideas)
- knowing about computers
- having a sense of humor
- looking smart

Task 5. Collette Hill runs a public relation company that advises clients on human resources and recruitment. Read about her opinion of best qualities. Compare her opinion and your answers.

- I would offer three particular qualities I think. First you need to be able to get on with people. Whatever job you are going to have colleagues and customers. You need to be able to get on with people at all levels. Second, you need to be adaptable. Businesses go through constant change. Your role will change, as will the people you work with, even the place where you work sometimes. And finally, of course, you need a sense of humor to keep it all in proportion.

Task 6. Read about Collette’s opinion of how to prepare for a job interview. Retell this text starting your sentences with ‘you should’, ‘you can’, ‘you’d better’, ‘you may’.

- It really helps if you look at it from the point of view of the interviewer. Find out all you can about the company to show you’re really interested in the opportunity. You can look up how old it is, what it does, how many people it employs, how fast it is growing. Then at the interview, help the interviewer by answering their questions fully, but sticking to the point; don’t talk too long. It’s important to ask the interviewer questions, for example, ‘What is your medium-term plan for the company?’ or ‘What is your policy on training and development?’ These sorts of questions show you’re potentially interested in staying, not just looking for a short-term contract.

Task 7. Match the possible questions of a job interviewer with the possible answers.

▪ Can I get you anything?	1. It’s 43 thousand.
▪ Could I confirm your contact details?	2. Yes, I use it a lot in my current job.
▪ Can you use this software package?	3. I can let you know next week.
▪ Can you speak any other languages?	4. Thank you. A coffee, please.

▪ Could you tell us more about your present job?	5. Yes, the address is the same, but my email has changed.
▪ Could you tell me your current salary?	6. I'd love some. Thank you.
▪ Would you let us know your decision as soon as possible?	7. Well, I'm currently responsible for European sales.
▪ When can you start?	8. Yes, I can speak French and Spanish.
▪ Would you like some more coffee?	9. My notice period is two months.

Task 8. Work in pairs. Make up your own dialogs using the phrases from the previous task.

Task 9. Read the 1st telephone conversation. Underline useful expressions and use them in your own dialogs.

Dialog 1.

A: Good morning. VTS. Which department, please?

B: I'd like to speak to Carmen Brown in human resources, please.

A: Thank you. Hold on, I'll put you through.

C: Hello. Human resources.

A: Hello. Is that Carmen Brown?

C: Speaking.

A: Yes, I'm phoning about your advert in Careers Now. Could you send me an application form, please?

C: Certainly. Can I take some details? Could you give me your name and address, please?

A: Sure, it's And my address is

Task 10. Read the second and the third telephone conversations. What is the difference between them? Make up similar dialogs.

Dialog 2.

A: Hello, Could I speak to Andrea, please?

B: I'm afraid, she's not here at the moment. Can I take a message?

A: Yes, please. This is John from Intec. Could you tell her I won't be able to make the training course on Saturday. She can call me back if there's a problem.

B: OK. Thank you. Good bye.

Dialog 3.

A: Hi, John. Dave here.

B: Oh, hello, Dave. How are you?

A: Fine, thanks. Listen, just a quick word.

B: Year, go ahead.

A: Do you think you could let me have the fax number for Intercom company? I can't get through to them. Their telephone number is always engaged.

B: I've got it here. It's 020 4578 2389.

A: Sorry, I didn't catch the last part.

B: It's 2389.

A: OK. Thanks. Bye.

B: No problem. Bye.

Task 11. Match the phrases which are close in the meaning.

• Can I talk to ...	1. I'm phoning about
• Just a moment.	2. Could you give me your name and address?
• I'll connect you.	3. How are you?
• Am I speaking to?	4. The phone is always engaged.
• Yes, it's me.	5. Don't mention it. It's

	OK.
• The reason I'm calling is	6. Sorry, I didn't catch it.
• Can I have your name and address?	7. Speaking.
• How are things?	8. Let me have
• Could you give me...?	9. I'll put you through.
• The phone is always busy.	10. Hold on.
• Sorry, I didn't hear it.	11. I'd like to speak to...
• No problem.	12. Is that

Task 12. Read the following extract from the job description for the position of Sales Manager. Say why each of qualities and abilities mentioned is important in the field of marketing.

The successful candidate will be responsible for:

- developing sales, achieving results and increasing customer numbers;
- managing the sales team so that it is more motivated, dynamic and effective.

He/she will be:

- a natural leader;
- energetic, enthusiastic and determined;
- confident and outgoing.

He/she will have:

- strong sales ability;
- organizational and interpersonal skills;
- a good academic background and suitable experience;
- numeracy skills and the ability to handle administration;
- linguistic ability.

Task 13. Read the following application letter from the candidate for the position of Sales Manager, Joanna Breach. Write a similar application letter.

ul. Nowogrodzka 29
01-215 Warsaw
Poland

Fast-Track Inc.
1225 Federal Street
Boston, MA 02110
USA

25 February 2008

Dear Sir or Madam

I would like to apply for the job of Sales Manager for the Central and Eastern Europe area. I have worked at Fast-Track since I left school 12 years ago. I have had some of the best results in the sales team, with good knowledge of practical sales techniques. However, I also have a Diploma in Marketing, which I obtained doing evening classes at the University of Warsaw Business School. I believe this combination of practical experience and qualifications makes me an ideal candidate for the job that Fast-Track is now offering.

I am also developing my language skills. I learnt Russian at school. My English is quite good, and I am taking evening classes at the University Language Centre to improve my level. Of course, I'll be glad to say more about my suitability for the job if invited for an interview.

Yours faithfully

Joanna Breach

Unit 2. Marketing mix

Pre-reading activities

Task 1. For each definition choose the correct word or phrase.

Marketing, marketing people and markets

1. *Providing money to cultural or sporting activities in exchange for advertising rights.*

a) promotion b) grant aid c) sponsorship

2. *A business which specializes in giving advice and support to companies about marketing and markets.*

a) marketing consultancy b) counseling service c) company analysts

3. *An economy which allows open and reasonably free exchange between private companies.*

a) command economy b) conservative economy c) free market economy

4. *A market in which there are too many suppliers producing similar products.*

a) saturated market b) buyers' market c) heavy market

5. *A market in which there are few suppliers producing goods that a lot of people want to buy.*

a) weak market b) sellers' market c) light market

6. *A company which sells more of a particular type of product than its competitors.*

a) trend setter b) multinational c) market leader

7. *A person who uses their specialist knowledge of a specific market to try to explain what has happened and predict what will happen.*

a) market analyst b) forecaster c) market broker

8. *A specific promotional activity over a limited period.*

a) campaign b) season c) trend

9. *The activity of moving goods from the producer to the consumer.*

a) selling b) distribution c) orientation

10. *The activity of selling goods to other countries.*

a) multinational b) exporting c) exchange distribution

11. *The proportion of the total market which one company controls.*

a) dominion b) market place c) market share

12. *What company or organization says it intends to do for its customers/clients and the community.*

a) corporate mission b) strategic plan c) corporate image

Task 2. Fill in the gaps below with one of the terms from the previous exercise.

Companies at the market:

Globo – 45%

Lammeter – 10%

Bragg – 10%

PJC – 8%

ORBEX – 8%

Romet – 7%

Q & A – 6%

Others – 6 %

1. Globo is a _____ .
2. The _____ of Q & A is 6%.
3. Lammeter is going to _____ goods to other countries.
4. Bragg has a very good team of _____ who predict what will happen at the market in the nearest future.
5. Globo uses _____ to advertise their products during football matches.

Task 3. Diamonds are a classic example of a sellers' market. There is a lot of demand for the product but there are very few suppliers. That's why diamonds are rare and extremely expensive! Find another example of a sellers' market or of a buyers' market.

Task 4. Refresh your Grammar.

1. Products are often developed to meet the desires of groups of customers. (Present Simple Passive; infinitive).
2. E. Jerome McCarthy divided marketing into four general sets of activities. (Past Simple).
3. His typology has become so universally recognized that his four activity sets, the Four Ps, have passed into the language. (Present Perfect; participle II; Present Perfect).
4. The scope of a product generally includes supporting elements such as warranties, guarantees, and support. (plural).
5. Pricing refers to the process of setting a price for a product, including discounts. (Present Simple; gerund; participle I).
6. Any person coming into contact with customers can have an impact on overall satisfaction. (participle I; modal verb 'can' + a verb).

Task 5. Fill in the gaps using verbs in brackets in the right tense or non-finite form.

1. Globo (to become) a market leader last year and Lammeter (not to become) a market leader yet. (Past Simple; Present Perfect).
2. We want (to increase) our market share up to 30% and (to export) our goods to other countries. (infinitive).
3. A market in which there are few suppliers (to produce) goods that a lot people (to want) to buy (to call) a sellers' market. (participle I; Present Simple; Present Simple Passive).
4. (to provide) money to cultural or sporting activities in exchange for advertising rights is called sponsorship. (gerund).
5. Any company should be (to market-focus, to customer-focus) (to succeed) in business. (participle II; infinitive).
6. Seven Ps (to known) as the (to extend) marketing mix. (Present Simple Passive; participle II).
7. Our analysts can (to predict) what will happen at the market in the nearest future. (modal verb 'can' + a verb).

Task 6. Learn the active vocabulary.

1. to recognize	визнавати
2. to deal	мати справу
3. to relate	мати відношення
4. end-user	кінцевий споживач
5. scope	сфера, діапазон
6. warranties	технічні випробування
7. guarantees	гарантії
8. support	підтримка
9. discounts	знижки
10. monetary	у грошовому виразі
11. to exchange	обмінювати
12. promotion	просування або реклама товару
13. publicity	реклама
14. to refer	відноситися
15. point of sale	місце продажу
16. retailing	роздрібний продаж
17. low value	низька вартість
18. high value	висока вартість
19. adjustment	коректування, поправка
20. to account	враховувати
21. long term	довгостроковий
22. contractual	договірний
23. agreement	угода, договір
24. supply chain	система постачань
25. transactions	операції
26. to attempt	намагатися
27. memorable	що запам'ятовується
28. workable	легко здійснений
29. guide	керівництво
30. framework	структура

Reading / comprehension activities

Task 7. Read, translate the following text and try to retell it in 3 sentences.

Marketing mix

In popular usage, "marketing" is the promotion of products, especially advertising and branding. However, in professional usage the term has a wider meaning which recognizes that marketing is customer centered. Products are often developed to meet the desires of groups of customers or even, in some cases, of specific customers. E. Jerome McCarthy divided marketing into four general sets of activities. His typology has become so universally recognized that his four activity sets, the Four Ps, have passed into the language.

The four Ps are:

Product: The product aspects of marketing deal with the specifications of the actual goods or services, and how it relates to the end-user's needs and wants. The scope of a product generally includes supporting elements such as warranties, guarantees, and support.

Pricing: This refers to the process of setting a price for a product, including discounts. The price need not be monetary - it can simply be what is exchanged for the product or services, e.g. time, energy, psychology or attention.

Promotion: This includes advertising, sales promotion, publicity, and personal selling, and refers to the various methods of promoting the product, brand, or company.

Placement or distribution refers to how the product gets to the customer; for example, point of sale placement or retailing. This fourth P has also sometimes been called *Place*, referring to the channel by which a product or services is sold (e.g. online vs. retail), which geographic region or industry, to which segment (young adults, families, business people), etc.

These four elements are often referred to as the marketing mix. A marketer can use these variables to design a

marketing plan. The four Ps model is most useful when marketing low value consumer products. Industrial products, services, high value consumer products require adjustments to this model. Services marketing must account for the unique nature of services.

Industrial marketing is marketing by companies where the target audience is another company, or organization, not individual consumers or members of the public. Industrial or B2B marketing must account for the long-term contractual agreements that are typical in supply chain transactions. Relationship marketing attempts to do this by looking at marketing from a long-term relationship perspective rather than individual transactions.

The 4 Ps offer a memorable and quite workable guide to the major categories of marketing activity, as well as a framework within which these can be used.

Task 8. Read and translate the second part of the text and explain why extra three Ps are important in marketing.

As well as the standard four Ps (Product, Pricing, Promotion and Place), services marketing calls upon an extra three, totaling seven and known together as **the extended marketing mix**. These are:

People: Any person coming into contact with customers can have an impact on overall satisfaction. Whether as part of a supporting service to a product or involved in a total service, people are particularly important because, in the customer's eyes, they are generally inseparable from the total service. As a result of this, they must be appropriately trained, well motivated and the right type of person. Fellow customers are also sometimes referred to under 'people', as they too can affect the customer's service experience, (e.g., at a sporting event).

Process: This is the process(es) involved in providing a service and the behavior of people, which can be crucial to customer satisfaction.

Physical evidence: Unlike a product, a service cannot be experienced before it is delivered, which makes it intangible. This, therefore, means that potential customers could perceive greater risk when deciding whether to use a service. To reduce the feeling of risk, thus improving the chance for success, it is often vital to offer potential customers the chance to see what a service would be like. This is done by providing physical evidence, such as case studies, testimonials or demonstrations.

Task 9. Fill in missing words in this description of the marketing mix.

The traditional marketing mix was described in terms of four Ps:

1. _____, the goods or services
2. _____, the cost of the product
3. _____, often called distribution
4. _____, which aims to make people aware of the product.
5. _____, or everyone involved from producer to consumer
6. _____, which is the interaction between everyone involved
7. _____, or anything that shows the existence of the company, e.g. its buildings, vehicles, website, stationary, staff uniforms, badges.

Task 10. Match the words to get set expressions. Use them in sentences of your own.

- | | |
|--------------|---------------|
| • to meet | 1. promotion |
| • end-user's | 2. agreements |

- sales
- low value
- long-term
- supply
- total
- appropriately
- physical
- 3. trained
- 4. evidence
- 5. products
- 6. service
- 7. needs and wants
- 8. chain
- 9. the desires

Task 11. Answer the questions; retell the text using the answers.

1. What is ‘the four Ps’ in marketing?
2. What do the *product* aspects of marketing deal with?
3. What does *pricing* refer to?
4. What does *promotion* include?
5. What does *placement* or distribution refer to?
6. How do we call these four elements?
7. A marketer can use these variables to design a marketing plan, can’t he/she?
8. What does services marketing must account for?
9. What is known as the extended marketing mix?

Task 12. A good way to learn vocabulary is to use real-life examples. Think of a famous company and give examples of its Ps in a marketing mix.

Vocabulary activities

A SWOT analysis

Task 13. Read the following text and say in your own words what a SWOT analysis is.

Sometimes companies realize that they are not achieving their goals or objectives effectively, that is, they are not getting the results they need. In this case they have to re-plan their strategy. It can be useful to get an outsider, e.g. a management or marketing consultant, to analyze the

company's performance and recommend changes to make it more efficient. A SWOT analysis can be useful, that is, an analysis of the company's strengths (S) and weaknesses (W) and also of the opportunities (O) and threats (T) that face the company. Troubleshooting, or solving problems, is necessary part of running a company.

Task 14. Work in pairs and use points below to complete a SWOT analysis for IMG model agency.

- In the past – one of the best known companies.
- Model agency business is very competitive. A lot of agencies are looking for good models too.
- IMG no longer has a reputation for being fashionable or forward-looking.
- New Managing Director has a lot of experience.
- IMG is looking for new models.
- IMG has models who are not earning money for the company.
- MD has ability to make good financial decisions.
- All model agencies are looking for new models.
- Models switch to good agencies quickly.
- Profits can be excellent for a successful company.

SWOT analysis

strengths –	opportunities –
weaknesses –	threats –

Task 15. Look at the flyer below advertising marketing strategy seminars. Fill each gap with the correct word.

mix opportunities people physical evidence place plan price process product promotion strengths threats weaknesses

Sanderman & Kells Associates

Business Strategists

Marketing is our business

Marketing – Corachie Park Hotel, Taynuilt, Oban, Strathclyde
Seminars throughout March, July and November

Success depends on good marketing. Your business needs a clear strategy to develop understanding of:

1. your present position and the market environment
2. the best marketing strategy to reach your customers and build profits for your business

Any business must have a marketing 1 _____.
This should be based on a clear SWOT analysis, i.e. understanding of the present market position in terms of:

2 _____, 3 _____, 4 _____,
5 _____.

The seminar will examine ways to develop a seven-point marketing 6 _____ consisting of:

7 _____, 8 _____, 9 _____,
10 _____, 11 _____, 12 _____,
13 _____.

Send for details and application form now to Andrew G. Boscher,
Chief Executive Marketing,
Sanderman & Kells Associates, PO box 2001, Edinburgh EB12 7 TR
or by email to andyboscher@sandkells.co.uk

Listening/ comprehension activities

The marketing mix

Task 16. Learn the following words and phrases.

1. improvement	поліпшення
2. to cover	охоплювати
3. interaction	взаємодія
4. stages	стадії
5. delivery	доставка
6. after-sales	обслуговування клієнтів після продажу товарів
7. consumer awareness	знання споживачів про товар
8. to establish	встановлювати
9. brand identity	ідентичність бренду
10. employees	службовці

Task 17. Listen to the dialog between Peter Bowen of Citimetal Inc. and Anna James, a marketing consultant; complete Anna's part of the conversation. Choose from the following:

- a** And then the fourth area is physical evidence.
- b** It covers both goods and services offered by the company.
- c** Exactly – and the desire to buy the product. And, finally, people, which means colleagues, employees, agents and customers.
- d** Yes. This means any visual presence or signs suggesting the company.
- e** The second area is place – also called distribution – meaning the movement of goods from the producer to the consumer.
- f** Well, we identified six areas where improvement is necessary.
- g** After place, process. Process is the interaction between people and systems at all stages, from market research, design, production, delivery and after-sales.

- h** The first is product.
- i** Promotion.

Peter: So, what have you got to report?

Anna: _____
_____.

Peter: Really? What are they?

Anna: _____
_____.

Peter: And what exactly does that term cover?

Anna: _____
_____.

Peter: I see. What else?

Anna: _____
_____.

Peter: And after place, what's next?

Anna: _____
_____.

Peter: Yes, I understand – co-ordination of systems.

Anna: _____
_____.

Peter: Physical evidence?

Anna: _____
_____.

Peter: Everything visual. Right, I follow you. And what's the next area?

Anna: _____
_____.

Peter: So, that's creating consumer awareness and establishing the brand identity?

Anna: _____
_____.

Writing activities

Task 18. Translate the following sentences into English in written form.

The four Ps in marketing

1. У маркетингу існує чотири базові сфери діяльності або основних керованих чинників.
2. Аспекти маркетингу, які пов'язані з продуктом, мають справу із специфікацією товарів або послуг та розглядають наскільки вони відповідають потребам кінцевого споживача.
3. Ціноутворення означає процес визначення ціни на продукт, враховуючи знижки.
4. Просування товару включає рекламу, стимулювання збуту, створення громадської думки про компанію або її продукт, особистий продаж та відноситься до різноманітних методів просування на ринок продукту, бренду або компанії.
5. Розповсюдження або збут означає те, як продукт потрапляє до покупця, наприклад, до місця продажу або роздрібною торгівлі.
6. Ці чотири базові сфери діяльності у маркетингу називають рецептом або комплексом маркетингу.
7. Спеціаліст з маркетингу може використовувати ці складові щоб створити маркетинговий план.
8. Промисловий маркетинг має враховувати довгострокові договірні угоди які є типовими у операціях системи постачань.
9. Підхід 'the 4 Ps' пропонує таке керівництво з основних аспектів маркетингу, що легко запам'ятати та здійснити.

Task 19. Design a similar flyer (Task 13) advertising some service. Your flyer should be clear, simple and easy to understand. Don't forget to provide some way for the public to contact you.

Discussion: Selling

Task 1. Choose the correct word to complete each sentence.

1. We offer a _____ to customers who buy in bulk.
a) refund b) discount c) delivery
2. We ask customers who are not fully satisfied to _____ goods within seven days.
a) discount b) refund c) return
3. In order to get a full _____, customers must send back goods in the original packaging.
a) discount b) refund c) return
4. Goods will be _____ within 24 hours of your order.
a) dispatched b) purchased c) exchanged
5. Goods are kept in our _____ until ready for delivery.
a) stock b) storage c) warehouse
6. Products and services offered at a large discount are generally a(n) _____.
a) sale b) bargain c) offer

Task 2. Match the phrases with their explanation. Work in pairs and make up short dialogs with each phrase.

- | | |
|------------------------|--|
| • cooling off period | 1. a promise to give your money back if you are not happy |
| • credit card details | 2. the help you get from a company when you start to use their product |
| • method of payment | 3. the time when you can change your mind and cancel an order |
| • interest-free credit | 4. the name, number and expiry date on your credit card |
| • out of stock | 5. the way you choose to buy the goods you want |
| • money back guarantee | 6. when you can pay some time after you buy, but at no extra cost |
| • after sales service | 7. when the goods you require are not available |

Task 3. Jan Groot, Marketing Manager for TPC Inc. is making a presentation to the company's sales staff. Order parts of his speech.

1	Our R & D department designed the Triple X Pathway over a five-year period...
	...and extended five-year warranty with absolute confidence.
	We offer a full after-sales service...
	...but the augmented package includes ten types of software, a DVD drive, speakers, a printer, a Scanner, manuals. Free internet access, free on-site warranty and the prestige of the Triple X brand name.
	Of course, all components used in the manufacture of the Triple X Pathway have been well tested.
	The core product is, of course, a personal computer...
 and the product was finally launched this year.
	Furthermore, we expect the product to experience rapid early sales for at least three years...
	...before being joined by me-too products from our competitors.

Task 4. Work in pairs and make a list of things which contribute in successful sales. Compare your lists and discuss them.

Task 5. Read the text. Then say if the statements after it are true, false or you do not know.

Selling online

Online sales are at different stages of development in different parts of the world. Of course, in many places, not many people have computers at work, and even fewer have them at home. Even mail order has not developed. People do their shopping in street markets and traditional shops, so the growth of e-commerce will be very slow there.

In other markets, consumers use computers a lot, but they are very nervous about giving their credit card details online: they are afraid that computer hackers may steal them. The main job of online retailers is to persuade people that their details will be safe if they buy online.

In some places, shopping is no longer seen as a leisure activity. Traffic problems, the difficulty of parking, crowded shops and the high cost of goods in shops all mean that shopping is unpleasant. Thus, retailers have a big potential market. But even here, it will take a long time before people lose the need to touch and see certain types before they buy them.

1. The writer is a well-known expert on the subject of online sales.
2. The article describes four types of market for online sales.
3. In the first type of market, very few people have access to a computer.
4. The writer thinks that it will take 30 years for online sales to develop in the first market described in the article.
5. In the second type of market, people don't like to give their credit card details online.
6. In the third type of market, people would buy everything online if they could.
7. The United Kingdom is a good example of the third kind of market.
8. The writer thinks online selling will last for 100 years.
9. Ukraine is a good example of the second kind of market.

Task 6. Any business or commerce that is carried out over the internet is electronic trading. Put each of these terms under the correct description.

access code	browsing	e-business	e-commerce	e-shopping
home shopping	password	surfing	virtual shopping	

buying things over the internet	business over the internet	a personal identification for access to a website or a security protected resource	looking for information on the internet

Task 7. Match each term on the left with the definition on the right.

- | | |
|--------------------------|---|
| • online support | 1. on the web or via the internet |
| • advertising on the web | 2. carrying out banking tasks over the internet |
| • online | 3. extra help available over the internet from a company's website |
| • e-banking | 4. help or after-sales service available through the internet |
| • web support | 5. using the internet and a website to promote products or services |

Unit 3. New marketing 4 Ps

Pre-reading activities

Task 1. M & T Cables wants to enter a new market. Read the following email to a possible export partner. Fill each gap in the sentences below with the correct word from the box.

A new market

analysis demand free goods mix plan research trends

Date 22 Nov 2007 15:48 +0900

From: M & T Cables GmbH <MTCables@worldcom.de

To: 'Peter Jarrow' PDJARROW@gold.ocn.fi

Subject: Export proposal

Dear Peter,

Thanks for your letter about marketing our products in the South Pacific region. We certainly do want to sell our 1 _____ in every 2 _____ market in the world, but we need to do some market 3 _____ in your region.

I have four questions to start with:

1. What is the supply and 4 _____ like at present for our kind of product?
2. What kind of 5 _____ do you think we should develop in our marketing 6 _____ ?
3. What are the market 7 _____ in this sector?
4. Can you recommend someone to carry out a detailed market 8 _____ for us?

Please email by return if possible. Thank you!

Sandra Sah

Lindacher Str. 48. d-40474 Dusseldorf. Germany

MTCables@worldcom.de

Tel: 0049 211 646453 or 646458 Fax: 0049 211 646460

Task 2. Refresh your Grammar.

1. The original 4 Ps concept idea was developed to help marketers to manage the four most important aspect of marketing. (Past Simple Passive; infinitive; the superlative degree of comparison).
2. Today, new 4 Ps are the directions that cutting edge marketing is advancing. (Present Simple of 'to be'; Present Continuous).
3. Emerging technologies will continue to push this idea forward. (participle I; Future Simple).
4. The concept of "Participation" is to allow customer to participate in what the brand should stand for; what should be the product directions and even which ads to run. (modal expression to be + infinitive, modal verb should).
5. The "passive customer base" will ultimately be replaced by the "active customer communities". (Future Simple Passive).
6. ". P2P is now being referred as Social Computing. (Present Continuous Passive).

Task 3. Fill in the gaps using verbs in brackets in the right tense.

1. This product (to develop) to satisfy needs of young customers three years ago.
2. Now it (to be) the most popular product and the sales constantly (to increase).
3. I (to be to come) to the meeting tomorrow because many important questions (to discuss).
4. What (to be) the supply and demand in this region?
5. The marketing research (should / to answer) many questions about the marketplace in that country.
6. In two weeks analysts (to recommend) our company the best mix to develop in our marketing plan.
7. Many modern technologies (to use) nowadays in all spheres of life, including marketing.

Task 4. Learn the active vocabulary.

1. cutting edge	передова позиція
2. to advance	просуватися
3. customization	виконання за індивідуальним замовленням
4. to extend	розширювати
5. emerging	що з'являється
6. participation	участь
7. disruptive change	корінні зміни
8. to enable	давати можливість
9. handful	жменька
10. media companies	медіа компанії
11. Peer-to-Peer	спілкування між споживачами
12. advocacy	пропаганда (поглядів, ідей)
13. to impose	нав'язувати
14. apparent	очевидний
15. to engage	привертати
16. disruptive force	пробивна сила
17. Predictive Modeling	прогнозує моделювання

Reading / comprehension activities

Task 5. Read, translate the following text and try to retell it in 3 sentences.

Marketing new 4 Ps

The original 4 Ps concept idea was developed to help marketers to manage the four most important aspect of marketing. With the Internet, marketers need to adapt a new perspective on these elements that is encompassing and strategic, not narrow and tactical. Author and consultant Idris Mootee came up with the concept of “New 4 Ps” model in 2001 in his book High Intensity Marketing to supplement the traditional marketing 4 Ps. They are *Personalization*, *Participation*, *Peer-to-Peer* and *Predictive Modeling*. Today,

these are the directions that cutting edge marketing is advancing.

The first “P” is the simple idea of “Personalization” which now takes on a whole new meaning. The author refers to customization of products and services through the use of the Internet. Early examples include Dell on-line and Amazon.com, but this concept is further extended with emerging social media and advanced algorithms. Emerging technologies will continue to push this idea forward.

The second “P” is the concept of “Participation”, it is to allow customer to participate in what the brand should stand for; what should be the product directions and even which ads to run. This concept is laying the foundation for disruptive change that we have yet to see.

By enabling each of us to create and publish our own stories, the power of deciding what we read, listen and watch has spread from a handful of media companies to anyone with a camera, a connection and a computer.

The third “P” is “Peer-to-Peer” which refers to customer networks and communities where advocacy happens. The historical problem with marketing is that it is "interruptive" in nature, trying to impose their brand on the customer. This is most apparent in TV ad, which pushes out its own idea of what brand is without engaging the customers. These "passive customer base" will ultimately be replaced by the "active customer communities". P2P is now being referred as Social Computing and will likely to be the most disruptive force in the future of marketing.

The last “P” is “Predictive Modeling” which refers to networks algorithms that are being successfully applied in marketing problems.

Task 6. Match the words to get set expressions. Use them in sentences of your own.

- | | |
|--------------|------------------|
| • predictive | 1. customization |
| • social | 2. companies |
| • products | 3. networks |
| • disruptive | 4. media |
| • media | 5. modeling |
| • customer | 6. problems |
| • marketing | 7. change |

Task 7. Answer the questions. Retell the text.

1. What is new 4Ps model in marketing?
2. What does Personalization in marketing deal with?
3. What does the concept of Participation refer to?
4. What does Peer-to-Peer mean in marketing?
5. What does Predictive Modeling refer to?

Vocabulary activities

Task 8. Translate the following sentences. Underline set expressions with the word ‘cash’ and make up your own sentences with them.

1. – How do you like to pay for it?
-- I will pay cash.
2. – We are going to the restaurant. Would you like to join us?
-- Well, I'd love to, but I am short of cash.
3. This kind of product is sold for cash.
4. If you use direct mail service, you should pay cash on delivery.
5. – Do you always use your cash card when you buy products at a supermarket?
-- No, sometimes I prefer to pay cash.
6. You can buy this car only for cash.

7. Cash and carry is a place to buy household equipment cheaply and take it away oneself.
8. Cash price is paid if payment is immediate.
9. The company has cash flow problems.

Listening/ comprehension activities

Troubleshooting

Task 9. Learn the following words and phrases.

- | | |
|---------------------------|--------------------------------|
| 1. troubleshooting | вирішення проблем |
| 2. to arise | виникати |
| 3. to waste time | витрачати дарма час |
| 4. trouble spot | область, де виникають проблеми |
| 5. to anticipate problems | попереджати проблеми |
| 6. to raise problems | піднімати проблеми |
| 7. to avoid | уникати |
| 8. cost | вартість |

Task 10. Listen to the interview and complete the manager's answers.

1. Business is competitive in terms of _____ and _____.
2. Problems can _____ money and _____ time.
3. At the beginning of a project often people don't _____.
4. It is important that everybody should _____ how the project is going to meet the needs of the _____.
5. In a project everybody should try to _____ problems.
6. In order to avoid problems you should be _____.
7. You should be realistic in the number of people working on the project, the _____ and the _____ of the project.

Task 11. Answer the following questions.

1. Why do you think troubleshooting, or solving problems, is so important in business?
2. Are there any particular areas which are typical trouble spots?
3. Do you think that everyone in a company has a role in troubleshooting and anticipating problems?
4. What's the one most important strategy to avoid problems?
5. Does a company need to plan the cost starting a project?

Task 12. Retell the text using answers from the previous exercise.

Writing activities

Task 13. Translate the following sentences into English.

I

1. Ціль дослідження ринків збуту – визначити попит і пропозицію на ринку даного товару.
2. Які основні керовані чинники (маркетинговий микс) ми повинні включити до маркетингового плану?
3. Це – продукт, ціноутворення, просування товару та розповсюдження або збут товару на ринку.
4. Якими є тенденції ринку у цьому сегменті?
5. Консультант може зробити детальний маркетинговий аналіз для нашої компанії.

II

1. Персоналізація – це виробництво товарів та послуг за індивідуальним замовленням через мережу Інтернет.
2. Участь споживачів означає, що споживачі мають змогу впливати на політику бренду.
3. Спілкування між споживачами відноситься до створення мережі споживачів, де відбувається пропаганда поглядів та ідей.

4. Прогнозуюче моделювання відноситься до мережевих алгоритмів, які успішно застосовують для рішення маркетингових проблем.

Task 14. Comment on the following proverbs using word combinations from the unit in written form (about 50 words):

☞ The customer is always right.

☞ Good things are seldom cheap.

Task 15. Write a similar email (Task 1) to a possible export partner.

☞ **Your letter should include the following information:**

- details about your product: selling points, uses, description;
- details of your pricing policy in existing markets;
- methods you use for promotion and advertising your product;
- the target market your company aims at;
- details of your product's placement: retailers, online selling, other variants;
- ways of your product's delivery to a new region.

☞ **Include as many questions about marketing your product in a new region as you can.**

☞ **Don't forget that your email should be written in formal style which is similar to a standard business letter, but less formal and usually shorter.**

Discussion: Stress at work

Task 1. Match words to their definitions.

- lifestyle 1. a time or date by which you have to do something
- workaholic 2. a system where employees choose the time they start and finish work each day
- workload 3. the way people choose to organize their lives
- deadline 4. someone who cannot stop working and has no time for anything else
- flexitime 5. the amount of work a person is expected to do

Task 2. Complete each sentence with appropriate word from the list in task 1.

1. I worked until 11 o'clock at night to meet the _____ for presenting the report.
2. I work six days a week and never have a holiday. My girlfriend says I'm a _____.
3. Karl has a heavy _____ at the moment because several colleagues are sick.
4. She gave up a highly paid job to write novels. She has completely changed her _____.
5. A _____ system can help to reduce stress level of employees by giving them more control over their working hours.

Task 3. Professor Cary Cooper is a well-known authority on stress management. Read what he says about stress and answer these questions.

1. *What are the two major causes of stress at work?*
2. *What are the examples of stress which Professor mentions.*
3. *Who can cope with stress better – men or women? Why?*



- I think the major causes of stress today are firstly, increasing job insecurity, many people these days feel they could lose their jobs. They feel they may not have a job next month or next year. Secondly, working long hours is becoming common across the whole of Europe. There are problems with how much time people are spending at work compared to the time they spend at home – what is called the work-life balance.

- For people to manage stress successfully, they first have to find out the main reason for it. For example, are they stressed because the company they work for has a habit of working long hours? Or is it a boss who gives them orders all the time, a boss who checks their work and doesn't give them freedom or independence to organize their own work? Or is it that the company is not flexible in its working arrangements? Each of these problems needs a different solution.

- I think women are more flexible, and are able to change the way they behave and do things when they're in new situations. They also seem to cope with pressures better than men. Why is it so? Women have the ability to express emotion, to seek

social help – to go to people and talk about their problems. And in general women don't pretend that problems don't exist.

Task 4. Read and translate the text and try to summarize its content in several sentences.

Men and women do things differently.

You will read about a few key differences between the sexes in the workplace (there are, of course, exceptions to every generalization, including this one).

1 Working together.

The male approach to business is competitive, direct and confrontational. The end justifies the means (it doesn't matter what methods you use, success is the only important thing). Personal status and a focus on the individual are important. The female method is collaborative. Collective action and responsibility are more important than personal achievement. Lateral thinking (thinking in a creative way, making unusual connections), as well as goodwill and the well being of the individual, are also of great importance.

2 Tackling problems.

The male approach is to go to the heart of the problem, without taking into account secondary considerations. The female preference is to look at various options.

3 Body language.

Male body language tends to be challenging. Female body language tends towards self-protection. A stereotypical female pose is sitting cross-legged; the male sits with legs apart to give an impression that he is in control. Male behavior can include forceful gestures for example banging a fist on the desk for effect. The female style does not usually include such gestures.

4 Language.

The male way of speaking does not encourage discussion. Women tend to welcome others' opinions and contributions more.

5 Conversation.

Men like to talk about their personal experiences and achievements or discuss 'masculine' topics such as cars or sport. Women tend to talk about staff problems and personal matters.

6 Meetings.

If a woman does not copy the male confrontational style, she is often ignored.

7 Self-promotion.

Men find it easy to tell others about their successes. Women tend to share or pass on the credit for a success.

8 Humor.

Men's humor can be cruel - a man's joke usually has a victim. Female humor is less hurtful. A woman often jokes against herself.

Task 5. In your opinion, which of the following apply more to men or women. Work in pairs, then discuss your opinions in class.

Men / Women

1. are better time managers
2. are less worried about deadlines
3. have more pressure outside work
4. are less ambitious
5. worry more about making mistakes
6. pay more attention to detail
7. are better at doing many things at the same time
8. are more likely to become angry when stressed.

Task 6. Match the phrases which are close in the meaning. Make up your own sentences with each phrase from the right column.

- to stop doing an activity
 - to achieve a dream
 - times when people do not work, for example the weekend or at night
 - to get better and better jobs in the same company
 - to do extra work outside the office
 - a very busy and competitive way of life
1. anti-social hours
 2. to work one's way up through a company
 3. to give up one's job
 4. rat race
 5. to realize one's ambition
 6. to take work home

Task 7. Comment on the following statements using word combinations from the previous tasks in written form (about 50 words):

☞ 'It is not work that kills men, it is worry'. (Henry Ward Beecher).

Module 1. Individual work

The first variant

Task 1. Read and translate the text. Make up the vocabulary of this text.

Global Marketing

The Oxford University Press defines global marketing as “marketing on a worldwide scale reconciling or taking commercial advantage of global operational differences, similarities and opportunities in order to meet global objectives.” (Oxford University Press’ Glossary of Marketing Terms).

For a company to keep growing, it must increase sales. Industrialized nations have, in many product and service categories, saturated their domestic markets and have turned to other countries for new marketing opportunities. Companies in some developing economies have found profitability by exporting products that are too expensive for locals but are considered inexpensive in wealthier countries.

One of the product categories in which global competition has been easy to track is in U.S. automotive sales. Three decades ago, there were only the big three: General Motors, Ford, and Chrysler. Now, Toyota, Honda, and Volkswagen are among the most popular manufacturers. Companies are on a global playing field whether they had planned to be global marketers or not.

With the proliferation of the Internet and e-commerce (electronic commerce), if a business is online, it is a global business. With more people becoming Internet users daily, this market is constantly growing. Customers can come from anywhere. According to the book, “Global Marketing Management,” business-to-business (B2B) e-commerce is larger, growing faster, and has fewer geographical distribution obstacles than even business-to-consumer (B2C) e-commerce. With e-commerce, a brick and mortar storefront is unnecessary.

Global marketing is not a revolutionary shift, it is an evolutionary process. While the following does not apply to all companies, it does apply to most companies that begin as domestic-only companies. **The five stages** outlined below are explored in depth in the textbook *Global Marketing Management*.

1. A company marketing only within its national boundaries has to consider domestic competition. Even if that competition includes companies from foreign markets, it still only has to focus on the competition that exists in its home market. Products and services are developed for customers in the home market without thought of how the product or service could be used in other markets. All marketing decisions are made at headquarters.

The biggest obstacle these marketers face is being blindsided by emerging global marketers. Because domestic marketers do not generally focus on the changes in the global marketplace, they may not be aware of a potential competitor who is a market leader on three continents until they simultaneously open 20 stores in the Northeastern U.S. These marketers can be considered ethnocentric as they are most concerned with how they are perceived in their home country.

2. Generally, companies began exporting, reluctantly, to the occasional foreign customer who sought them out. At the beginning of this stage, filling these orders was considered a burden, not an opportunity. If there was enough interest, some companies became passive or secondary exporters by hiring an export management company to deal with all the customs paperwork and language barriers. Others became direct exporters, creating exporting departments at headquarters. Product development at this stage is still focused on the needs of domestic customers. Thus, these marketers are also considered ethnocentric.

- 3.** If the exporting departments are becoming successful but the costs of doing business from headquarters plus time differences, language barriers, and cultural ignorance are hindering the company's competitiveness in the foreign market, then offices could be built in the foreign countries. Sometimes companies buy firms in the foreign countries to take advantage of relationships, storefronts, factories, and personnel already in place. These offices still report to headquarters in the home market but most of the marketing mix decisions are made in the individual countries since that staff is the most knowledgeable about the target markets. Local product development is based on the needs of local customers. These marketers are considered polycentric because they acknowledge that each market/country has different needs.
- 4.** At the multi-national stage, the company is marketing its products and services in many countries around the world and wants to benefit from economies of scale. Consolidation of research, development, production, and marketing on a regional level is the next step. An example of a region is Western Europe with the US. But, at the multi-national stage, consolidation, and thus product planning, does not take place across regions; a regiocentric approach.
- 5.** When a company becomes a global marketer, it views the world as one market and creates products that will only require tweaks to fit into any regional marketplace. Marketing decisions are made by consulting with marketers in all the countries that will be affected. The goal is to sell the same thing the same way everywhere. These marketers are considered geocentric.

Task 2. Match each word with its opposite.

1. overseas	a. free market economy
2. strength	b. global
3. buyers	c. domestic
4. supply	d. weakness
5. command economy	e. suppliers
6. local	f. demand

Task 3. Fill each gap in the sentences with a word or phrase from Task 2.

1. Nabisco has dominated the _____ biscuit market in the USA for over 60 years.
2. The enormous _____ of the McDonald's brand name has helped the company to enter new markets all over the world.
3. A _____ of small retail businesses is their inability to compete with larger competitors in fixing favorable terms with _____.
4. All major European manufactures have to look to _____ markets to increase their turnover.
5. When commercial _____ purchase large quantities of goods, it is often possible to achieve important cost savings.
6. Effective pricing policy depends on the _____ and _____ relationship.
7. The WTO (World Trade Organization), Japan and the EU (European Union) are committed to the values of the _____.
8. Globalization has caused many businesses to look to _____ markets and not just _____.

Task 4. Make a plan of the text. Summarize the text in several sentences according to your plan.

The second variant

Task 1. Read, translate the text and summarize its content in several sentences. Make up the vocabulary of this text.

Elements of the Global Marketing Mix

The “Four P’s” of marketing: product, price, placement, and promotion are all affected as a company moves through the five evolutionary phases to become a global company. Ultimately, at the global marketing level, a company trying to speak with one voice is faced with many challenges when creating a worldwide marketing plan. Unless a company holds the same position against its competition in all markets (market leader, low cost, etc.) it is impossible to launch identical marketing plans worldwide.

Product

A global company is one that can create a single product and only have to tweak elements for different markets. For example, Coca-cola uses two formulas (one with sugar, one with corn syrup) for all markets. The product packaging in every country incorporates the contour bottle design and the dynamic ribbon in some way, shape, or form. However, the bottle or can also includes the country’s native language and is the same size as other beverage bottles or cans in that country.

Price

Price will always vary from market to market. Price is affected by many variables: cost of product development (produced locally or imported), cost of ingredients, cost of delivery (transportation, tariffs, etc.), and much more. Additionally, the product’s position in relation to the competition influences the ultimate profit margin. Whether this product is considered the high-end, expensive choice, the economical, low-cost choice, or something in-between helps determine the price point.

Placement

How the product is distributed is also a country-by-country decision influenced by how the competition is being offered to the target market. Using Coca-Cola as an example again, not all cultures use vending machines. In the United States, beverages are sold by the pallet via warehouse stores. In India, this is not an option. Placement decisions must also consider the product's position in the market place. For example, a high-end product would not want to be distributed via a "dollar store" in the United States. Conversely, a product promoted as the low-cost option in France would find limited success in a pricey boutique.

Promotion

After product research, development and creation, promotion (specifically advertising) is generally the largest line item in a global company's marketing budget. At this stage of a company's development, integrated marketing is the goal. The global corporation seeks to reduce costs, minimize redundancies in personnel and work, maximize speed of implementation, and to speak with one voice. If the goal of a global company is to send the same message worldwide, then delivering that message in a relevant, engaging, and cost-effective way is the challenge.

Effective global advertising techniques do exist. The key is testing advertising ideas using a marketing research system proven to provide results that can be compared across countries. The ability to identify which elements or moments of an ad are contributing to that success is how economies of scale are maximized. Market research measures such as Flow of Attention, Flow of Emotion and branding moments provide insights into what is working in an ad in any country because the measures are based on visual, not verbal, elements of the ad.

Task 2. Read this email from a director of a financial services company to a colleague in an overseas subsidiary. Then fill each gap with a word or phrase from the box.

domestic export external audit internal audit
marketing audit SWOT analysis threat trend

Date 22 Jan 2008 15:48

From: JAW Financial services PLC JAWS@arena.com

To: Isabelle Brock Isabrock@threecolors.com

Subject: Re. Update/news

Hello Isabelle,

Just a short note to bring you up to date while you are away.

Since there has been a decline in our 1 _____ sales we

have decided to carry out a 2 _____ to

identify areas where improvement can be made. This consists

of a typical 3 _____ with an

4 _____ to look at factors within

the company and an 5 _____

examining factors outside our immediate control.

We expect that the major 6 _____ to improved

performance in our domestic markets is the weakness of the

national economy. The good news is that while home sales

have fallen, our 7 _____ performance has been

good. The 8 _____ in our key international markets is

positive.

Pleas call me when you return to the office to discuss this in more detail.

Cheers,

John

Module 1. Test

Task 1. Choose the right variant.

Marketing mix

1. Marketing strategy is *(the same as / different from)* marketing plan.
2. A client buys *(a service / a product)* whereas a customer buys *(a service / a product)*.
3. 'Free market' and 'market economy' are *(similar / different)* terms.
4. The marketing mix is all aspects of *(marketing / advertising)*; the advertising mix is the combination of different *(marketing / advertising)* techniques.
5. Product mix is the variety of *(factors / products on offer)* from a certain company; the marketing mix is the combination of *(factors / products on offer)* of how a company markets itself.
6. Mission statement is *(the same as / different from)* corporate mission.
7. Opportunities and strengths are *(positive / negative)* qualities of a company whereas weaknesses and threads are *(positive / negative)* ones.
8. Strategic Marketing *(deals with competition / attracts and keeps customers)* whereas Operational Marketing *(deals with competition / attracts and keeps customers)*.
9. *(Operational Marketing / Strategic Marketing)* includes the determination of the marketing mix.
10. The movement of goods and services from the producer to the consumer is called *(promotion / distribution)*.
11. Business professionals who work in the field of marketing are called *(marketers / advertisers)*.
12. *(Promotion / distribution)* aims to make people aware of the product.

13. A market in which there are few suppliers producing goods that a lot of people want to buy is called (*a sellers' market / a buyers' market*).
14. A market in which there are too many suppliers producing similar products is called (*a sellers' market / a buyers' market*).
15. The process of setting a price for a product, including discounts is called (*pricing / placement*).
16. The four Ps model is most useful when marketing (*low / high*) value consumer products.
17. The (new / old) 4 Ps are Personalization, Participation, Peer-to-Peer and Predictive Modeling.
18. (*Personalization / Participation*) means customization of products and services through the use of the Internet.
19. (*Peer-to-Peer / Personalization*) refers to customer networks and communities where advocacy happens.
20. A product not known by a special brand name is called (*brand / generic*) product.
21. The market consisting of the country where a company is based and no other countries is (*domestic market / local market*).
22. Factors which may have a negative affect on company performance, but which are outside the company's control and are identified during an analysis of marketing performance are (*weaknesses / threats*).
23. A contract which allows another company to make your product and states the terms of payment is (*a patent / a license agreement*).
24. A large company with subsidiaries in many different countries is (*a multinational / a corporation*).
25. Factors which probably have a negative affect on company performance, are within the company's control, and are identified during an analysis of marketing performance and prospects are (*weaknesses / threats*).

Module 2. Product

Unit 4. Branding

Pre-reading activities

Branding

Task 1. Complete each sentence with the correct word or phrase from the box.

brand identity brand name brand image own-brand brand valuation unbranded intangible assets brand loyalty premium brand brand strength
--

1. Coca Cola, Sony, Mercedes Benz: each of these is a famous _____.
2. Deciding a financial value for a brand name is called _____.
3. Consumers usually expect to pay less for products that are _____.
4. Products like Chanel or Christian Dior have a _____ which is more glamorous than that of many less well-known competitors.
5. In the 1990s most supermarkets began to sell _____ products.
6. A brand name is valuable not only for the main products that are represented by the name, but also for the range of _____ that accompany that name.
7. A key concern for marketers is to establish _____ among their customers so that they do not buy similar products made by other companies.
8. Consumers are often prepared to pay a high price for a _____ which they believe represents high quality.
9. A new product must create a _____ so that it is easily recognized and associated with specific qualities.
10. _____ is often a more important factor in company valuations than physical asserts.

Task 2. Write the following phrases in the correct column of the chart:

brand label, premium brand, prestige brand, brand mark,
top brand, major brand, brand name, brand image

brand leader	brand identification
1.	1.
2.	2.
3.	3.
4.	4.

Task 3. Refresh your Grammar.

1. A brand includes a name, logo, slogan, and/or design scheme associated with a product. (Present Simple; participle II).
2. Brand recognition and other reactions are created by the use of the product and through the influence of advertising, design, and media commentary. (Present Simple Passive).
3. Brand may be developed to represent implicit values, ideas, and even personality. (modal verb + Passive).
4. When shipping their items, the factories would literally brand their logo or insignia on the barrels used. (participle I; modal verb, participle II).
5. These factories, generating mass-produced goods, needed to sell their products to a wider market. (participle I; Past Simple).
6. This began the practice we now know as branding, where it is felt that consumers buy *the brand* instead of the product. (Past Simple; Present Simple; Present Simple Passive).

Task 4. Fill in the gaps using verbs in brackets in the right tense or non-finite form.

1. This product (to sell) in all big supermarkets of the city.
2. The product's package (to include) a bright picture and a brand name.
2. Products (to prepare) for delivery to consumers (to store) in this warehouse.

3. When (to design) their products companies should consider consumers' needs and desires.
4. Factories (to put) their logo on the packaging materials (to use).
5. Big companies (to establish) brand loyalty among their customers and (to create) a brand name for their products.
6. Branding (to be) a practice when consumers (to buy) the brand instead of the product.

Task 5. Learn the active vocabulary.

- | | |
|-------------------------|-------------------------------------|
| 1. associated | зв'язаний |
| 2. recognition | впізнавання |
| 3. embodiment | втілення |
| 4. association | асоціація |
| 5. expectation | очікування |
| 6. implicit | неявний, такий, що мається на увазі |
| 7. value | цінність |
| 8. to originate | починатися |
| 9. advent | поява |
| 10. literally | буквально |
| 11. to brand | маркірувати, клеймити |
| 12. insignia | відзнака |
| 13. barrels | бочки |
| 14. mass-produced goods | товари серійного виробництва |
| 15. customer base | споживча база |
| 16. familiar | знайомий |
| 17. to turn out | виявлятися |
| 18. to compete | конкурувати |
| 19. packaged goods | упаковані товари |
| 20. to convince | переконати |
| 21. to place trust | надавати довіру |
| 22. house ad | видавнича реклама |
| 23. description | опис |

24. mascot	талісман
25. jingles	рекламні куплети, вірші
26. youthfulness	молодість
27. luxury	розкіш
28. to purchase	купувати
29. notorious	відомий
30. stocks	акції
31. nose-dive	обвал

Reading / comprehension activities

Task 6. Read, translate the following text and try to retell it in 3 sentences.

Brand history

A brand includes a name, logo, slogan, and/or design scheme associated with a product or service. Brand recognition and other reactions are created by the use of the product or service and through the influence of advertising, design, and media commentary. A brand is a symbolic embodiment of all the information connected to the product and serves to create associations and expectations around it. A brand often includes a logo, fonts, color schemes, symbols, and sound, which may be developed to represent implicit values, ideas, and even personality.

Brands in the field of marketing originated in the 19th century with the advent of packaged goods. Industrialization moved the production of many household items, such as soap, from local communities to centralized factories. When shipping their items, the factories would literally brand their logo or insignia on the barrels used. These factories, generating mass-produced goods, needed to sell their products to a wider market, to a customer base familiar only with local goods, and it turned out that a generic package of soap had difficulty competing with familiar, local products. The fortunes of many brands of that era, such as Uncle Ben's rice and Kellogg's

breakfast cereal, illustrate the problem. The packaged goods manufacturers needed to convince the market that the public could place just as much trust in the non-local product. Campbell soup, Coca-Cola, Juicy Fruit gum were among the first American products to be 'branded', in an effort to increase the consumer's familiarity with the products.

Around 1900, James Walter Thompson published a house ad explaining trademark advertising, in an early commercial description of what we now know as branding. Companies soon adopted slogans, mascots, and jingles which began to appear on radio and television. By the 1940s, Mildred Pierce manufacturers began to recognize the way in which consumers were developing relationships with their brands in a social/psychological/anthropological sense. From there, manufacturers quickly learned to associate other kinds of brand values, such as youthfulness, fun or luxury, with their products. This began the practice we now know as branding, where it is felt that consumers buy *the brand* instead of the product. This trend arose in the 1980s into what has been described as "brand equity mania". In 1988, when Phillip Morris purchased Kraft for six times what the company was worth on paper, it was felt that what they really purchased was its brand name.

April 2, 1993, labelled Marlboro Friday, was marked by some as the death of the brand. On that day, Phillip Morris declared that they were going to cut the price of Marlboro cigarettes by 20%, in order to compete with bargain cigarettes. Marlboro cigarettes were notorious at the time for their heavy advertising campaigns, and well-nuanced brand image. On that day, Wall street stocks nose-dived for a large number of 'branded' companies: Heinz, Coca Cola, PepsiCo. Many thought the event signalled the beginning of a trend towards "brand blindness". But that wasn't true.

Task 7. Match the words to get set expressions. Use them in sentences of your own.

- | | |
|-------------|-----------------|
| • symbolic | 1. advertising |
| • to create | 2. goods |
| • implicit | 3. associations |
| • packaged | 4. items |
| • household | 5. embodiment |
| • trademark | 6. values |

Task 8. Think what words should be used to complete the text below. Retell the text 'Brand history' using this exercise.

A brand is a symbolic 1 _____ of all the information connected to the product and serves to create associations and 2 _____ around it. A brand often includes elements which may be developed to represent implicit values, ideas, and even 3 _____.

Brands in the field of marketing originated in the 19th century with the advent of 4 _____ goods. Coca-Cola was among the first American products to be 'branded', in an effort to 5 _____ the consumer's familiarity with the products. Companies soon adopted slogans, 6 _____, and jingles which began to appear on radio and television. Branding is the practice when 7 _____ buy *the brand* instead of the product.

Task 9. Read the following dialog and comment on it.

Patient: Doctor, I drive a BMW, I drink Coca-Cola, I wear a Rolex watch and Christian Dior aftershave, I smoke Malboro cigarettes, I wear Adidas leisure wear and Armani suits...

Doctor: So what's the problem?

Patient: I don't know who I am.

Vocabulary activities

Describing products

Task 10. Think of products that match the following words:

attractive economical expensive fashionable reliable comfortable practical popular

Are these products brand products?

Task 11. Complete the sentences with the words from the box.

well high best long hard high best

1. IBM manufactures _____-tech computer products.
2. Timberland makes a range of _____-wearing footwear.
3. Ferrari produces _____-quality sport cars.
4. Coca-Cola and PepsiCo both developed _____-selling soft drinks.
5. Duracell sells _____-lasting alkaline batteries.
6. Levi jeans are a _____-made clothing product.
7. Nestle makes many of the world's _____-selling food products.

Task 12. Match the verbs on the left to their meanings. Then put the verbs into a logical order to show the life cycle of a new product.

- | | |
|---------------|--|
| • launch | 1. to stop making |
| • test | 2. to build or make |
| • promote | 3. to introduce to the market |
| • manufacture | 4. to change in order to improve |
| • modify | 5. to try something in order to see how it works |
| • discontinue | 6. to make a plan or drawing |
| • design | 7. to increase sales by advertising, etc. |
| • distribute | 8. to supply to shops, companies, customers |

Task 13. Complete the sentences with terms from the box.

Product management

appeal consumers decision-making development extend markets penetration portfolio positioning potential quality research return

1. Managers have to understand the _____ of their products.
2. Most companies produce many different products and services. Together this is called the product _____.
3. Companies market products at particular groups of consumers, so the product is matched to the consumer. This is called product _____.
4. Product management is about getting the maximum _____ from each product.
5. A key objective is to get the maximum market _____, which means reaching the most _____.
6. Another important objective is to _____ the life of the product.
7. This is possible if the product _____ is good. This means changing and improving the product, to add to its _____ and _____.
8. Managers try to find new _____ for their products.
9. In all cases, product management needs good _____ to help _____.

Listening/ comprehension activities

A trademark

Task 14. Learn the following words and phrases.

- | | |
|---------------------|--------------------------|
| 1. distinctive sign | відмітний знак |
| 2. legal entity | юридична особа |
| 3. to identify | ідентифікувати, виділяти |
| 4. source | джерело |
| 5. to distinguish | розрізняти |

6. property	власність
7. to comprise	включати
8. to commence	починати
9. legal proceedings	процесуальні дії
10. infringement	порушення
11. to file suit	подавати позов

Task 15. Listen to the text and say if the following statements are true or false. Correct the false ones.

1. A trademark is a distinctive sign, which is used only by an individual.
2. A trademark is used to uniquely identify the source of company's products and/or services to consumers.
3. A trademark is a type of intellectual property.
4. A trademark typically comprises only a name and logo.
5. The owner of a registered trademark may not commence legal proceedings for trademark infringement.
6. The registration of a trademark is required.
7. Unregistered mark may be protectable only within the geographical area within which it has been used.
8. When a trademark is used in relation to services rather than products, it may sometimes be called a service mark.

Task 16. Retell the text using the statements from the previous exercise.

Writing activities

Task 17. Translate into English.

Branding

1. Покупці зазвичай чекають, що за небрендові товари потрібно платити менше.
2. Покупці готові платити вищу ціну за товари бренду підвищеного попиту, який, на їх думку, представляє високу якість.

3. Бренд включає назву, логотип, гасло (рекламну формулу), дизайнерський задум, які асоціюються з продуктом або послугою.
4. Бренд – це символічне втілення всієї інформації, яка пов'язана з продуктом або послугою і яка призначена створювати певні асоціації і очікування навколо товару або послуги.
5. Бренд часто включає логотип, певний шрифт, колірний задум, символи, звук, які створюються так, щоб представити цінності, ідеї і навіть індивідуальність, які явно не виражені, але мають на увазі.
6. В середині 20 століття компанії почали застосовувати гасла, талісмани і рекламні куплети (вірші), які з'являлися на радіо і телебаченні.
7. Виробники швидко навчилися асоціювати інші цінності важливі для бренду, такі як молодість, веселість, розкіш зі своїми товарами.
8. Брендова політика – це така практика, коли відчувається, що споживачі купують (вибирають) бренд, а не продукт.
9. Ключове завдання маркетингу – максимально проникнути на ринок, що означає привернути максимальну кількість покупців.
10. Це можливо, якщо продукт постійно допрацьовують, покращуючи як його якість, так і зовнішній вигляд.

Task 18. Comment on the following statement using word combinations from the unit in written form (about 50 words):

☞ 'It's not the employer who pays wages; he only handles the money. It is the product that pays wages'. (Henry Ford).

Discussion: Introducing a new product

Task 1. Match the words and phrases to their explanation.

- | | |
|--|---------------------|
| • launch | 1. regional manager |
| • to try hard to sell a product by advertising or other activities | 2. to emphasize |
| • each year | 3. profits |
| • to say that something is particularly important | 4. trademark |
| • person in charge of a particular area | 5. variety |
| • money received from selling goods | 6. to promote |
| • a symbol on a product to show a company's ownership | 7. introduction |
| • a particular kind in a range of products | 8. annual |

Task 2. Read the following article and decide if the following statements are true or false.

Kiwifruit growers hope to strike gold with new product

Zespri is risking millions of dollars on the launch of an entirely new product – the bald, gold kiwifruit. The effort has been a great success. But the company must be careful to continue to promote the traditional hairy green variety, which has annual sales of \$224 million and is New Zealand's single most important fruit export.

In Japan Zespri managers decided to emphasize the fruit's health-giving, energy-enhancing qualities. The new variety is sweeter and more attractive to Asian tastes. Regional manager for Zaspri in Japan and Asia, says: 'It is selling very well in Japan and is also being marketed in other countries. Sales picked up when the gold fruit became available'.

The successful launch of the gold fruit is expected to increase profits in the long term. The Kiwifruit Marketing

Board has retained all marketing and selling rights for Europe and overseas for the trademarked variety. This will protect revenue as the gold variety is planned worldwide.

Regional Manager for Europe says, 'It's an excellent product: after 25 years selling traditional green kiwifruit, you don't know how exciting it is to sell something different'.

(from the Financial Times)

1. Zespri has spent a lot of money on marketing a new product.
2. The new variety of kiwifruit is New Zealand's most important fruit export.
3. Asians prefer the original green fruit.
4. The Kiwifruit Marketing Board is only marketing the new fruit in Japan.
5. The traditional kiwifruit did not sell well at the beginning of the season.
6. The European manager is not very enthusiastic about selling the product.

Task 3. A sales manager is presenting a product (a CD tower system) to some buyers.

attractive stylish robust user-friendly well-designed best-selling competitive appeal
--

1. As you can see, it's _____ and _____.
2. Its selling price is just under \$25 – a very _____ price.
3. It has special features which should _____ to our customers.
4. The tower is _____.
5. It is _____, elegant and _____.
6. I think the CD tower will be one of our _____ products.

Task 4. Work in pairs. Prepare a short presentation about one of the electronic devices. Then present your product to other pairs. Use the following phrases.

Introducing the product

This is our new product.

I'm going to tell you about our new product.

One of its advantages is that ...

Another advantage is that ...

Describing the product.

Let me tell you about its special features.

It's made of steel/aluminum.

It weights just 2.3 kilos.

It comes in a wide range of colors.

It's a well-designed and high-quality product.

It's robust, elegant and user-friendly.

Stating the product's uses.

It's ideal for traveling.

It's ideal for the home or office.

It's designed to be used with any type of material.

It really meets the needs of ...

It is very simple to use.

Mentioning selling points.

It has several special features.

A very useful feature is the energy-saving design.

Another advantage is its very small size.

Its selling price is reasonable.

You can save 15 \$ if you buy two devices instead of one.

I think this device will be one of our best-selling products.

Inviting questions.

Does anyone have any questions?

Would anyone like to ask a question?

Are there any questions you'd like to ask?

Task 5. The following text came with the user manual for a new telephone. Fill each gap with the correct word or phrase from the box.

after-sales customer helpline labor launched network on-site parts premium state-of-the-art support warranty

Since the TeleTalk was 1 _____, it has been an outstanding success. Well known for reliability, it does, however, come with a full two-year 2 _____ and 3 _____ 4 _____.

Utilizing the very latest technology, this 5 _____ product is supported by our extensive 6 _____ 7 _____. Call our 8 _____ 9 _____ for free advice on how to solve any problems you may have. For a small 10 _____ we can also offer a full 11 _____ technical 12 _____ service for all your communications equipment.

Task 6. Most products, when new, come with a leaflet in the box. This is often printed in several languages. Find an example and look at the English version. Use the leaflet to make vocabulary learning notes.

Unit 5. Beyond the 4 Ps

Pre-reading activities

Task 1. Fill each gap in the sentences with the correct word from the box.

Product

away back on by into off on to

1. Perishable goods go _____ in a short time.
2. If dairy products are not sold _____ the sell-by date, they cannot be offered for sale.
3. Unsold perishable goods usually have to be thrown _____.
4. If a safety fault is discovered in a product, the manufacturer issues a product recall and may ask customers to bring _____ all examples of the product for a repair, replacement or refund.
5. Thousand of new products are put _____ the market every day, but only a few are successful.
6. Success or failure depends _____ many factors, but the most important is the quality of the marketing.
7. Customers with a strong sense of brand loyalty are rarely prepared to switch _____ a competitor.
8. Powerful advertising may help a new product to eat _____ the market share of rival brands.

Task 2. Change each word in bold type to a related word which fills the gap in the sentence correctly.

1. We sell a very large range of goods, including fast moving _____ goods, such as canned foods, cleaning materials and cassettes.	consume
2. Of course, we also sell _____ goods like milk, cheese and meet, which need to be sold within a short time.	perish
3. It is not only food _____ which have a very short shelf life. Fashion items quickly	produce

become out of date.	
4. For larger consumer _____, like music systems and TVs, we provide an after-sales service.	duration
5. An important aspect of marketing goods like computers is possible _____ value, such as free software, internet access and technical support.	add
6. The business of a _____ is to sell products.	retail
7. A _____ industry is one that offers specialist expertise or advice. Lawyers, marketers, translators and financial consultants all do this.	serve
8. If you are not completely satisfied with any product _____ in this store, you may return it and receive a complete refund or exchange it for a different item.	purchaser
9. A _____ gives one person or company the right to make a particular product for a period of time. The inventor may sell or lease it to a manufacturer.	patented
10. A product which was expensive to develop, manufacture and launch, and which does not have the sales that the manufacturer expected can be described as a _____.	flopped

Task 3. Refresh your Grammar.

1. Competitive advantage was created by directly appealing to the needs, wants and behaviors of customers, better than the competition. (Past Simple Passive; gerund).
2. Marketing in the future will be based on a more strategic approach to competitive marketing success. (Future Simple Passive).

3. This does not mean the four P approach is dead, simply that it has been expanded upon. (Present Simple; Present Simple of 'to be'; Present Perfect Passive).
4. Companies with a greater number of resources than their competitors will have an easier time competing in the marketplace. (Future Simple; participle I).
5. Marketers must aggressively build relationships with consumers, customers, distributors, partners and even competitors. (modal verb + infinitive; adverb).
6. The concept of product vs. product in competitive marketing is dying. (Present Continuous).

Task 4. Fill in the gaps using verbs in brackets in the right tense or non-finite form.

1. We think that these goods (to be sold) in a very short time.
2. Food products (to have) a very short shelf life.
3. If you (not to be satisfied) with products (to buy) in this shop, you may (to return) them.
4. This company (become) a market leader three years ago.
5. These food products (to be made) last month, they cannot (to be offered) for sale.
6. Unsold perishable goods must (to be thrown away).
7. (to compete) in the marketplace (to depend) on many factors.
8. Many new products (to put) on the market but not all (to find) a market.

Task 5. Learn the active vocabulary.

- | | |
|----------------|--------------------|
| 1. primarily | перш за все |
| 2. appealing | звернення |
| 3. hype | нав'язлива реклама |
| 4. approach | підхід |
| 5. to allocate | розміщувати |
| 6. offering | пропозиція |
| 7. to match | відповідати |

8. to expand	розширюватися
9. cash	готівка
10. cash reserves	запаси, резерв готівки
11. plant	підприємство, завод
12. equipment	устаткування
13. knowledge	знання
14. legal	юридичний
15. trademarks	торгові марки
16. patents	патенти
17. competencies	компетентність
18. disadvantage	незручність, недолік
19. resource allocation	розподіл ресурсів
20. relationship	відношення
21. aggressively	активно, наполегливо, енергійно
22. vendor	продавець
23. product vs. product	продукт проти продукту
24. business model vs. business model	модель бізнесу проти моделі бізнесу
25. innovation	нововведення
26. superiority	перевага
27. irrelevant	невідповідний

Reading / comprehension activities

Task 6. Read, translate the following text and try to retell it in 3 sentences.

Beyond the 4 Ps

Resources, Relationships, and Business Models.

Marketing in the past focused mainly on basic concepts like the 4 Ps, and primarily on the psychological and sociological aspects of marketing. Competitive advantage was created by directly appealing to the needs, wants and behaviors of customers, better than the competition. Successful marketing was based on who could create the better brand or the lowest

price or the most hype. Marketing in the future will be based on a more strategic approach to competitive marketing success. Marketers will consciously build and allocate resources, relationships, offerings and business models that other companies find hard to match. This does not mean the four P approach is dead, simply that it has been expanded upon.

Resources. Companies with a greater number of resources than their competitors will have an easier time competing in the marketplace. Resources include: financial (cash and cash reserves), physical (plant and equipment), human (knowledge and skill), legal (trademarks and patents), organizational (structure, competencies, policies), and informational (knowledge of consumers and competitors). Small companies usually have a harder time competing with larger corporations because of their disadvantage in resource allocation.

Relationships. Success in business, as in life, is based on the relationships you have with people. Marketers must aggressively build relationships with consumers, customers, distributors, partners and even competitors if they want to have success in today's competitive marketplace. There are four type of relationships (1) win-win (2) win-lose (3) lose-lose (4) lose-win (customer-vendor).

Business Models. The concept of product vs. product in competitive marketing is dying. It's slowly becoming business model vs. business model. Business model innovation can make the competition's product superiority irrelevant. Business model innovation allows a marketer to change the game instead of competing on a level playing field.

Task 7. Find words in the text that mean the same as the following:

- money, especially money that is immediately available in banknotes, coins, bank accounts –

- a situation where businesses are competing with each other –
- something that helps you to be better or more successful than others –
- a new idea, method, or invention –
- all the money, property, skill, labor etc. that a company has available –
- a name, sign, or design on a product to show that it is made by a particular company –

Task 8. Match the words to get set expressions. Use them in sentences of your own.

- | | |
|------------------|----------------|
| • basic | 1. model |
| • competitive | 2. innovation |
| • financial | 3. advantage |
| • business | 4. marketplace |
| • competitive | 5. concepts |
| • business model | 6. resources |

Task 9. Answer the questions and retell the text.

1. What was marketing in the past focused on?
2. What will marketing in the future be based on?
3. Is the four P approach already dead?
4. What do company's resources include?
5. Why do small companies usually have a harder time competing with larger corporations?
6. How must marketers build relationships with consumers, customers, distributors, partners and competitors?
7. What are the types of relationships between the customer and the vendor?
8. What does business model innovation allow a marketer?

Vocabulary activities

Product

Task 10. Choose the best definition for each of the words or phrases.

1. augmented product –

- a) a product now selling at a higher price
- b) a product that is no longer made
- c) a core product plus additional benefits such as brand name, quality styling and design features, extended warranty, after sales service, etc.

2. generic product –

- a) a product not known by a special brand name
- b) a product for general use
- c) a product popular with all types of consumers

3. sell-by date –

- a) the limit placed on sales representatives to meet targets
- b) the date by which a food or drug must be sold
- c) the date on which a product is sold

4. launch –

- a) when a product is taken off the market
- b) when a product is tested before being sold
- c) when a product is first released onto market

5. product life cycle –

- a) the normal pattern of sales for a product
- b) the process of development of a new product
- c) the different stages of improvement in an old product

6. part

- a) a product
- b) a component
- c) a phase in the development of a product

7. a high-performance product

- a) a product sold at a high price
- b) a product of a high quality
- c) a product known by a brand name

Task 11. Next to each word or phrase, write the letter of the correct description.

1. augmented product –
 2. clone (exact copy) –
 3. consumer durable –
 4. core product –
 5. fast moving consumer goods –
 6. generic product –
 7. perishables –
 8. manufacturing –
 9. sell-by date –
 10. service –
 11. high-performance product –
-
- a) Natural products, usually food, that will go bad after a certain length of time.
 - b) Products sold in very large quantities, such as groceries. They are bought often and move through stores quickly.
 - c) A new product, especially in the high technology sector, which is almost the same as a successful one made by a more famous manufacturer.
 - d) Long-lasting products produced and sold in large quantities.
 - e) A basic product with additional features and services added to the total package.
 - f) A basic product which is bought because of a particular need, e.g. a drink for thirst.
 - g) Products which are not known by a brand name.
 - h) Specialist expertise or advice to help companies or individuals, e.g. in legal matters, marketing.
 - i) A time suggested for reasons of safety by which perishable goods should be used.
 - j) A product of a high quality.
 - k) The actual making of products or components for products.

Task 12. Match the words and phrases having the opposite meaning. Make up your own sentences with them.

- | | |
|-----------------------------|------------------------------------|
| 1. generic product | • to take a product off the market |
| 2. perishables | • product of bad quality |
| 3. manufacturing date | • sell-by date |
| 4. original | • brand product |
| 5. high-performance product | • consumer durable goods |
| 6. to launch a product | • clone |

Task 13. Give typical consumer profiles for each product. Include the following: *age, sex, job, income level, other products the consumer might buy.*

1. cars
2. newspapers, magazines
3. watches, jewelry
4. clothing

Listening/ comprehension activities

Marketing in the future

Task 14. Learn the following words and phrases.

- | | |
|-----------------------|---------------------------|
| 1. raw materials | сировина |
| 2. cost | вартість |
| 3. to increase | збільшувати |
| 4. shortage | недолік, брак |
| 5. to avoid wastes | уникати втрат |
| 6. rapid | швидкий |
| 7. decrease | зменшення |
| 8. switch | перемикання |
| 9. eliminating | усунення |
| 10. consumption | споживання |
| 11. consumer durables | споживчі товари тривалого |

12. planned obsolescence	користування заплановане застарівання
13. consumer expenditure	витрати споживачів
14. to squeeze out	витіснити
15. existing markets	існуючі ринки
16. excessive	надмірний
17. to push up	піднімати
18. to involve	залучати
19. consultancy	консультування
20. to demand	вимагати
21. capital investment	капіталовкладення
22. to market	випускати на ринок
23. response	реакція, відповідь

Task 15. Listen to the text and say if the following statements are true or false. Correct the false ones.

1. One of the main changes that takes place in many industrial societies is increasing of the cost of raw materials.
2. Marketing men can't expect rapid changes in a variety of markets and industries.
3. In *energy*, there will be an increase in competitive advertising between the various types.
4. *Advertising campaigns* will be directed towards eliminating waste rather than increasing consumption.
5. In *consumer durables* there will be a move to planned obsolescence.
6. In *manufacturing*, smaller companies will be squeezed out of existing markets.
7. In *packaging*, many products, will change or disappear as paper and aluminum shortages push up the cost of packaging.
8. Advertising *budgets* are increasing.
9. And in *marketing*, manufacturers will demand slower returns on more capital investment.
10. Innovations will be marketed much faster.

11. *Brand life cycles* will be much longer.
12. *Agencies* will have to be much faster in their response to marketing problems and work longer hours for less money.

Task 16. Answer the following questions.

1. What are the main factors of fundamental changes in many industrial societies?
2. What changes can be expected in consumer durables?
3. Will total consumer expenditure fall or will it rise?
4. Will small manufacturing companies survive?
5. Will advertising agencies themselves be involved even more into marketing and management consultancy?
6. Will innovations be marketed much faster?

Writing activities

Task 17. Translate into English in written form.

Resources, Relationships, and Business Models.

1. Маркетинг у минулому був зосереджений на таких основних поняттях, як теорія 4 Пі, і на психологічних і соціологічних аспектах маркетингу.
2. Маркетинг в майбутньому буде заснований на стратегічному підході до конкурентного успіху.
3. Фахівці з маркетингу свідомо формуватимуть і направлятимуть ресурси, відносини з людьми, пропозицію товарів на ринку і бізнес моделі таким чином, що іншим компаніям буде важко відповідати цьому рівню.
4. Це не означає, що підхід 4 Пі вже не актуальний, просто до нього додані компоненти.
5. Компанії з більш великими ресурсами чим у їх конкурентів, будуть легше витримувати конкурентну боротьбу на ринку.
6. Фахівці з маркетингу повинні активно, наполегливо, енергійно будувати відносини із споживачами, покупцями, дистриб'юторами, партнерами і навіть конкурентами, якщо

вони хочуть мати успіх на сьогоднішньому конкурентному ринку.

7. Концепція «продукт конкурує з продуктом» в маркетингу поступово зникає. Вона поволі замінюється концепцією «бізнес модель конкурує з бізнес моделлю».

Concepts

1. Гроші, які доступні у будь-який момент в банкнотах, монетах, можуть бути зняті з банківських рахунків, називаються готівкою.

2. Поведінка споживача – це вивчення того, як, чому, де і коли споживачі купують товари.

3. Гроші, власність, робоча сила і таке інше, що є у розпорядженні компанії, називаються ресурсами компанії.

4. Нова ідея, метод або винахід називаються інновацією.

5. Назва, знак, дизайн продукту, які показують що він зроблений певною компанією, називають брендом.

6. Щось, що допомагає тобі бути краще і успішніше чим інші, називається конкурентною перевагою.

7. Ситуація, в якій бізнес компанії змагаються одна з однією, називається конкуренцією.

8. Фінансові ресурси компанії – це готівка і резерв готівки.

9. Людські ресурси компанії – це знання, уміння і майстерність персоналу.

Task 18. Comment on one of the following statements using word combinations from the unit in written form (about 50 words):

☞ ‘The best way to have a good idea is to have a lot of ideas’. (Dr. Linus Pauling).

☞ ‘Be not afraid of growing slowly; be afraid only of standing still’. (Chinese proverb).

☞ ‘A person possessing the best information succeeds in life normally more than others’. (Benjamin Disraeli).

Discussion: Companies

Task 1. Complete the sentences below with words and phrases from the box.

share price workforce profit turnover subsidiary market share head office
--

1. The amount of money a company receives from sales in a particular period is called its _____.
2. The money a company makes after taking away its costs is its _____.
3. A company, which is more than 50% owned by a parent company, is called a _____.
4. The employees in a particular country or business are called the _____.
5. The percentage of sales a company has in a particular market is its _____.
6. The main building or location of a large organization is its _____.
7. The cost of a company's shares is its _____.

Task 2. Complete the extract from a company report with appropriate words or phrases from the box in task 1.

Financial Performance

I am pleased to say the company has continued its excellent performance. We are changing, growing and doing well at a difficult time for the industry. 1 _____ was \$57.2 million, an increase of 15% on last year, and 2 _____ rose by 5% to \$6.4 million.

We are a highly competitive business. We have increased our 3 _____ to 20%. Consequently, our 4 _____ has risen and is now at all-time high of 49.6.

Increased production and strong demand have had a positive effect on our cash flow, so we are able to finance a number of new projects. We have successfully moved to our new 5 _____ in central London. We are now planning to start

full production at the recently opened Spanish
6 _____ in October.

Finally, thanks once again to our loyal and dedicated
7 _____. Our employees will always be our most
valuable asset.

Task 3. Complete the chart below with the information from the box. Then make sentences about companies.

Peugeot Benetton American Express
French Japanese Italian
drug and chemical maker
drinks supplier

Company	Main activity	Nationality
Cisco Systems	Internet equipment supplier	American
	Car manufacturer	
Bacardi Martini		Spanish
	Travel and financial services provider	American
Bayer		German
	Clothing manufacturer	
Sony	Electronic goods maker	

Task 4. Match words with their definitions. Then speak about some company's milestones.

- | | |
|--|---|
| <ul style="list-style-type: none"> • go public • go international • launch a brand • go online | <ol style="list-style-type: none"> 1. sell in overseas markets 2. trade on the Net 3. offer shares on the stock market 4. introduce a brand |
|--|---|

- achieve sales
- establish new stores
- 5. set up new stores
- 6. reach a sales target

Task 5. Complete this job advertisement with the right verb from the box, put the verb in the right form.

look have offer employ be offer
prepare consider need grow

Sales Manager

We 1 _____ one of the largest mobile phone retailers in Europe. We 2 _____ independent and impartial advice on mobile phones. We 3 _____ more than 800 stores in 10 countries, and we 4 _____ fast. We 5 _____ over 3000 workers. Currently we 6 _____ the next stage in our development, and we 7 _____ for major growth outside Europe.

We 8 _____ for people who are reliable, confident and enthusiastic. We 9 _____ experienced people who want to work for an expanding company. We 10 _____ a competitive salary and private health insurance. We are willing to reward staff with attractive performance-based bonuses.

Task 6. Invent a company. Work in pairs. Make a presentation about your company. Ask questions after your partners' presentation.

To make an effective presentation you should:

Introduce yourself (name, position, company);

Outline the structure of your talk;

Summarize your main points.

In your presentation you can:

1. Answer the following questions.

What is the name of the company?

When did the company started?

Is this business family-owned? multinational?
 Where is the head office?
 What does it sell?
 Who are its customers?
 Annual turnover?
 Annual net profits?
 Number of stores: in European cities? In the world?
 Are the stores profitable?
 What is the company's workforce?
 What are the company's career opportunities?
 Strengths?
 Future plans?

2. Use the following sentences.

Outlining the presentation.

First, I'll give you some basic information.
 Secondly, I'll talk about our stores in other countries.
 Next, I'll talk about career opportunities.
 Last of all, I want to look at our future plans.
 I'll be pleased to answer any questions at the end of my talk.

Introducing new information.

Here's some basic information.
 Let me add a few figures.
 Let's have a look at some statistics.
 What are our strengths?

Ending the presentation.

To conclude, I want to tell you about our future plans.
 Finally, a few words about our new project.
 Thanks very much for listening to my talk.
 Thanks for coming to my presentation.

Task 7. Match the sectors to the examples of products or services they offer.

pharmaceuticals	computer programming
construction	supermarkets

finance	drugs
IT	bridges
media	credit cards
retailing	women's magazines
telecommunications	trucks
transport	telephone services

Task 8. Complete this article with the correct word.

I am sorry to say the company has not performed well this year. 1 _____ was \$ 35 million, a decrease of 12 % on the last year, and 2 _____ fell by 15% to \$ 1.4 million.

We are in a highly competitive industry. Our 3 _____ share has decreased from 21% to 17%. The company's share 4 _____ has fallen and is now at an all-time low of 43 cents. Falling production and weak demand have had a negative effect on our plans, so we are now unable to 5 _____ the new projects that we announced earlier.

In these difficult conditions, our employees remain our most valuable 6 _____, and I would like to thank them for their efforts in the last year. I ask the 7 _____ to be prepared for some difficult decisions in the year ahead.

1. a) overturn b) turnaround c) turnover
2. a) benefits b) profits c) payments
3. a) market b) sales c) product
4. a) charge b) fee c) price
5. a) cash b) finance c) money
6. a) assembly b) assignment c) asset
7. a) workforce b) manpower c) payroll

Task 9. Write a similar job advertisement (Task 5). You should invent a company that needs a sales manager and give some information about it in your advertisement.

Module 2. individual work

The first variant

Task 1. Read and translate the text. Make up the vocabulary of the text. Summarize its content in several sentences.

Branding

Marketers engaged in branding seek to develop or align the expectations behind the brand experience, creating the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or unique. A brand image may be developed by attributing a "personality" to or associating an "image" with a product or service, whereby the personality or image is "branded" into the consciousness of consumers. A brand is therefore one of the most valuable elements in an advertising theme. The art of creating and maintaining a brand is called brand management.

A brand which is widely known in the marketplace acquires brand recognition. When brand recognition builds up to a point where a brand enjoys a critical mass of positive sentiment in the marketplace, it is said to have achieved brand franchise. One goal in brand recognition is the identification of a brand without the name of the company present.

"DNA" refers to the unique attributes, essence, purpose, or profile of a brand and, therefore, a company. The term is borrowed from the biological DNA, the molecular "blueprint" or genetic profile of an organism which determines its unique characteristics.

Brand equity measures the total value of the brand to the brand owner, and reflects the extent of brand franchise. The term brand name is often used interchangeably with "brand", although it is more correctly used to specifically denote written or spoken linguistic elements of a brand. In this context a "brand name" constitutes a type of trademark, if the brand

name exclusively identifies the brand owner as the commercial source of products or services. A brand owner may seek to protect proprietary rights in relation to a brand name through trademark registration.

Principles of branding. A good brand name should:

- be legally protectable
- be easy to pronounce
- be easy to remember
- be easy to recognize
- attract attention
- suggest product benefits or suggest usage
- suggest the company or product image
- distinguish the product's positioning relative to the competition.

Brand energy is a concept that links together the ideas that the brand is experiential; that it is not just about the experiences of customers/potential customers but all stakeholders; and that businesses are essentially more about creating value through creating meaningful experiences than generating profit. Economic value comes from businesses' transactions between people whether they be customers, employees, suppliers or other stakeholders. For such value to be created people first have to have positive associations with the business and/or its products and services and be energised to behave positively towards them – hence brand energy. It has been defined as “The energy that flows throughout the system that links businesses and all their stakeholders and which is manifested in the way these stakeholders think, feel and behave towards the business and its products or services”.

The act of associating a product or service with a brand has become part of pop culture. Most products have some kind of brand identity, from common table salt to designer clothes.

Task 2. Complete the sentences in the text with words from the box.

Branding

environment convey competitors tool market brand managers decisions strategies cash cows similar

One of the most important 1 _____ a marketing manager can make is about branding. The value of brands in today's 2 _____ is phenomenal. Brands have the power of instant sales, they 3 _____ a message of confidence, quality and reliability to their target 4 _____.

Brands have to be managed well, as some brands can be 5 _____ for organisations. In many organisations they are represented by 6 _____, who have huge resources to ensure their success within the market.

A brand is a 7 _____ which is used by an organisation to differentiate itself from 8 _____. Ask yourself what is the value of a pair of Nike trainers without the brand or the logo? How does your perception change?

Increasingly brand managers are becoming annoyed by 'copycat' 9 _____ being employed by supermarket food retail stores particular within the UK. Coca-Cola threatened legal action against UK retailer Sainsbury after introducing their Classic Cola, which displayed 10 _____ designs and fonts on their cans.

The second variant

Task 1. Read and translate the text. Make up the vocabulary of the text. Summarize its content in several sentences.

Brand monopoly

In economic terms the "brand" is a device to create a monopoly — or at least some form of "imperfect competition" — so that the brand owner can obtain some of the benefits which accrue to a monopoly, particularly those related to decreased price competition. In this context, most "branding" is established by promotional means. There is also a legal dimension, for it is essential that the brand names and trademarks are protected by all means available. The monopoly may also be extended, or even created, by patent, copyright, trade secret, and other means.

In all these contexts, retailers' "own label" brands can be just as powerful. The "brand", whatever its derivation, is a very important investment for any organization. Often, especially in the industrial sector, it is just the company's name which is promoted.

Brand extension. An existing strong brand name can be used as a vehicle for new or modified products; for example, many fashion and designer companies extended brands into fragrances, shoes and accessories, home textile, home decor, luggage, (sun-) glasses, furniture, hotels, etc. Mars extended its brand to ice cream, Caterpillar to shoes and watches, Michelin to a restaurant guide, Adidas and Puma to personal hygiene.

There is a difference between brand extension and line extension. When Coca-Cola launched "Diet Coke" and "Cherry Coke" they stayed within the originating product category: non-alcoholic carbonated beverages. Procter & Gamble (P&G) did likewise extending its strong lines (such as Fairy Soap) into neighboring products (Fairy Liquid and Fairy Automatic) within the same category, dish washing detergents.

Multi-brands. In a market that is fragmented amongst a number of brands a supplier can choose deliberately to launch totally new brands in apparent competition with its own existing strong brand (and often with identical product characteristics); simply to soak up some of the share of the market which will in any case go to minor brands. The rationale is that having 3 out of 12 brands in such a market will give a greater overall share than having 1 out of 10 (even if much of the share of these new brands is taken from the existing one). In its most extreme manifestation, a supplier pioneering a new market which it believes will be particularly attractive may choose immediately to launch a second brand in competition with its first, in order to pre-empt others entering the market.

Individual brand names naturally allow greater flexibility by permitting a variety of different products, of differing quality, to be sold without confusing the consumer's perception of what business the company is in or diluting higher quality products.

Once again, Procter & Gamble is a leading exponent of this philosophy, running as many as ten detergent brands in the US market. This also increases the total number of "facings" it receives on supermarket shelves. Sara Lee, on the other hand, uses it to keep the very different parts of the business separate — from Sara Lee cakes through Kiwi polishes to L'Eggs pantyhose.

Cannibalization is a particular problem of a "multibrand" approach, in which the new brand takes business away from an established one which the organization also owns. This may be acceptable (indeed to be expected) if there is a net gain overall. Alternatively, it may be the price the organization is willing to pay for shifting its position in the market; the new product being one stage in this process.

Task 2. Complete the sentences in the text with words from the box.

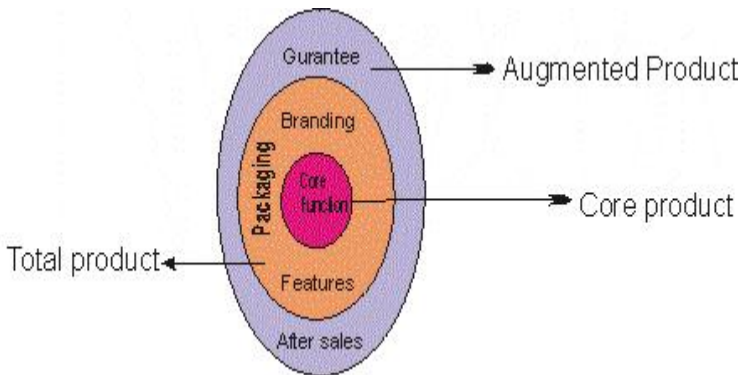
branding warranties selling point
after sales service growth stage

The core product offered to consumers depends much on what their primary need is.

Total product. One way for the company to differentiate the product is via 1 _____, packaging, designing the product and by promoting the variety of features the product offers.

Augmented product. Differentiating via branding and features in this market is not enough. You must also be able to make sure that the customer has some form of good quality after care service in the form of 2 _____, technical back up line and so on. This sometimes is the 3 _____ for many people. Good 4 _____ usually encourages good word of mouth, creating a good reputation for the organization.

Total Product Concepts. The company will have to start thinking about replacement models soon after launch, possibly 5 _____. The company will have to launch replacement models at the decline stage so they can see a smooth transmission of one lifecycle to another.



Module 2. Test

Task 1. Choose the right variant.

Product

1. A brand is a symbolic (*embodiment / expectation*) of all the information connected to the product and serves to create associations and (*embodiment / expectations*) around it.
2. Brands in the field of marketing originated in the 19th century with the advent of (*packaged / non-local*) goods.
3. A trademark is a distinctive sign, which is used by (*an individual or business organization / a business organization*).
4. The owner of a registered trademark (*may / may not*) commence legal proceedings for trademark infringement.
5. Product management is about getting the maximum (*return / potential*) from each product.
6. Perishable goods go off in a (*short / long*) time.
7. Unsold perishable goods usually (*have to be thrown away / can be offered for sale again*).
8. Success or failure depends on many factors, but the most important is the quality of the (*marketing / advertising*).
9. Canned foods, cleaning materials and cassettes are (*perishable / consumer*) goods.
10. Milk, cheese and meat are (*perishable / consumer*) goods.
11. Music systems and TVs are examples of (*durables / perishables*).
12. Free software, internet access and technical support are examples of (*added value / services*) in marketing goods like computers.
13. A product which was expensive to develop, manufacture and launch, and which does not have the sales that the manufacturer expected can be described as (*a success / a flop*).
14. Marketing in the future will be based (*on the psychological and sociological aspects of marketing / on a more strategic approach to competitive marketing success*).

15. Money, especially money that is immediately available in banknotes, coins, bank accounts is called (*cash / credits*).
16. A situation where businesses are competing with each other is called (*a competition / relationships*).
17. Something that helps you to be better or more successful than others is called (*disadvantage / advantage*).
18. A name, sign, or design on a product to show that it is made by a particular company is called a (*patent / trademark*).
19. A core product plus additional benefits such as brand name, quality styling and design features, extended warranty, after sales service, etc. is called (*an augmented / a generic*) product.
20. A product not known by a special brand name is called (*an augmented / a generic*) product.
21. A product of a high quality is called a (*high-performance product / core product*).
22. A basic product which is bought because of a particular need, e.g. a drink for thirst is called a (*core product / generic product*).
23. Products sold in very large quantities, such as groceries. They are bought often and move through stores quickly. They are called (*consumer durables / fast moving consumer goods*).
24. Specialist expertise or advice to help companies or individuals, e.g. in legal matters, marketing is called (*service / manufacturing*).
25. One of the main changes that takes place in many industrial societies is increasing of the cost of (*raw materials / energy*).
26. A brand is a tool which is used by an organization to differentiate itself from (*competitors / buyers*).
27. One way for the company to differentiate the product is via branding, packaging, designing the product and by promoting the variety of features the product offers. This is a (*total / core*) product.
28. A good brand name (*should be / shouldn't be*) legally protected and (*should be / shouldn't be*) easy to recognize.

Module 3. Pricing and distribution

Unit 6. Pricing

Pre-reading activities

Task 1. Fill each gap in the sentences below with correct word from the box. Look up all the unknown words in the dictionary.

Pricing

margin fee demand costs revenue gross price profit net discount
--

1. When a business pays all its costs and taxes, any money left is _____.
2. The total profit without subtracting costs and overheads is called _____ profit.
3. Profit minus the costs associated with preparing the goods for sale is called _____ profit.
4. Another word for income is _____.
5. The difference between costs and selling price is the _____.
6. Many consumers normally look for the lowest _____.
7. Selling something at a reduced price is called giving a _____.
8. The price you pay for a professional service, for example from an architect, doctor or lawyer, is a _____.
9. Businesses can't sell products if there is no _____.
10. Another word for expenses is _____.

Task 2. Match each word on the left with a word on the right to create a two-word phrase connected with pricing.

- | | |
|---------------|-------------|
| • penetration | 1. demand |
| • down- | 2. priced |
| • fixed | 3. market |
| • budget- | 4. costs |
| • elastic | 5. strategy |

Task 3. Make two-word expressions which are opposite in the meaning to those in task 2.

- | | |
|-------------|-------------|
| • inelastic | 1. demand |
| • variable | 2. priced |
| • premium- | 3. market |
| • skimming | 4. costs |
| • up- | 5. strategy |

Task 4. Find the correct term from tasks 2 and 3 to complete each sentence below. Write sentences to help you remember these expressions, include well-known examples, e. g.: *Gucci is a premium-priced up-market brand.*

1. Where sales are not affected much by price rises, this is _____.
2. Selling widely in a market for low profit per item is a _____.
3. High quality, high-priced products are _____.
4. A company accounts term meaning the cost of things like electricity, rent, and other charges that do not increase with increases in production is _____.
5. Low priced goods, aiming for volume sales at the lower end of the consumer market, are _____ goods.

Task 5. Refresh your Grammar.

1. Price is affected by many variables. (Present Simple Passive).
2. Marketing helps companies avoid unnecessary R&D, operational and sales costs by helping to develop products. ('help' + infinitive; gerund + infinitive).
3. Another success is the now commonly implemented value-pricing principle. (Present Simple of 'to be'; participle II).

4. The development of the game has taken two years but advance orders are impressive. (Present Perfect; Present Simple of 'to be').
5. The recommended retail price is expected to be round \$55. (Present Simple Passive).
6. The strategy was not successful. (Past Simple of 'to be').

Task 6. Fill in the gaps using verbs in brackets in the right tense or non-finite form.

1. This game (to launch) this month and (to sell) well now.
2. The discounts in that store (to be) rather big last week and we (to buy) several nice things.
3. Sales (to affect) by price rises very much in the market and this (to call) inelastic demand.
4. Market research helps (to find out) what customers (to need) and (to want).
5. The company (to want) to sell some of its goods at a (to reduce) price.
6. Consumers (to choose) goods that are well-(to design), well-(to pack) and useful.

Task 7. Learn the active vocabulary.

- | | |
|------------------|---|
| 1. to vary | варіюватися, змінюватися |
| 2. to affect | впливати, впливати |
| 3. variables | змінні |
| 4. delivery | доставка |
| 5. to influence | впливати |
| 6. ultimate | остаточний |
| 7. profit margin | величина прибутку, різниця між собівартістю і продажною ціною |
| 8. high-end | високоякісний |
| 9. low-cost | дешевий |
| 10. in-between | проміжний |
| 11. to determine | визначати |

12. to avoid	уникати
13. R&D (research and development)	науково-дослідні і конструкторські роботи
14. costs	витрати
15. for the sake	ради
16. innovation	нововведення
17. to implement	застосовувати
18. whereby	за допомогою чого
19. cost-plus	витрати плюс фіксований прибуток
20. suppliers	постачальники
21. fair deal	вигідна операція
22. launch	випуск, вихід на ринок з новим товаром
23. advance orders	попередні замовлення
24. impressive	значний
25. to break even	окупити витрати, працювати рентабельно
26. labor input	трудовитрати
27. premium price	надбавка до ціни
28. retail price	роздрібна ціна
29. factory gate price	ціна за собівартістю
30. market share	частка на ринку
31. to predict	передбачати
32. shelf-life	тривалість перебування у продажу
33. to occur	відбуватися
34. attempt	спроба
35. to drive out of the market	витіснити з ринку
36. at least	принаймні

Reading / comprehension activities

Task 8. Read, translate the following text and try to retell it in 3 sentences.

Pricing

Price will always vary from market to market. Price is affected by many variables: cost of product development (produced locally or imported), cost of ingredients, cost of delivery (transportation, tariffs, etc.), and much more. Additionally, the product's position in relation to the competition influences the ultimate profit margin. Whether this product is considered the high-end, expensive choice, the economical, low-cost choice, or something in-between helps determine the price point.

Marketing helps companies avoid unnecessary R&D, operational and sales costs by helping to develop products because customers want them, not for the sake of innovation. Another success is the now commonly implemented value-pricing principle, whereby a product or service is sold for the price the customer is willing to pay, not on a cost-plus basis. This way, both suppliers and customers get a fair deal.

Sometimes companies choose aggressive pricing. The Japanese computer games company SAWA is planning a launch for a new game called Bird. The development of the game has taken two years but advance orders are impressive. The company expects the product to break even within one year. Production costs are low as the labor input in this sector is relatively small.

Margins in computer games are usually high, but SAWA has promised a high penetration strategy, with a competitive pricing policy. This is a change of policy for SAWA, whose products have always carried a premium price, SAWA being a relatively exclusive brand.

The recommended retail price is expected to be round \$55, with the factory gate price being around 33% of that. Such a low price may have the effect of creating a price war in the computer games market. Aggressive pricing is a new policy for

SAWA, as the company aims to increase its market share in the lower end of the games market.

A further point of interest is that SAWA predict a long shelf-life for Bird, perhaps five years, which is longer than normal in this sector.

In the UK, a good example of a price war occurred in the newspaper market, where News International published *The Times* at a much lower price than its competitors in an attempt to drive at least one of them out of the market. The strategy was not successful.

Task 9. Match the words to get set expressions. Use them in sentences of your own.

- | | |
|---------------|-------------|
| • profit | 1. basis |
| • expensive | 2. costs |
| • operational | 3. pricing |
| • to develop | 4. margin |
| • cost-plus | 5. orders |
| • aggressive | 6. even |
| • advance | 7. products |
| • to break | 8. price |
| • premium | 9. choice |

Task 10. Say if the following statements are true or false. Correct the false ones. Use phrases of agreement and disagreement.

Agreement

That's right.

That's true.

I quite agree.

I think so.

Disagreement

That's wrong.

That's false.

I don't agree.

I don't think so.

1. Price cannot vary from market to market.
2. Price is affected only by the cost of product development.
3. The product's position in relation to the competition influences the profit margin.
4. Marketing helps companies avoid unnecessary research and development costs.
5. Companies never choose aggressive pricing.
6. Margins in computer games are usually low.
7. A low price can create a price war in the market.
8. Aggressive pricing is a policy, which aims to increase a company's share in the market.

Vocabulary activities

Task 11. Translate the following sentences. Underline set expressions with the word 'price' and make up your own sentences with them.

1. This thing is above price to me. My mother gave it to me when I was a child.
2. – Oh, you've bought this dress at a price!
– I would buy it at any price. I like it very much.
3. – Are you going to sell your jewelry?
– Not at any price!
4. This company is a price leader in the computer games market.
5. This service is priced at \$25.
6. British electrical equipment is likely to be priced out of the market by cheap imports.
7. Ford don't want to raise its prices any more – it's worried about pricing itself out of the market.
8. In our summer sale, we have clothes from top designers at give-away prices.
9. Nightclubs often charge inflated prices for drinks.
10. Nowadays the food price level is very high. Are you expecting any price-cutting in some near future?

Task 12. Find the meaning of the following words and make up sentences with some of them:

Demand

- active demand –
- backlog demand –
- consumer demand forecasting –
- declining demand –
- items in active demand –
- lower demand –
- supply and demand –
- demand item –
- demand price –
- demand research –
- higher demand –
- items in steady demand –
- per capita demand –
- world demand –

Task 13. Match the words to get set expressions. Translate them into Ukrainian.

- | | |
|-------------------|-------------|
| • marketing | 1. price |
| • cost | 2. sale |
| • selling | 3. margin |
| • annual | 4. profit |
| • net | 5. fee |
| • discount | 6. revenue |
| • interest | 7. account |
| • tax-free | 8. year |
| • public | 9. account |
| • tax | 10. rate |
| • profit and loss | 11. company |

Listening/ comprehension activities

Finance

Task 14. Learn the following words and phrases.

- | | |
|------------------|----------------------|
| 1. to borrow | займати |
| 2. favorable | сприятливий |
| 3. to rise | підніматися |
| 4. to fall | падати |
| 5. to depend | залежати |
| 6. offshore | зарубіжний, офшорний |
| 7. shareholder | акціонер |
| 8. to be obliged | бути зобов'язаним |

Task 15. Listen to the text, answer the questions and then retell the text.

1. When a company wants to borrow money what is important to find?
2. Why do many investors choose foreign bank accounts to invest their money?
3. Who can become a shareholder in a public company?
4. What are all public companies in the UK obliged to do at the end of the tax year?
5. What do annual reports include?
6. Do the directors or shareholders own the company?
7. Which word means the total sum of money which is coming into the company?

Writing activities

Task 16. Translate into English in written form.

Profit

1. Після того, як компанія здійснює всі витрати по виробництву товару і платить податки, гроші, що залишилися, називаються прибутком.

2. Загальний прибуток без віднімання основних і накладних витрат називається валовим прибутком.
3. Прибуток мінус витрати, пов'язані з підготовкою продукту до продажу, називається чистим прибутком.
4. Різниця між витратами (собівартістю продукту) і продажною (ринковою) ціною називається величиною прибули.
5. Один з принципів визначення ціни – продукт або послугу продають за таку ціну, яку покупець хоче платити, на відміну від принципу «витрати плюс фіксований прибуток».
6. Щоб збільшити прибуток, компанія застосовує нову конкурентноздатну цінову політику.
7. Компанія вивчає рахунки прибули і збитків, які показують її річний оборот.

Price

1. Ціна завжди відрізняється на різних ринках.
2. На ціну впливають багато чинників: витрати на виробництво товару; вартість інгредієнтів або сировини; вартість доставки і багато інших.
3. Крім того, конкурентоспроможність товару впливає на остаточну величину прибутку.
4. Іноді компанії обирають агресивну цінову політику.
5. Агресивна цінова політика полягає в пониженні цін на товари з метою збільшення частки компанії на ринку.
6. Ця компанія диктує ціни на ринку комп'ютерних ігор.
7. Британські електроприлади можуть бути витиснені з ринку дешевшими імпортними товарами.
8. Сьогодні рівень цін на продукти харчування дуже високий. Чи не очікується зниження цін в найближчому майбутньому?
9. Компанія Форд не хоче більше піднімати ціни, вона стурбована, що може бути витиснена з ринку за рахунок підняття цін.

Discussion: Great ideas

Task 1. Which of the following statements do you agree with? Which do you disagree with? Why?

1. There are no new ideas.
2. Most of the best ideas are discovered by accident.
3. Research and development is the key to great business ideas.
4. There is nothing wrong with copying and improving the ideas of others.
5. The best way to kill an idea is to take it to a meeting.

Task 2. Match the verbs and nouns to make set phrases about the benefits companies get from great ideas.

- | | |
|-----------|-------------------|
| • exploit | 1. an award |
| • extend | 2. an opportunity |
| • win | 3. a range |
| • make | 4. a market |
| • enter | 5. an opening |
| • see | 6. a breakthrough |

Task 3. Match the verbs and nouns to make set phrases about the benefits customers get from great ideas.

- | | |
|-----------|--------------------|
| • save | 1. waste |
| • fill | 2. status |
| • meet | 3. a gap |
| • solve | 4. a problem |
| • protect | 5. a need |
| • enhance | 6. time |
| • reduce | 7. the environment |

Task 4. Complete the extract from a talk by the head of a Research and Development Department with the correct form of words from Tasks 2 and 3.

Great ideas are generated in different ways. Sometimes an idea may simply be when a company 1 exploits an opportunity to 2 the product range, to offer more choice to existing customers. Or a great idea could allow a company to 3 a market which was closed to it before.

Companies which are prepared to spend a lot on R&D may 4 a breakthrough by having an original idea for a product which others later copy, for example Sony and the Walkman.

On the other hand, some products are developed in response to customer research. They come from customer ideas. These products 5 a real need. Or the product does something similar to another product, but faster, so it 6 time. Some people will buy new products because the product 7 their states – makes them feel more important.

Other people will buy any ‘green’ product which 8 waste or 9 the environment, even if it is more expensive.

If an idea is really good – perhaps the product 10 a gap in the market – it may even 11 an award for innovation.

Task 5. Complete the sentences with words from the box.

business plan investment individuals introduce science write start manage
--

To build a company on university _____, you have to bring together a number of components. The first thing you need is a _____, which we help the researchers to _____. We can then use this business plan to raise the _____ - the cash that you need to _____ the business. This comes from private investors who are rich _____, usually who'd made money

from running their own businesses. You also need people to _____ the new company and we have a database of these people and _____ them to the scientists.

Task 6. Which of the following do you agree with?

Successful meetings.

1. The best number for a meeting is six people or fewer.
2. Never have food or drink during a meeting.
3. Always start and finish a meeting on time.
4. You should sit round a table when you have a meeting.
5. A meeting must always have a leader.
6. At a formal meeting each person should speak in turn.

Task 7. Work in groups. Imagine a company, think of its name and products. Then hold the meeting. You should discuss 2 problems: 1) the date of the launch of a new product; 2) marketing strategy: selling price, target consumer, advertising, sales outlets.

Use the following phrases.

Chairperson:

Beginning the meeting

Can we start please?

Right, let's begin.

Stating the aim

The main aim of the meeting is to decide the date of the launch.

The purpose of this meeting is to discuss our marketing strategy and decide which sales outlets we should target.

Asking for comments

Let's hear a few more views.

What do you think when are we going to launch this product?

How do you feel about this?

What's your view on this problem?

Changing the subject

Let's move on now to marketing.

The next item on the agenda is promotion and price.

Clarifying

What do you mean by ...?

Sorry, I don't quite understand.

Summarizing

I think in balance we agree that we prefer the earlier date.

OK, let's summarize.

Right, let's recap ...

Participants:

Giving opinions

I think ...

I'm in favor of ...

In my opinion....

Making suggestions

Perhaps we should

We could...

I suggest we launch this product in May or June.

Agreeing

I think you are right.

I totally agree.

Disagreeing

I don't know about that.

I'm afraid I don't agree.

Interrupting

Hold on a moment.

Can I say something?

Task 8. Comment on the following statement using word combinations from the unit in written form (about 50 words):

☞ 'The best way to have a good idea is to have a lot of ideas'.

Task 9. Read the text. Then say if the statements after it are true, false or you do not know.

Juana Lopez invented a number of things over the years, but they were mostly relatively small improvements to existing products. Then one day she had an idea for a dishwashing machine that worked without using water. She went to see several dishwasher manufacturers about producing the machine, but none of them was interested.

Juana found investors to back her idea and founded her own production company. She spent millions of euros on developing her dishwasher, and it was launched three years later. From the day of the launch, sales were very good – better even than Juana had hoped.

But Global Domestic (GD), one of the companies that she had been to see, launched its own waterless dishwasher. Juana obtained one and found that it used a lot of the technical ideas that she had developed and patented: she had obtained legal protection for these ideas so that other companies could not use them. After a long legal process, GD was forced to stop making its competing dishwasher and to pay Juana several million euros.

Now Juana's waterless dishwasher has 40 % of the worldwide dishwasher market, and this is increasing every year. Word-of-mouth recommendation by satisfied users has made it a big success.

1. Juana Lopez is Spanish.
2. Her dishwashing machine was her first invention.
3. She went to see several manufacturers about producing the dishwasher.
4. She founded her own production company, with her own money.
5. GD produced a dishwasher that copied a lot of Juana's ideas.
6. GD was forced to pay Juana for copying her ideas.

Unit 7. Pricing strategy

Pre-reading activities

Task 1. Fill each gap in the sentences below with a phrase from the box.

Pricing strategy

budget-priced demand curve going rate price war retail margin selling costs unit cost
--

1. The amount of money necessary to produce one individual example of a product is the _____.
2. The difference in price between what retailers pay for a product and what they sell the product at is called the _____.
3. The total amount of money spent on all aspects of selling, including advertising, commissions and promotion, is known as the _____.
4. A period during which several competitors aggressively lower their prices in an effort to build up market share is called a _____.
5. Products at the lowest end of the price scale are sometimes referred to as _____ goods.
6. The price, which the market will accept for a product or for services, is the _____.
7. The line on a graph, which shows the relationship between price and consumer demand, is called the _____.

Task 2. Match the words with the definitions.

- | | |
|----------------------|---|
| • break-even point | 1. the price wholesalers and distributors pay to the producer for goods |
| • discounting | 2. a pricing strategy based on low pricing and low unit profits |
| • factory gate price | 3. an illegal and secret agreement between competitors to fix higher |

- inelastic demand prices to boost their profits
- overheads 4. the day-to-day costs of running a business
- penetration strategy 5. sales of a product do not change much with variations in price
- price sensitive buyers 6. reducing the price of goods in return for bulk sales or to a favored customer
- loss leader 7. a product sold at a specially low price, perhaps at a loss, in the expectation that customers will spend money on other goods where margins are high
- cartel 8. the point in the development of a product when sales begin to exceed the investment
- 9. consumers who are very attentive to price changes and look for lower-priced items

Task 3. Choose the best definition for each of the words or phrases.

Costs

1. cost of labor

- a) cost of all work involved in making a product or service ready for sale
- b) cost of manual workers employed by a company
- c) cost of industrial action by employees

2. cost of production

- a) selling price for a finished product
- b) all expenses for raw materials, heating, lighting, electricity, etc.
- c) all costs involved in making a product ready for distribution and sale

3. cost of sales

- a) total costs involved in making a product or service, distributing it and selling it
- b) cost of selling a product in salaries, commissions, etc.
- c) the price of a product when it is sold

4. commission

- a) a royalty paid to an inventor of a product
- b) a percentage of the selling price which is paid to the seller, usually an agent or distributor
- c) instructions given to a sales representative or to the shop which is asked to sell a product

5. selling costs

- a) the total money raised selling a product or service
- b) the costs involved in distributing, promoting and selling a product
- c) the salaries and other expenses paid to sales representatives

6. direct costs

- a) all costs relating to production of a product, including development costs and raw materials, electricity and labor
- b) all taxes paid to the government
- c) the cost of labor involved in making a product

7. direct labor costs

- a) all costs relating to production of a product, including development costs and raw materials, electricity and labor
- b) all labor costs involved in actual production of a product
- c) all labor costs involved in producing a product and, in addition, all support labor costs, such as secretarial and administrative work

8. fixed costs

- a) prices established by the government
- b) costs which are decided by the management of a manufacturing company, not by suppliers or retailers
- c) costs which do not depend on quantity of production, e.g. heating, lighting, rent

9. variable costs

- a) costs which change according to the quantity of production, such as raw materials, components, overtime pay, etc.
- b) costs which are difficult to estimate as they may suddenly change because of changes in the market, such as competitors' pricing
- c) costs which change according to the time of the year, e.g. warm clothes for winter, or summer fashions

10. overheads

- a) regular costs associated with the day-to-day running of a company
- b) additional expenses because of a higher than expected demand for products
- c) extra costs above what was planned in the costs budget

11. unit cost

- a) the costs associated with all production of all products
- b) the costs involved in making one single example of a product
- c) the total costs for any part of a factory producing one type of product

12. labor input

- a) the cost of labor in producing products for distribution and sale
- b) additional payments to workers during periods of high demand
- c) the costs of all non-managerial wages and salaries

Task 4. Refresh your Grammar.

1. The following decisions were taken regarding pricing strategy for the new year. (Past Simple Passive; participle I).
2. Budget-priced goods will only be sold in Category 'C' stores. (Future Simple Passive).

3. Goods can only be sold at a sale price where they have already been offered at the recommended retail price. (modal verb + Passive; Present Perfect Passive).
4. We do not allow discounts on any goods not sold at a previously higher price for a period of three months. (Present Simple; participle II).
5. Our own factory gate price must allow the company to cover all production costs. (must + infinitive; infinitive).
6. Our marketing team should watch the market prices to ensure that we do not price ourselves above the going rate. (should + infinitive; infinitive; Present Simple).
7. This will avoid retail prices being forced higher by high wholesale prices. (Future Simple; gerund).

Task 5. Fill in the gaps using verbs in brackets in the right tense or non-finite form.

1. The amount of money (to spend) on his car (to be) substantial.
2. The company (to launch) new facial after sun products a month ago, we think they (to buy) by consumers next summer.
3. We (not to offer) discounts on these products because they (to sell) like hot cakes at the moment.
4. Our marketing team (to try) (to set) a reasonable price for these goods next week.
5. You must (to buy) this ring for me at any price.

Task 6. Learn the active vocabulary.

- | | |
|---------------------|---|
| 1. location | місцеположення |
| 2. consumer profile | типовий споживач яких-небудь певних товарів |
| 3. volume sales | торгівля по кількості одиниць продукції |
| 4. sale price | продажна ціна |
| 5. retail price | роздрібна ціна |

6. to allow	ДОЗВОЛЯТИ
7. discounts	ЗНИЖКИ
8. to realize margins	забезпечувати величину прибутку
9. economic	ВИГІДНИЙ, ДОЦІЛЬНИЙ
10. factory gate price	ціна за собівартістю
11. to cover costs	покривати витрати
12. to ensure	переконатися, гарантувати
13. going rate	затверджена норма
14. intermediaries	посередники
15. to force prices higher	піднімати ціни
16. wholesale prices	ОПТОВІ ЦІНИ

Reading / comprehension activities

Task 7. Read and translate the following text.

Report on pricing strategy

Subject: Marketing Focus Group Meeting

Date: 4 December 2007

Present: DF, HF, PT, JF

The following decisions were taken regarding pricing strategy for the new year.

1. Budget-priced goods will only be sold in Category 'C' stores. These stores are in locations with a particular consumer profile. We expect high volume sales with low margins.
2. Goods can only be sold at a sale price where they have already been offered at the recommended retail price for a period of not less than three months.
3. Agents will be instructed that from January 1, we do not allow discounts on any goods not sold at a previously higher price for a period of three months.
4. Decisions on pricing must realize margins for the retailer of up to 25%. Margins below 15% are unlikely to be economic for any of our retailers.

5. Similarly, our own factory gate price must allow the company to cover all production costs and also to realize a profit of between 25 and 35%. Our marketing team should watch the market prices to ensure that we do not price ourselves above the going rate.
6. Wherever possible, we should sell our products to retailers. This will cut out intermediaries and avoid retail prices being forced higher by high wholesale prices.

Task 8. Mark the following sentences ‘True’ or ‘False’ according to the text.

1. Budget-priced goods are sold at a lower price than they were offered at before.
2. The recommended retail price is the price the manufacturer thinks a retailer should charge for a product.
3. A discount is a reduced price offered after a period on offer at a higher price.
4. The margin is the difference between the cost of a product to a manufacturer or retailer and the price the manufacturer or retailer receives when the product is sold.
5. An economic price is a price that allows a reasonable profit.
6. The factory gate price is the cost of producing the product for the factory.
7. Production costs are the expenses a manufacturer has to pay for labor.
8. The market price is the price one company charges for a product.
9. The going rate is the price the consumers are prepared to pay.
10. Retail price is the price consumers actually pay.
11. The wholesale price is the price paid by consumers who buy many examples of the same product.
12. A sale price is a special low price, reduced from an earlier price. Goods offered for sale at a sale price are often at the end

of their life or the season is at an end. For example, camping equipment may be put in a sale at the end of summer.

Vocabulary activities

Task 9. Find the meaning of the following words and make up sentences with some of them:

pricing	promotion
<ul style="list-style-type: none"> administered pricing – 	<ul style="list-style-type: none"> above-the-line promotion –
<ul style="list-style-type: none"> food pricing – 	<ul style="list-style-type: none"> below-the-line promotion expenditure –
<ul style="list-style-type: none"> forward pricing – 	<ul style="list-style-type: none"> contest promotion –
<ul style="list-style-type: none"> hedge pricing – 	<ul style="list-style-type: none"> cross promotion –
<ul style="list-style-type: none"> pricing policy – 	<ul style="list-style-type: none"> export promotion –
<ul style="list-style-type: none"> pricing variable – 	<ul style="list-style-type: none"> promotion department –
<ul style="list-style-type: none"> product-driven pricing variable – 	<ul style="list-style-type: none"> promotion planning –
<ul style="list-style-type: none"> volume pricing – 	<ul style="list-style-type: none"> saturation promotion –

Task 10. Translate the following sentences. Underline set expressions with the word ‘profit’ and make up your own sentences with them.

1. She can always make a profit on any situation.
2. I think his help to you isn’t disinterested. He’s got a profit motive.

3. We changed our old house into a new one at a profit because ours was much bigger.
4. It profits little to advise him. He wants to make up his mind all by himself.
5. We often profit by his help. He is a very kind person.
6. Our business is rather profitable. Our staff is pleased with their salary.
7. The company started to get an excess profit since it used new business ideas.
8. The gross profit of this company is very high.
9. He wants to become a Chief Executive of the company: it's an office of profit, of course.
10. We should take into consideration that pretax profit is higher than profit after tax. And the difference can be considerable.
11. Companies consider every profit opportunity in their business.
12. Profit tax is taken in every sphere of commerce and production.
13. We want to provide a sustained profit in all regional branches of our company.

Listening/ comprehension activities

Bars and stripes

Task 11. Learn the following words and phrases.

- | | |
|--------------------|-----------------|
| 1. barcode | штрих-код |
| 2. pattern | зображення |
| 3. thick | товстий |
| 4. thin | тонкий |
| 5. stripes or bars | смуги |
| 6. to represent | представляти |
| 7. 13-digit | 13-значне число |
| 8. to register | реєструвати |
| 9. to commemorate | ознаменувати |

10. unique	унікальний
11. tube	тубик
12. tin	банка
13. to make sure	переконуватися
14. to recognize	впізнавати
15. checkout counter	каса

Task 12. Listen to the text. Then complete the sentences with words from the box.

barcode	packaging	manufacturer
checkout counter	supplier	price

1. A _____ is the pay desk in a self-service shop.
2. A _____ is a pattern of thick and thin lines that represents information.
3. A _____ is a firm which makes or produces goods.
4. A _____ is an agent who provides goods or services.
5. The _____ is used to protect goods and to present an image for them.
6. The _____ is the amount the goods cost.

Task 13. Answer the questions and then retell the text.

1. What's a barcode?
2. How many pieces of information are there on a bar code?
3. What do the first two numbers represent?
4. What group of numbers comes next?
5. What does the third group of numbers represent?
6. What does the code finish with?
7. A shop's computer recognizes the whole shape of a bar code, doesn't it?
8. How do we call a pay desk where we can pay for goods we buy?

Writing activities

Task 14. Translate into English in written form.

Pricing terms

1. Фабрична або заводська ціна – це та ціна, яку оптові покупці або дистриб'ютори платять виробникам за товари.
2. Різниця між тією ціною, яку платять за товар підприємства роздрібною торгівлі і тією ціною, по якій вони продають товар, називається прибутком роздрібною торгівлі.
3. Ціна за продукт або послугу, яка буде прийнята на ринку, називається затвердженою нормою.
4. Точка беззбитковості – це такий момент в роботі з продуктом, коли дохід продажу починає перевищувати інвестиції.
5. Накладні витрати – це щоденні витрати по веденню бізнесу.
6. Знижки – це зменшення ціни товарів в заміні оптових покупок або для особливих клієнтів.
7. Нееластичний попит – це ситуація, коли рівень продаж не змінюється із зміною ціни товару.
8. Стратегія проникнення на ринок – це цінова політика, що базується на низькій ціні товару і низькому прибутку за одиницю товару.
9. Лідер збитковості – це продукт, який продають за особливо низькою ціною, чекаючи, що покупці витратять гроші на інші товари, прибуток на які є достатньо високим.
10. Картель – це незаконна та секретна угода між конкурентами про підняття ціни з метою збільшення їхнього прибутку.
11. Період, протягом якого декілька конкурентів агресивно знижують ціни на товари з метою збільшити свою частку на ринку, називається війною цін.
12. Кількість грошей, необхідних на виробництво однієї одиниці товару називається вартістю одиниці товару.

Discussion: Entertaining

Task 1. Read the following text and then answer the questions.

Corporate entertaining

Most modern companies are operating a ‘Customer Relationship Management Program’ and in running a CRM program the human content part of that is very important. Many companies have realized that it can cost four or five times as much to gain a new client as it is to keep an old one, and therefore entertaining has become a very important part of that customer relationship management mix.

There are top six events that are popular form of entertaining: the Wimbledon Tennis Championships, Royal Ascot, the Open Golf, Henley Royal Regatta, Chelsea Flower Show and the Grand Prix. But more and more new events are happening all the time – opera, jazz, rock and pop events where people take and entertain their clients.

It doesn’t matter if you are a small business or a multinational. You need to retain your clients and customers if you are to grow your business.

Questions:

1. What kind of entertainment program do most companies have?
2. Why do companies spend money on corporate entertaining?
3. What other events are mentioned in the text in addition to the ‘big six’?
4. Why is corporate entertaining important for small businesses?

Task 2. Put the following into a logical order for entertaining in a restaurant.

• Look at a menu	
• Ask for the bill (BrE) / check (AmE)	
• Book a table (BrE) / make a reservation (AmE)	1

• Leave a tip	
• Have the main course	
• Have a dessert	
• Order a starter	
• Have an aperitif	

Task 3. Imagine you are offering a guest a drink. Match the options with the drinks. Then make up short dialogs.

Example: - What would you like to drink?

- I 'd like coffee, please.

- Black or white?

- Black, please.

- | | |
|-------------------|-----------|
| • black/white | 1. beer |
| • still/sparkling | 2. wine |
| • red/white | 3. water |
| • single/double | 4. tea |
| • bottled/draught | 5. coffee |
| • with milk/lemon | 6. whisky |

Task 4. Now match the options with the food. Make up short dialogs.

- | | |
|-----------------------------------|-------------|
| • boiled/grilled/roasted/fried | 1. sauce |
| • spicy/bland | 2. potatoes |
| • rare/medium rare/well done | 3. meat |
| • boiled/fried/baked | 4. pasta |
| • salty/sweet | 5. steak |

Task 5. Read the following dialog at a conference. Make up a similar dialog.

A: Jane, I'd like you to meet one of our best customers, Linda Erickson from SPT in Sweden.

B: Hello, Linda. Nice to meet you. I've heard a lot about you.

C: Not all bad I hope!

B: Not at all. It's good to be able to put a face to a name.

C: Absolutely!

Task 6. Look at the expressions below. Which are said by a) a host? b) a guest? Match the sentences in logical pairs.

1. Can I get you a drink?
2. Yes, it's just down there on the left.
3. It all looks good. What do you recommend?
4. Would you like me to show you round?
5. Help yourself to some food.
6. Would you like to have dinner with us tomorrow night?
7. Yes, please. I'll have a white wine.
8. Can I have a lift to the airport?
9. Yes, I'd love to see some of the sights.
10. Could you tell me where the toilet is, please?
11. How's business?
12. Yes, that would be wonderful!
11. It's very kind of you to offer, but there's a taxi coming for me at 11.00.
12. We are having a great year.

Task 7. Work in pairs. Role-play the conversation below. You are at a conference. You recognize someone you met at a conference two years ago. Introduce yourself and make small talk.

Participant A

- You met B two years ago at a conference on Customer Care in Frankfurt.
- You own a small firm, which sells office equipment.
- It's your first day at the conference – you arrived late last night.
- You haven't seen the city yet.

- You are staying at the Grand Hotel in the city centre (a good choice: room service and the facilities are excellent).
- You are leaving in three days time.
- The conference will be very interesting.

Participant B

- You met A two years ago at a conference on Customer Care in Frankfurt.
- You are the sales manager for a large telecommunications company.
- You have been at the conference for three days.
- You have visited the city (beautiful old cathedral, interesting museum, excellent restaurants, but very expensive).
- You are staying at a small hotel outside the city (a bad choice: room too small, too far from the centre of the city).
- You are leaving tomorrow.
- The conference is boring – the speakers talk too much and go overtime.

Task 8. Match the phrases with the definitions. Make up sentences with each of them.

- | | |
|-----------------------------|---|
| • to call off an event | 1. to walk through it, looking at different rooms and the furniture in them |
| • to cut down on cigarettes | 2. to accept it |
| • to look round a house | 3. to get rid of them because you no longer need them |
| • to take up an invitation | 4. to cancel it because it won't take place |
| • to throw out old files | 5. smoke less than before |

Task 9. Look at the advertisement for a hotel and conference center. Choose the facility you are interested in if you want to:

1. drive fast, but not on public roads
2. eat Chinese food
3. get some exercise
4. get your shirts washed quickly
5. have a drink before dinner
6. organize a conference speaking different languages
7. stay at a hotel and send e-mails while you are there

Plaza Hotel and Conference Centre Facilities

- hotel with 100 rooms, including 20 with PCs for internet access
- large conference room (200 delegates) with interpreting suite
- ten smaller conference rooms (up to 40 delegates)
- Trade Winds Restaurant: international cuisine
- Typhoon Restaurant: Asian cuisine
- Monsoon Bar: all cocktails and a selection of 100 Scotch whiskies
- Hercules Gym Club: fully equipped
- 3-hour laundry service
- go-kart track

Task 10. You organize a conference at the Plaza Hotel and Conference Centre. Write a letter (not more than 100 words) to the manager, Michael Robinson, containing these points:

- thank Mr. Robinson for making the conference a success

- the staff were friendly and helpful
- all equipment in the conference rooms worked
- comment on the quality of the food in the two restaurants and the speed of the service (very important at lunchtime when participants only had 45 minutes for lunch)
- thank Mr. Robinson again
- end suitably

The plan of a letter:

Name of the recipient
his or her address

Name of your organization
Its address

Date

Dear Mr. Robinson

Re (regarding):

First paragraph: use the pronoun ‘we’ when writing for your company. This is more formal than ‘I’.

Second paragraph.

Endings:

BrE: when you know the name of the recipient:

Yours sincerely

When you don’t know the name of the recipient:

Yours faithfully

AmE: Yours truly

Sincerely

Sign the letter with both first and second names. Then print your name and position under the signature.

Task 11. Read the following telephone conversation between two business partners (young women) and underline useful phrases for making conversation with a foreign partner.

-- What are you planning this evening, Rachel?

-- Nothing really. Maybe I'll look over my notes for tomorrow's presentation.

-- Look, why don't you relax a little? I'm going to a restaurant tonight with a few colleagues – you've met one or two of them – would you like to come with us? It's in the town centre. We could have a few drinks afterwards.

-- Well, it's really kind of you, Alexandra, but I think I'd like to relax at the hotel tonight, if you don't mind. I'm a bit tired, quite honestly.

-- Are you sure? You'd really enjoy it.

-- It's very kind of you, but perhaps another time.

-- By the way, I think we'll be doing a lot of business together in future.

-- Yes, there's a lot of potential in our country for your products, and we can help you build up sales there.

-- Good, I think so too. I'll call you as soon as I've talked to my colleagues about your proposal.

-- OK. Thanks very much for your hospitality and for showing me round the city. Good bye.

-- Bye. All the best.

Answer the following questions.

1. What topics do the partners discuss in their telephone conversation?
2. Does the guest (Rachel) accept the host's (Alexandra's) invitation?

Task 12. Work in pairs. Make up your own dialogs using phrases from the previous exercise.

Unit 8. Distribution

Pre-reading activities

Task 1. Fill in the gaps to complete the sentences.

Distribution

producer intermediary user goods customer services provider distribution Place

Shipping, or shipment, in the marketing or selling, means the dispatch of 1 _____ from the 2 _____ to the 3 _____, or to an 4 _____. The entire process of moving goods or 5 _____ from the producer or 6 _____ to the customer or 7 _____ is described as the 8 _____ process. It is also known as 9 _____, one of the four Ps.

Task 2. Match the terms on the left with the description on the right.

<ul style="list-style-type: none"> • air freight transportation 	1. a business specializing in rapid delivery of small items, usually by van or motorbike
<ul style="list-style-type: none"> • despatch rider 	2. a company specializing in moving goods and raw materials by train
<ul style="list-style-type: none"> • shipping line 	3. the business of moving large quantities of goods by air
<ul style="list-style-type: none"> • courier service 	4. a company specializing in transportation of goods by sea, typically using container vessels (large ships designed to transport goods)
<ul style="list-style-type: none"> • rail freight operator 	5. a company that transports goods by lorry; major road distribution networks link so-called dry port facilities, often located near major airports and road junctions

<ul style="list-style-type: none"> road haulage contractor 	6. someone who works for a courier company delivering small items by motorbike
---	--

Task 3. Refresh your Grammar.

- For many years businesses had to promote their goods in a competitive environment, so marketing became more important. (modal verb 'to have to' in Past Simple + infinitive; Past Simple).
- Classic distribution channels have altered in many fields. (Present Perfect).
- Supermarkets and other major retailers take care of their own distribution, buying directly from producers. (Present Simple; participle I).
- The public sector has had to adapt to big changes in the business environment. (modal verb 'to have to' in Present Perfect + infinitive).
- Service providers now find that they have to work in ways that are more similar to the private sector. (Present Simple; modal verb 'to have to' in Present Simple; 'to be' in Present Simple).

Task 4. Fill in the gaps using verbs in brackets in the right tense or non-finite form.

- Last month our company (to have to choose) another firm-distributor.
- Large out-of-town stores (to sell) a huge range of goods (to become) very popular recently .
- Our company (to have to save) money and (to take care) of its own distribution (to sell) directly to customers.
- We (to find) it convenient (to use) a company (to specialize) in moving goods and raw materials by train.
- That business (not to use) an intermediary, (to buy) directly from producers.

Task 5. Learn the active vocabulary.

1. to transfer	передавати
2. competitive environment	умова конкуренції
3. public sector	державний сектор
4. service provider	постачальник послуг
5. public health	охорона здоров'я
6. private sector	приватний сектор
7. accountable	підзвітний
8. to improve	покращувати
9. provision	постачання
10. performance	діяльність
11. to reduce	скорочувати
12. waste	витрати
13. surrounding	оточення
14. to sum up	підводити підсумок
15. package of the service	пакет послуги
16. support	підтримка
17. enquiries	запити
18. core product	основний продукт
19. to complain	скаржитися
20. supplier	постачальник

Reading / comprehension activities

Task 6. Read and translate the following text.

Distribution

For many years, Place, meaning distribution, was mainly associated with traditional manufactured goods and the process of transferring them from producers to consumers. Businesses had to promote their goods in a competitive environment, so marketing became more important. In addition, businesses began to study their methods of distribution.

Classic distribution channels have altered in many fields. For example, supermarkets and other major retailers

take care of their own distribution, buying directly from producers. Many producers also sell directly to their customers.

This has also happened in the service sector (banking, tourism, retailing, professional services, etc.) and more recently, even in the public sector. The public sector has had to adapt to big changes in the business environment. There is more competition, customers are better informed and better educated, and the public want better quality products and better service. Service providers, including local government organizations, public health services, schools and colleges, now find that they have to work in ways that are more similar to the private sector. They also have to be more accountable and less secretive.

This means that public sector services, like private and manufacturing businesses before them, have become as interested in logistics. The study of logistics tries to improve the systems of provision. It aims to save money and improve performance by reducing waste, so distribution has become a focus of attention. Public sector providers and other service industries often deal directly with the public, or with their customers, which makes communication skills very important.

Promotion, effective design and comfortable surroundings are part of good communication. Communication itself may be face-to-face, or it may be by post, by telephone, by email, or through websites.

To sum up, today the total package of the service happens in a much more complex and competitive context. The total provision includes all the physical evidence (publications, information leaflets, buildings, etc.), customer support and the answering of casual enquiries, as well as the core product (transport, or education, or food, or any other service). The public expects the best! If the service is no good, complain! If it is still no good, change your supplier – if you can.

Task 7. Choose the right definition for each of the terms from the text.

1. competitive environment	<p>a) a situation where businesses decide together how to divide the market between them</p> <p>b) a situation where businesses have to make sure they protect the environment</p> <p>c) a situation where many businesses all try to get customers by offering the best deal or price</p>
2. the public sector	<p>a) the general public – all the people</p> <p>b) the part of the economy that is owned by central or local government</p> <p>c) information that is not kept secret but available to everybody</p>
3. service providers	<p>a) organizations that offer a service, not manufactured goods</p> <p>b) people who work in after-sales</p> <p>c) types of software that provide</p>
4. public health services	<p>a) city parks, swimming pools and sports centers</p> <p>b) hospitals, doctors’ surgeries, health clinics and nursing</p> <p>c) ambulances and other transport for the sick and elderly</p>
5. accountable	<p>a) able to explain and publish details of their actions</p> <p>b) able to make enough money to stay in business even when the market is weak</p> <p>c) trained to keep good financial records</p>
6. public sector services	<p>a) services provided by government (local or central) such as health, education, road maintenance etc.</p> <p>b) charities, churches and church services</p>

	c) organizations that work throughout the whole country
7. logistics	a) the study of finance and accounting in business b) the study of using high technology equipment in business c) the study of systems and ways to improve efficiency
8. communication skills	a) the ability to convey the right message in the best possible way b) the ability to get your message across to people in their own language c) the ability to put information into a computer system
9. core product	a) the fundamental thing that a business or organization provides b) the complete consumer experience of a business c) the total offering of a company or organization, including its advertising, buildings, staff, reputation

Task 8. Match the words to get set expressions. Use them in sentences of your own.

- | | |
|------------------|----------------|
| • distribution | 1. products |
| • business | 2. money |
| • better quality | 3. channels |
| • to save | 4. support |
| • reducing | 5. environment |
| • customer | 6. waste |

Vocabulary activities

Selling methods

Task 9. Read the following newspaper extract. Then match terms and definitions.

Companies, which specialize in selling goods through a catalogue, sent out through the post normally, have large buildings full of goods from where the goods are dispatched.

Companies, which own many stores, have strength in negotiating prices where manufacturers are concerned. Small shops do not have this.

Retail outlets, which pay a license fee to trade under a famous brand name often, benefit from increased business, since the name is a powerful advertisement.

Going from one house to another, knocking on doors, is a highly labor-intensive type of sales operation. This type of work is normally paid on the basis of a percentage of the sales achieved being paid to the seller.

Another type of selling is by a combination of catalogue and ordering by post. This may be complemented by personnel who sell by telephone, trained to deal with customers' calls.

Another kind of telephone selling is through telephoning someone who is not expecting your call but whom you think might buy your product. The idea is to get your prospective customer to agree to buy your products.

Large out-of-town stores selling a huge range of goods have had a serious effect on business for smaller, city centre shops.

Small shops offering a personalized and highly specialized service can survive better than small shops which try to compete directly with the larger outlets and other retail outlets owned by the same company and trading under the same name.

In recent years, selling over the internet has become much more common. Customers order and pay for goods or

services by accessing a website from a home or office computer. Companies wanting to trade over the internet need access to the www, which is provided by one of the companies that provide access to the net.

• mail order companies	1. strength in negotiating prices
• warehouses	2. companies which own many stores
• large multiples	3. retail outlets, which pay a license fee to trade under a famous brand name
• purchasing power	4. companies which specialize in selling goods through a catalogue
• franchises	5. large buildings full of goods
• door-to-door selling	6. a combination of catalogue and ordering by post
• commission	7. telephoning someone who is not expecting your call but whom you think might buy your product
• mail order	8. going from one house to another, knocking on doors
• telesales staff	9. percentage of the sales achieved being paid to the seller
• cold calling	10. personnel who sell by telephone
• hypermarkets	11. selling over the internet
• specialist retailers	12. companies that provide access to the net
• chain stores	13. large out-of-town stores selling a huge range of goods
• e-commerce	14. small shops offering a personalized and highly specialized service
• internet service providers	15. retail outlets owned by the same company and trading under the same name

Task 10. Test yourself. Take a blank piece of paper and see how many different types of retail outlet or selling methods you can remember.

Task 11. Translate the following sentences. Underline set expressions with the word ‘sell’ and make up your own sentences with them.

1. The house is to sell.
2. These goods are selling like hot cakes. They are in great demand.
3. Many supermarkets are going to sell off their goods after Christmas holidays.
4. We couldn't sell him on staying with us for two more days. He said he had to go immediately.
5. Their house will be sold up the next week. They are going to Mexico.
6. Portable computers outsell all other types of computers.
7. This company sold the pass. Its customers don't want to buy its products any more.
8. This book about wildlife became a bestseller last week.
9. This new device is a total sellout. It is very useful and the price is reasonable.
10. What is a sell-by date of this product? Is it fresh?
11. I think the seller's behavior was rather aggressive. It was a hard sell.
12. We do not want to hurry up selling our house. I think we should sell it at best.
13. The company sells many goods on account.
14. Does your new book sell well?
15. This film is biggest selling in May.
16. Have you ever heard that this company offers installment selling?
17. What selling points did the agent use trying to sell a toaster?

Listening/ comprehension activities

Retailing

Task 12. Learn the following words and phrases.

- | | |
|--------------------------|--|
| 1. range | асортимент |
| 2. environmentally sound | екологічно чистий |
| 3. household accessories | товари для домашнього господарства |
| 4. textiles | тканини |
| 5. bed linen | постільна білизна |
| 6. suchlike | подібний |
| 7. crowded | переповнений |
| 8. to result | закінчуватися |
| 9. queues | черги |
| 10. checkout | контроль, каса в магазині самообслуговування |
| 11. sales | розпродаж за зниженою ціною в кінці сезону |

Task 13. IKEA is a Swedish Multinational. Read the statement by Goran Nilsson, Managing Director of IKEA, UK. Say why people like shopping at this store.

We are proud of our home furnishing range and every one of our products has three important dimensions: functional design, good quality materials and, most important of all, amazingly low prices. We call it Democratic Design.

Task 14. Listen to the text about shopping at IKEA and make notes about what Sarah says under these headings.

1. Frequency of visits to IKEA:
2. Opinion of IKEA products:
3. Opinion of IKEA stores:
4. Types of products she buys:
5. Aspects of shopping at IKEA she doesn't like:
6. Next trip:

Writing activities

Task 15. Translate into English in written form.

Distribution

1. Відвантаження або транспортування в маркетингу означає відправку товарів від виробника до покупця або посередника.

2. Весь процес руху товарів від виробника до покупця або надання послуг провайдера користувачеві називається процесом збуту або розповсюдження.

3. Він також відомий як «розміщення», один з компонентів маркетингового комплексу (4 Пі).

4. За останній час класичні канали збуту змінилися в багатьох областях.

5. Наприклад, супермаркети і інші підприємства роздрібно́ї торгівлі самі займаються закупівлею продукції безпосередньо від виробників.

6. Багато виробників також продають товари безпосередньо покупцям без посередників.

7. Це відбувається і у сфері надання послуг (банківські послуги, туризм, роздрібно́а торгівля, послуги професіоналів і так далі).

8. Провайдери послуг державного сектора і інших сфер послуг часто мають справу безпосередньо з їх клієнтами, що робить особливо важливим володіння навиками комунікації.

9. Сама комунікація може мати наступні форми: лицем до лица, поштою, по телефону, по електронній пошті, через сайти.

10. Сьогодні споживачі чекають надання послуг тільки самої кращої якості. Якщо це не так, вони готові скаржитися. Якщо і це не допомагає, вони готові поміняти постачальника послуг.

Discussion: Successful marketing

Task 1. Match the words to their definitions.

- | | |
|----------------------|--|
| • market leader | 1. products sold to people for their own use |
| • consumer goods | 2. when a new product is introduced |
| • product launch | 3. the amount of goods a company wants to sell in a particular period |
| • sales target | 4. the amount of money a company is going to spend on advertising in a particular period |
| • advertising budget | 5. the company or product with the most sales |

Task 2. Read the following paragraph and complete the table below. Speak about successful marketing using the table.

The key to successful marketing involves many different things. Most people would say successful marketing is just a good creative campaign. Some people would go further than that and say it involves many good marketing communications, reaching the right people, clear marketing messages, and working well with sales teams to get the right sales channels. But the most common definition of marketing is just two words: customer orientation. It means four things: what customers want, when they want it, at the right price and in a way that's profitable for the company.

One of the most impressive marketing campaigns in the recent years has been the Orange mobile phone campaign, partly because the whole area of mobile technologies and mobile communications is very interesting and exiting, and partly because it was a great campaign in itself. It has the fantastic strap line 'the future's bright, the future's orange', which is so memorable and so meaningful for all segments of the

population. A successful campaign should be planned properly, well budgeted and create a positive publicity for the company.

Successful marketing
1. good creative _____
2. _____
3. _____

Good creative campaign
1. a successful _____
2. _____ properly
3. well _____
4. a positive _____

Good marketing communications
1. reaching _____
2. _____
3. _____

Customer orientation: producing
1. what customers _____
2. _____
3. _____
4. _____

Task 3. Comment on the following paragraph. Give examples of companies selling dreams to their customers.

☞ ‘Customers are now spending more money on products they desire rather than on products they simply need. All companies must therefore produce goods of very high quality. More importantly, they must establish a brand for years to come by giving it emotional qualities that match customers’ strong desires. All companies must create and sell dreams.’

Task 4. Read the conversation between a Sales Director, Martin, and a Sales Manager of a company, Fiona. Work in groups of three. Write down all the company's achievements for the quarter.

Martin: Hello, Fiona, this is Martin. How are things going?

Fiona: Fine, thanks.

Martin: I haven't received your sales report yet for the quarter. Any problems?

Fiona: Oh, no. Sorry, Martin. I've been really busy lately. But I can tell you, we've had excellent results.

Martin: Good.

Fiona: Yeah. We've met our sales targets and increased our market share by two percent. Our total sales were over \$ 1.2 million.

Martin: Over 1.2 million. Great! Well done! What about the new range of shampoos?

Fiona: Well, we had a very successful product launch. We spent \$ 30 000 on advertising it and ...

Martin: Sorry, did you say 13 000?

Fiona: No, 30 000. We advertised in the national press. Took out space in trade magazines and did a number of presentations to our distributors. It was money well spent. We've had a lot of orders already and good comments from customers.

Martin: I'm really pleased to hear that. Anything else to report?

Fiona: Yes, there is one thing. One of my biggest customers will be visiting London next week. She'd like to have a meeting with you.

Martin: Fine. Give me a few details and I'll give her a call.

Fiona: I'll get that report to you by the end of the week.

Martin: Right. Bye by now.

Fiona: Bye.

Task 5. Read the text again and say which phrases are used a) to check the information, b) to ask for information and c) to end the conversation.

Task 6. Work in pairs. One of you is the Marketing Director of a big company; the other is the European Sales Manager. Role-play a telephone call about last quarter's sales results in France. Use phrases from Task 4.

Task 7. Write a report on a co-operation agreement with a manufacturer.

Follow the following rules.

1. A report should be well organized with information in a logical order.

2. The following format is suitable for formal reports:

- Title
- Executive summary – is the summary of the main points and conclusion of the report.
- Introduction – shows the points that will be looked at.
- Findings – are the facts discovered.
- Conclusion - is what you think about the facts and how you interpret them.
- Recommendations – are practical suggestions to deal with the situation and ideas for making sure future activities run more easily.
- Your name and position; date.

Use the following report as an example.

Business Software

Product report

Executive summary

We have been contacted by Lenz AG, a German manufacturer of mobile telephones, and asked about the possibility of a co-operation agreement. We would adapt our business software

for use in their products. Tests show that their product is a very good one and popular with our target market.

Introduction

This report will look at:

- the hardware manufacturer and their equipment
- software that could be used on the their mobile phones
- the advantage of working together
- recommendations for action

Findings

1. Lenz has been developing cheap, small-scale electronic devices for thirty-five years. In the last five years, they have focused on more expensive mobile phones for businesspeople. These have been very successful. One in four mobile phones for the business market is a Lenz.

2. Our new 'Executive Organizer' software has a lot of attractive features for the traveling businesspeople (e.g. address book, e-mail ware, voice recorder, etc.)

3. Market research shows that there is a big interest in our product being used on machines apart from companies.

Conclusion

The two companies have products, which fit well together.

Recommendation

We should have a meeting with representatives from Lenz to discuss a joint venture between our companies, with the aim of putting our software onto their mobile phones.

Tracy Brown, Research and Development Director

19 October 2007

Task 8. Comment on the following statement using word combinations from the unit in written form (about 50 words):

☞ 'Communication is the most important form of marketing'. (Akio Morita, Japanese co-founder of Sony).

Unit 9. Customer focused marketing

Pre-reading activities

Task 1. Replace each underlined word in the email with a word from the list below that has a similar meaning.

A distribution system

1 consumers 2 mail order 3 producer 4 sales representatives
5 dispatch 6 middlemen 7 retailers 8 e-business 9 multiples
10 sales forces 11 wholesales

Date 24 Nov 2007

From: chenement@sun1.valdisere.fr.

To: silver@aro.friberg.de

Subject: planning a distribution system

Dear Sara,

As the manufacturer, we obviously must ensure that products reach customers with maximum efficiency.

At present, we use independent distributors, but we should consider better alternatives. The following changes need urgent consideration:

- cutting out intermediaries – this would bring cost savings;
- larger sales teams;
- many more reps;
- improved shipment systems;
- closer relationships with dealers;
- more links with chains;
- more use of direct selling by post;
- using our website for more selling over the internet.

Please call me to discuss these points as soon as possible.

Regards

Alain Chenement

Logistic Supervisor

Task 2. Complete each sentence below with a word or phrase from the box.

commission agents copyright franchise agreement independent distributors patent sales force shelf space sole distribution agreement vending machine

1. Agents who receive a percentage of the sales are _____.
2. An agreement to sell only one manufacturer's goods or services is called a _____.
3. All people involved in selling a company's goods or services are the _____.
4. People who buy from companies and sell to retailers are called _____.
5. A license registering an invention and protecting ownership is called a _____.
6. The amount of space given over in a shop for displaying a particular product is called _____.
7. An agreement to pay a license fee to use a well-known name is called a _____.
8. A machine in which you put coins to buy confectionery or other small items is called a _____.
9. Ownership of the reproduction rights of intellectual property (written words, music, film, art, etc) is protected by _____.

Task 3. *Commission agent* and *franchise agreement* are both noun + noun combinations. Sometimes the words in the noun + noun combination become more closely linked: then they are written with a hyphen, e.g. *shelf-life*. When they become very widely used, the hyphen often disappears and they become one word, e.g. *website*. Give your examples of every kind of noun + noun combinations.

Task 4. Here is an extract from a marketing consultant's report on distribution systems in the fast moving consumer goods (FMCG) sector. The report describes three distribution systems. Write the number of each description next to the correct system.

1. vertical marketing system (VMS) _____
2. conventional marketing system (CMS) _____
3. total systems approach (TSA) _____

Distribution systems

We can identify three main distribution systems:

1. Traditionally there used to be a line consisting of independent producers, wholesalers and retailers. Each was a separate business.
2. Now, many businesses work together in a unified system where producers, wholesalers and retailers act together. They may be under common ownership, or they may have contracted to work together as a single system.
3. However, a new trend is a distribution system, which is designed to accommodate consumer needs at minimum cost, and places every step of the distribution channel under a single control.

Conclusion. In reality, the benefits to consumers of a simplified distribution process may not be as great as one might have thought. However, company profits can certainly rise.

Note. Big retailers increasingly use a TSA method of control. In the UK and elsewhere they have been criticized for pressurizing producers into supplying greater quantities at lower cost and not necessarily passing the benefits on to consumers. The danger for producers is that they become dependent on the massive orders from big retailers, but the retailers may drop them without warning and the producer is left without an outlet.

Task 5. Refresh your Grammar.

1. No strategy is pursued until it passes the test of consumer research. (Present Simple Passive; Present Simple).
2. Every aspect of a market offering, including the nature of the product itself, is driven by the needs of potential consumers. (participle I; Present Simple Passive).
3. There is no point spending R&D (research and development) funds developing products that people will not buy. (construction 'there is'; gerund; participle I; Future Simple).
4. This system is basically the four Ps renamed and reworded to provide a customer focus. (Present Simple of 'to be'; participle II; infinitive).
5. This model was proposed by Chekitan Dev and Don Schultz in the Marketing Management Journal of the American Marketing Association. (Past Simple Passive).

Task 6. Fill in the gaps using verbs in brackets in the right tense or non-finite form.

1. We (to distribute) our goods (to use) independent distributors.
2. The products of our company (to design) (to meet) consumer needs and (to offer) the best quality.
3. There is no need (to plan) another distribution system, the one we (to use) now (to be) rather efficient.
4. The following changes (to propose) by our logistic supervisor and we (to discuss) them at our traditional staff meeting tomorrow.
5. The ideas (to suggest) by Ann (to be) rather interesting and (to need) further consideration.
6. Many companies (to work) together (to use) contracts which (to regulate) their relationships.
7. Every aspect of our products (to drive) by the needs of potential customers.

Task 7. Learn the active vocabulary.

1. to imply	мати на увазі
2. to identify	виділяти
3. innovation	нововведення
4. drivers	чинники
5. decision	рішення
6. to pursue	слідувати
7. offering	пропозиція
8. to be driven	здійснюватися, вестися
9. rationale	пояснення
10. to attest	свідчити
11. failure	невдача
12. breakthrough	крупне досягнення
13. solution	рішення
14. value	вартість, цінність
15. access	доступ
16. alternative	альтернативний
17. appropriate	адекватний, відповідний
18. transaction	операція
19. to sacrifice	жертвувати

Reading / comprehension activities**Task 8. Read and translate the following text.****Customer focused marketing**

Many companies today have a customer focus (or customer orientation). This implies that the company focuses its activities and products on consumer demands. Generally there are three ways of doing this: the customer-driven approach, the sense of identifying market changes and the product innovation approach.

In the consumer-driven approach, consumer wants are the drivers of all strategic marketing decisions. No strategy is pursued until it passes the test of consumer research. Every aspect of a market offering, including the nature of the product

itself, is driven by the needs of potential consumers. The starting point is always the consumer. The rationale for this approach is that there is no point spending R&D (research and development) funds developing products that people will not buy. History attests to many products that were commercial failures in spite of being technological breakthroughs.

A formal approach to this customer-focused marketing is known as SIVA (Solution, Information, Value, Access). This system is basically the four Ps renamed and reworded to provide a customer focus.

The SIVA Model provides a demand/customer centric version alternative to the well-known 4Ps supply side model (product, price, place, promotion) of marketing management.

Product -> Solution

Promotion -> Information

Price -> Value

Place -> Access

The four elements of the SIVA model are:

- Solution: How appropriate is the solution to the customers problem/need.
- Information: Does the customer know about the solution, and if so how, who from, do they know enough to let them make a buying decision.
- Value: Does the customer know the value of the transaction, what it will cost, what are the benefits, what might they have to sacrifice, what will be their reward?
- Access: Where can the customer find the solution. How easily/locally/remotely can they buy it and take delivery.

This model was proposed by Chekitan Dev and Don Schultz in the Marketing Management Journal of the American Marketing Association, and presented by them in Market Leader - the journal of the Marketing Society in the UK.

Task 9. Match the words to get set expressions. Use them in sentences of your own.

- | | |
|-------------------|-----------------|
| • consumer | 1. management |
| • consumer-driven | 2. breakthrough |
| • market | 3. approach |
| • commercial | 4. demand |
| • technological | 5. offering |
| • marketing | 6. failure |

Task 10. Mark the following sentences ‘True’ or ‘False’ according to the text. Correct the false ones. Use phrases of agreement and disagreement.

Agreement

That’s right.

That’s true.

I quite agree.

I think so.

Disagreement

That’s wrong.

That’s false.

I don’t agree.

I don’t think so.

1. A customer focus means that the company focuses its activities and products on supplier demands.
2. In the consumer-driven approach, consumer wants are the drivers of all strategic marketing decisions.
3. A strategy is pursued before it passes the test of consumer research.
4. There is no point spending R&D funds developing products that people will not buy.
5. History doesn’t attest to products that were commercial failures in spite of being technological breakthroughs.
6. Customer-focused marketing is basically the four Ps renamed and reworded to provide a customer focus.
7. Customer-focused marketing provides a demand/customer centric version alternative to the well-known 4Ps supply side model.
8. ‘Place’ is ‘Value’ in the consumer-driven approach.

Vocabulary activities

Consumers

Task 11. Match the term on the left with the definition on the right.

1. marketing ethics	a) an established liking for a particular producer's products that means you often buy the same product again, even over many years
2. niche marketing	b) large purchases of products that will be used for a long time, even for years; such purchases are often thought about a lot, with a high level of customer involvement
3. brand loyalty	c) a spontaneous decision to buy something – you see it – you buy it
4. routine purchasing	d) aiming a high price, high quality product at a narrow group of consumers, with a lot of purchasing power
5. impulse buying	e) repeat buying, with little involvement in the purchase
6. fast moving consumer goods (FCMG)	f) regularly used items that are bought frequently with little personal involvement
7. consumer durables	g) concern for the environment, for society and for moral code in marketing

Task 12. Fill each gap in the sentences below with a preposition from the box. The prepositions may be used more than once.

for to at on into of about with in

1. Niche marketing is frequently concerned _____ aiming particular products ____ specific socio-economic groups.

2. Brand loyalty is based ____ the development ____ routine purchasing of low-involvement goods.
3. The success of shops attached ____ petrol stations depends ____ impulse purchasing. You can see motorists who suddenly decide to buy a music disk, confectionary or a magazine.
4. Research ____ buyer behavior shows that when consumers make routine purchases ____ regularly used consumer products, they are not personally involved ____ the products.
5. Routine purchasing contrasts ____ the purchase of consumer durables, such as furniture, kitchen appliances or a car. Here there is a greater degree ____ personal involvement.
6. Clients have increasingly high expectations ____ the providers of professional services in a range of fields, including health, education and the law.
7. Special government appointed committees are responsible ____ ensuring that consumers get good service and adequate protection. Sometimes called consumer watchdogs, they respond ____ reports of malpractice.
8. People who are concerned ____ society are typically interested ____ marketing ethics.

Task 13. Match the definitions and the terms.

behavior lifestyle target segment loyalty ethics
--

1. The way people live, work and spend their leisure time.
2. A part of the overall market.
3. The tendency for consumers to stay with one product or one producer, and not to use similar ones from competitors.
4. What consumers actually do.
5. Particular consumers at whom a producer directs promotional effort.
6. Considerations based on moral questions and moral judgments.

Task 14. Match the consumer type to the lifestyle definitions.

1. achiever	<ul style="list-style-type: none"> This person has a traditional, conservative and conformist lifestyle. He or she likes to feel comfortable but does not like change.
2. belonger	<ul style="list-style-type: none"> This person has the original idea to do something.
3. decision maker	<ul style="list-style-type: none"> This person is young, ambitious, successful, hard working and determined to win in life.
4. dependent	<ul style="list-style-type: none"> This person is ambitious and competitive and seeks to become richer and more successful, but is content with life.
5. emulator	<ul style="list-style-type: none"> This person has worked hard and got what he or she wanted. He/she is rational and reasonable.
6. influencer	<ul style="list-style-type: none"> This person announces that something is going to happen.
7. initiator	<ul style="list-style-type: none"> This person tells other people about an innovation they think is a good one, and recommends buying.
8. integrated	<ul style="list-style-type: none"> This person is unable to survive well alone because of age, lack of money or a physical or mental disability.

Task 15. Find the meaning of the following phrases and make up sentences with some of them:

• consumer behavior –	• consumer electronics –
• consumer boom –	• consumer legislation –
• consumer business –	• consumer loyalty –
• consumer choice –	• consumer needs –

• consumer confidence –	• consumer package –
• consumer confidence index –	• consumer research –
• consumer costs –	• consumer resistance –
• consumer demand –	• consumer spending –
• consumer demand forecasting –	• market basket of consumer goods –

Listening/ comprehension activities

Corporate responsibility

Task 16. Learn the following words and phrases.

1. to behave	поводитися
2. responsibly	відповідально
3. spending power	купівельна спроможність
4. to promise	обіцяти
5. child labor	дитяча праця
6. to pollute	забруднювати
7. environment	навколишнє середовище
8. policy	політика
9. to cover	охоплювати
10. areas	області
11. developing countries	країни, що розвиваються
12. support	підтримка

Task 17. Listen to the text and say if the following statements are true or false. Correct the false ones.

1. Market research shows that many consumers expect the companies to behave responsibly.
2. Companies usually don't listen to them.
3. Most ethical consumers have low spending power.
4. To behave responsibly means, for example, not to use child labor or to pollute the environment.

5. Many companies have an ethical policy which covers areas such as payment on time, product policy and the environment.
6. Some companies pay less for 'third world' goods than for 'first world' goods.

Task 18. Retell the text using the statements from the previous exercise.

Writing activities

Task 19. Translate into English.

Customer focused marketing

1. Багато компаній сьогодні орієнтують свою діяльність і продукцію на потребі покупця.
2. Існує 3 способи орієнтуватися на покупця:
 - підхід, в якому враховуються чинники, пов'язані з покупцем;
 - визначення змін на ринку;
 - підхід, пов'язаний з удосконаленням продукції.
3. У підході, який враховує чинники, пов'язані з покупцем, потреби покупця є основою для ухвалення всіх стратегічних рішень маркетингу.
4. Існування даного підходу пояснюється тим, що не має сенсу витратити гроші що виділяються науково-дослідному відділу на створення продукції, яку не купуватимуть.
5. Історія свідчить про багато продуктів, які були комерційним провалом, не дивлячись на те, що в технічному плані вони були крупним досягненням.
6. Компонент «Продукт» в комплексі маркетингу замінюється компонентом «Рішення» в підході, що орієнтується на покупця.

Task 20. Write an email about planning a distribution system (see Task 1).

Discussion: Planning

Task 1. Match the verbs in the box to nouns. Each pair of words describes a way to plan effectively.

estimate collect consider forecast do

1. _____ costs
2. _____ sales
3. _____ research
4. _____ information
5. _____ options

Task 2. Match the verbs to the nouns. Make as many combinations as you can.

- | | |
|------------------|---------------|
| • to write | 1. a deadline |
| • to implement | 2. a schedule |
| • to meet | 3. a budget |
| • to arrange | 4. a plan |
| • to prepare | 5. a meeting |
| • to keep within | 6. a report |
| • to rearrange | |

Task 3. A Managing Director talks about the planning of a new sales office in the United States. Complete the text with nouns from Tasks 1 and 2.

Recently we decided to open a new sales office in New York. First, I arranged a 1 _____ with the finance department to discuss the project. We prepared a 2 _____ with details of the various costs involved. Then we collected 3 _____ about possible locations for the new office. We considered two 4 _____ - one in Greenwich village and the other near Central Park. After doing some more 5 _____, I wrote a 6 _____ for the board of directors.

Unfortunately, we made a mistake when we estimated the 7 _____ as the exchange rate changed, and so we

didn't keep within our 8 _____. We overspent by almost 20 percent. We had to rearrange the 9 _____ for moving into the building because the office was not redecorated in time. The board of directors was unhappy because we didn't meet the 10 _____ for opening the office by 15 December. It finally opened in January. However, we forecast 11 _____ of at least \$ 500 000 in the first year.

Task 4. Every successful person in business has his or her own secret of good planning. Read the following text. Work in pairs and make a list of things that are important in planning. Add your own ideas.

The most important thing is to know exactly what it is that you want to achieve, and define it, and define by when you want to achieve it and with that information, you can then set a deadline and identify the tasks that are necessary to achieve that goal, get on with them to a timetable.

There are some things, which are clearly outside our control. In business, it might often be unforeseen changes in the economic climate. When things change, it is important to step back, reassess the situation and redefine one's goal.

Task 5. The Managing Director of a Hong Kong –based hotel group is talking to his managers about the group's future plans. Underline the plans that he mentions.

‘Well, I think you all know by now that we're hoping to expand in China and we are going to move our headquarters from Hong Kong to Shanghai. We're planning to manage an executive complex in one city and we're also hoping to open a 240-room hotel next year in another city. We're expecting to make a profit within 5 years although we'd like to break even a bit earlier if possible. Within 10 years we want to become the major international hotel group in Southeast Asia’.

Task 6. You are a regional sales director for a soft drink called Quench. Three years ago, you forecast sales in your region for the following years. The three years have now passed.

	Year 1	Year 2	Year 3
Forecast sales (units)	1.5 million	1.7 million	2 million
Actual sales (units)	1.1 million	1.35 million	1.8 million
Main reason	bad weather during the summer – cold and wet	good weather during the summer – production difficulties at the factory – could not satisfy demand	good weather during the summer – strike by delivery drivers in July – more lost sales

Complete the report below for your boss. The report should give conclusions how sales can be improved in the future. The first and third paragraphs have been written for you. Write the second and fourth paragraphs. Each paragraph should be not more than 40 words.

Report

Three years ago, we made a sales forecast for Year 1 of 1.5 million units. Unfortunately, we only had sales of 1.1 million. This was mainly because of the very bad weather we had during the summer – it was very cold and wet, so people did not want to buy soft drinks.

For Year 3, we had forecast sales of 2 million units, but a strike by delivery drivers in July meant that again, we could not

satisfy the demand, and we only had sales of 1.8 million.

Task 7. Complete this text with the correct alternatives.

Planning: when it all goes right

I work for a US clothes store chain. Last year I was responsible for opening a chain of new shops in Europe. I was very nervous, but I followed the rules: I prepared the 1 _____, I fixed a 2 _____ for opening dates of stores, and I made some sales 3 _____.

Everything went perfectly. We ran a very good advertising 4 _____. The shops were ready 5 _____ and the stocks of clothes were all in place on the opening day for each store. We 6 _____ our sales targets. In fact, sales were 12 percent 7 _____ the forecast I had made. My next forecast? I'm going to be promoted!

1. a) account b) budget c) receipts
2. a) scene b) scheme c) schedule
3. a) forecasts b) predictions c) projects
4. a) program b) campaign c) activity
5. a) in time b) under time c) after time
6. a) went b) arrived c) met
7. a) top b) over c) up

Task 8. Fill each gap in the sentences below with a word or phrase from the box.

Marketing planning

accountability competition economies of scale
economies of scope external audit marketing audit marketing
planning marketing research public sector service

1. Increasing production by 25% does not increase costs by much, because we are able to take advantage of _____.
2. A complete _____ will demonstrate all aspects of our performance in terms of meeting our marketing objectives.
3. _____ is essential to prepare clear objectives and a strategy for reaching our objectives.
4. The _____ examines factors which are not under the company's control.
5. By having documentation which can be used in various markets we are able to take advantage of _____.
6. We are conducting _____ to try to improve all aspects of our company performance.
7. We know that marketing planning has a long history in the private sector and in manufacturing. Recently there has been a new emphasis on planning in the _____ and in all kinds of _____ industries.
8. Public sector marketing has had to respond to increased _____ and the need for _____ in all areas of service provision.

Task 9. Comment on the following statement using word combinations from the unit in written form (about 50 words):

☞ 'Plans are nothing; planning is everything'. (Dwight D. Eisenhower).

Module 3. Individual work

The first variant

Task 1. Read and translate the text. Make up the vocabulary of the text.

10 Common Marketing Mistakes to Avoid

A good marketing plan can help launch a new business or grow an existing one. Make sure, however, to avoid common marketing mistakes.

Below are a few mistakes to pay attention to and avoid as you market your goods or services:

Not Marketing to a Defined Group: Find your target audience and gear your marketing plan to that audience. Trying to appeal to everyone typically does not work.

Inconsistency in Your Marketing Efforts: You need to have the same look and feel across all of your ads, promotions, and overall marketing plan.

Lack of Diversification: Marketing on television, in print or on the Internet alone will reach only a portion of your potential customers. Plan to market creatively through a cross-section of media so that customers become familiar with your brand and your products at different times and in different places.

Not Focusing on Repeat Business: Repeat business typically makes up 80 percent of customers in most businesses. Too often marketing campaigns are heavily focused on bringing in new customers and not building relationships with current ones.

Starting Too Late: Time your marketing campaigns to coincide with new products, new services, seasonal sales or an upcoming event that will attract business. This typically means preparing well in advance.

Not Having a Clear Marketing Message: Marketing messages that are contrived, confusing, too subtle or too long can easily miss the target market entirely. The most ingenious marketing plan is wasted if no one gets it.

Going Overboard: If it sounds too good to be true it probably is. Too much hype will turn people away.

Forgetting That Slow and Steady Wins the Race: If you blow your entire marketing budget on a Super Bowl ad, then what can you do next? Marketing means building a reputation over time through ongoing exposure.

Not Getting Feedback: Test your marketing ideas and do focus groups. Don't launch it without getting some feedback first.

Making a Change for the Sake of It: Just because you are tired of your marketing plan doesn't mean it isn't working. Too many marketers make changes because they think they have too. Often a tried and true formula will keep working.

Task 2. Complete the sentences in the text with words from the box.

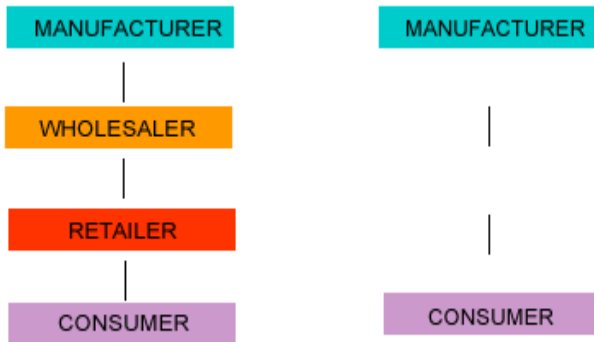
distribute overall Indirect place user demand direct
--

Place strategies

Place strategy refers to how an organisation will 1 _____ the product or service they are offering to the end 2 _____. The organisation must distribute the product to the user at the right 3 _____ at the right time. Efficient and effective distribution is important if the organisation is to meet its 4 _____ marketing objectives. If organisation underestimate 5 _____ and customers cannot purchase products because of it profitability will be affected.

What channel of distribution will they use? Two types of channel of distribution methods are available. 6 _____ distribution involves distributing your product by the use of an intermediary. Direct distribution involves distributing _____ from a manufacturer to the consumer. Clearly direct distribution gives a manufacturer complete control over their product.

Below indirect distribution (left) and direct distribution (right):



Task 3. Match the definition and the distribution strategy.

Distribution Strategies

1. intensive distribution	a. Involves limiting distribution to a single outlet. The product is usually highly priced, and requires the intermediary to place much detail in its sell. An example of would be the sale of vehicles through exclusive dealers.
2. exclusive distribution	b. Used commonly to distribute low priced or impulse purchase products e.g. chocolates, soft drinks.
3. selective distribution	c. A small number of retail outlets are chosen to distribute the product. Selective distribution is common with products such as computers, televisions household appliances, where consumers are willing to shop around and where manufacturers want a large geographical spread.

If a manufacturer decides to adopt an exclusive or selective strategy they should select a intermediary which has experience of handling similar products, credible and is known by the target audience.

The second variant

Task 1. Read and translate the text. Make up the vocabulary of the text.

A sound marketing plan

A sound marketing plan is key to the success of your business. It should include your market research, your location, the customer group you have targeted, your competition, positioning, the product or service you are selling, pricing, advertising, and promotion.

"You're in business to serve a customer need," says Derek Hansen, founder of American Capital Access. "If you're not sensitive to customers, don't know who your customers are, how to reach them and, most of all, what will convince them to buy your product or service, get help."

Effective marketing, planning and promotion begins with current information about the marketplace. Visit your local library, talk to customers, study the advertising of other businesses in your community, and consult with any relevant industry associations. This interactive tool will help you assess your marketing strengths and weaknesses.

Once you have all the necessary information, write down your plan following these steps:

1: Define your business

Your product or service;

Your geographic marketing area - neighborhood, regional or national;

Your competition;

How you differ from the competition — what makes you special;

Your price;

The competition's promotion methods;

Your promotion methods;

Your distribution methods or business location.

2: Define your customers

Your current customer base: age, sex, income, neighborhood;
How your customers learn about your product or service — advertising, direct mail, word of mouth, Yellow Pages;
Patterns or habits your customers and potential customers share — where they shop, what they read, watch, listen to;
Qualities your customers value most about your product or service — selection, convenience, service, reliability, availability, affordability;
Qualities your customers like least about your product or service — can they be adjusted to serve your customers better?
Prospective customers whom you aren't currently reaching.

3: Define your plan and budget

Previous marketing methods you have used to communicate to your customers;
Methods that have been most effective;
Cost compared to sales;
Cost per customer;
Possible future marketing methods to attract new customers;
Percentage of profits you can allocate to your marketing campaign;
Marketing tools you can implement within your budget — newspaper, magazine or Yellow Pages advertising; radio or television advertising; direct mail; tele-marketing; public relations activities such as community involvement, sponsorship or press releases;
Methods of testing your marketing ideas;
Methods for measuring results of your marketing campaign;
The marketing tool you can implement immediately.

The final component in your marketing plan should be your overall promotional objectives: to communicate your message, create an awareness of your product or service, motivate customers to buy and increase sales, or other targets. Objectives make it easier to design an effective campaign and help you keep that campaign on the right track. Once you have

defined your objectives, it is easier to choose the method of promotion that will be most effective.

Task 2. Complete the sentences in the text with words from the box.

support demand turnover costs sales strategies

Pricing is one of the most important elements of the marketing mix, as it is the only element, which generates a 1 _____ for the organisation. The remaining 3 P's are the variable cost for the organisation. It costs to produce and design a product, it costs to distribute a product and costs to promote it. Price must 2 _____ these elements of the mix. Pricing is difficult and must reflect **supply and** 3 _____ relationship. Pricing a product too high or too low could mean a loss of 4 _____ for the organisation. Pricing should take into account the following factors:

- fixed and variable 5 _____
- competition
- company objectives
- proposed positioning 6 _____
- target group and willingness to pay.

Task 3. Match the definition and the pricing strategy.

Pricing Strategies

An organisation can adopt a number of pricing strategies. The pricing strategies are based much on what objectives the company has set itself to achieve.

<p>1. penetration pricing</p>	<p>a. pricing different products within the same product range at different price points; an example would be a video manufacturer offering different video recorders with different features at different prices; the greater the features and the</p>
-------------------------------	---

	benefit obtained the greater the consumer will pay; this form of price discrimination assists the company in maximising turnover and profits
2. skimming pricing	b. the seller here will consider the psychology of price and the positioning of price within the market place; the seller will therefore charge 99p instead £1 or \$199 instead of \$200
3. competition pricing	c. the organisation sets a low price to increase sales and market share
4. product line pricing	d. the price set is high to reflect the exclusiveness of the product; an example of products using this strategy would be Harrods, first class airline services, Porsche etc.
5. bundle pricing	e. the organisation sets an initial high price and then slowly lowers the price to make the product available to a wider market. The objective is to skim profits of the market layer by layer
6. psychological pricing	f. the organisation sells optional extras along with the product to maximise its turnover; this strategy is used commonly within the car industry
7. premium pricing	g. setting a price in comparison with competitors
8. optional pricing	h. the organisation bundles a group of products at a reduced price

Module 3. Test

Task 1. Choose the right variant.

Pricing

1. When a business pays all its costs and taxes, any money left is (*margin / profit*).
2. The difference between costs and selling price is the (*margin / profit*).
3. The total profit without subtracting costs and overheads is called (*gross / net*) profit.
4. Profit minus the costs associated with preparing the goods for sale is called (*gross / net*) profit.
5. Another word for income is (*revenue / cost*).
6. Another word for expenses is (*revenues / costs*).
7. Selling something at a reduced price is called giving a (*discount / price*).
8. Selling widely in a market for low profit per item is a (*penetration strategy / price war*).
9. A (*low / high*) price can create a price war in the market.
10. High quality, high-priced products are (*premium-priced / budget-priced*).
11. Annual reports include (*loss accounts / profit and loss accounts*) which show turnover.
12. The total sum of money which is coming into the company is called a (*turnover / profit account*).
13. A period during which several competitors aggressively lower their prices in an effort to build up market share is called a (*penetration strategy / price war*).
14. The point in the development of a product when sales begin to exceed the investment is called (*a break-even point / profit*).
15. Production costs are (*the expenses a manufacturer has to pay for labor / all the expenses a manufacturer has to pay to produce a product*).

16. The price consumers actually pay is (*retail price / factory gate price*).

17. A special low price, reduced from an earlier price is called a (*sale price / retail price*).

Distribution

18. The entire process of moving goods or services from the producer or provider to the customer or user is described as the (*distribution / promotion*) process.

19. Distribution is also known as (*promotion / place*), one of the four Ps.

20. A situation where many businesses all try to get customers by offering the best deal or price is (*competitive / cooperative*) environment.

21. Retail outlets owned by the same company and trading under the same name are (*hypermarkets / chain stores*).

22. Large out-of-town stores selling a huge range of goods are (*hypermarkets / chain stores*).

23. Companies which own many stores are (*large multiples / chain stores*).

24. A license registering an invention and protecting ownership is called a (*patent / franchise agreement*).

25. An agreement to pay a license fee to use a well-known name is called a (*patent / franchise agreement*).

26. A customer focus means that the company focuses its activities and products on (*supplier / customer*) demands.

27. In the consumer-driven approach, (*consumer wants / product innovations*) are the drivers of all strategic marketing decisions.

28. An established liking for a particular producer's products that means you often buy the same product again, even over many years is (*brand loyalty / impulse buying*).

29. Repeat buying, with little involvement in the purchase is (*routine purchasing / impulse buying*).

Module 4. Promotion and market research

Unit 10. Promotion

Pre-reading activities

Task 1. Promotion is everything that raises consumer awareness of a product. Advertising is one type of promotion. Next to each type of promotion, write its translation. Give examples of each type of promotion.

Promotion

1. banner towing
2. billboard
3. flyer
4. free sample
5. freebie
6. newspaper advertisement
7. offer
8. sandwich board
9. sponsorship
10. T-shirt advertising
11. TV commercial
12. point-of-sale advertising
13. reply coupon
14. website advertising

Task 2. Spear, a mail order company, is planning a new advertising campaign. Below is an extract from an internal report to senior marketers in the company. Fill each gap in the report with a word or phrase from the box.

advertisements advertising mix campaign catalogue commercials consumer awareness direct mail hard sell impulse buying online website
--

Advertising Plan

Our plan is to sell products through a 1 _____ and mail order service. We will use a high pressure, 2 _____ approach. We can attract customers to order the goods by offering special prizes. Once the catalogue arrives, consumers will order goods, which have an instant appeal. We will depend on 3 _____.

Another approach is to run a long advertising 4 _____ to increase 5 _____ of our products. We plan a variety of advertising techniques: this 6 _____ will consist of television 7 _____, newspaper 8 _____, and street advertising. We have a good target customer database, so we will use 9 _____.

We also have a company 10 _____ where we advertise our products. Customers can also order goods 11 _____.

Task 3. Think of one or two well-known companies. Use some of the terms from Task 2 to describe how they promote their products.

Task 4. Match each strategy with the correct description.

Strategies of promotion

1. advertising on the internet	a generic advertising
2. a promotion strategy based on getting the consumer's attention and interest, then desire for the product, then action (buying the product)	b below-the-line promotion
3. all forms of advertising except mass media advertising	c AIDA (attention/interest/desire/action)

4. mass media advertising	d customer-oriented selling
5. a selling style based on identifying and meeting the customer's needs	e push strategy
6. advertising for a whole sector, such as tourism or health promotion, rather than for a specific product	f above-the-line promotion
7. a sales-oriented selling style, using high pressure and persuasion, discounts and free services	g hard sell approach
8. a method of sales promotion which uses pressure on distributors or on retailers	h in-store promotion
9. advertising at the point of sale	i on-line promotion

Task 5. Refresh your Grammar.

1. It is claimed that if Thomas Edison depended on marketing research he would have produced larger candles rather than inventing light bulbs. (Present Simple Passive; Subjunctive Mood).
2. Internet marketing typically tries to perfect the segmentation strategy used in traditional marketing. (Present Simple + infinitive; participle II).
3. The basic idea of the use of herd behavior is that people will buy more of products that are seen to be popular. (Present Simple of 'to be'; Future Simple; Present Simple Passive + infinitive).
4. A Japanese chain of convenience stores orders its products basing on sales data. (Present Simple; participle I).
5. Online retailers are increasingly informing consumers about "which products are popular with like-minded consumers. (Present Continuous; Present Simple of 'to be').

Task 6. Fill in the gaps using verbs in brackets in the right tense or non-finite form.

1. Our company (to want) (to attract) customers by (to offer) special prices.
2. These products (to report) to be popular with young people and we (to order) them next week.
3. A promotion strategy (to base) on (to get) the consumer's attention and interest, then desire for the product, then action (to call) AIDA .
4. Our customers (to buy) more of products of this kind in summer.

Task 7. Learn the active vocabulary.

- | | |
|-----------------------|--------------------------------------|
| 1. to pursue | виконувати, слідувати |
| 2. to drive | управляти, запускати |
| 3. profitable | вигідний |
| 4. to exist | існувати |
| 5. to overcapitalize | отримати максимальну вигоду |
| 6. niche | ніша |
| 7. candles | свічки |
| 8. light bulbs | лампочки |
| 9. affiliate | філія |
| 10. to perfect | удосконалювати |
| 11. precisely | точно |
| 12. herd behavior | поведінка «як все», стадна поведінка |
| 13. impulse buying | імпульсне рішення купити щось |
| 14. feedback | зворотний зв'язок, відгук |
| 15. recent studies | недавні дослідження |
| 16. social influence | суспільний вплив |
| 17. convenience store | магазин, що працює цілодобово |
| 18. social networking | соціальні зв'язки |
| 19. to improve sales | збільшувати рівень продажу |
| 20. like-minded | що дотримується такої ж думки |

Reading / comprehension activities

Task 8. Read and translate the following text.

Product focus

In a product innovation approach, the company pursues product innovation, then tries to develop a market for the product. Product innovation drives the process and marketing research is conducted primarily to ensure that a profitable market segment(s) exists for the innovation. The rationale is that customers may not know what options will be available to them in the future so we should not expect them to tell us what they will buy in the future.

However, marketers can aggressively over-pursue product innovation and try to overcapitalize on a niche. It is claimed that if Thomas Edison depended on marketing research he would have produced larger candles rather than inventing light bulbs.

A relatively new form of marketing uses the Internet and is called internet marketing or more generally e-marketing, affiliate marketing, desktop advertising or online marketing. It typically tries to perfect the segmentation strategy used in traditional marketing. It targets its audience more precisely, and is sometimes called personalized marketing or one-to-one marketing.

Another form of marketing is the use of herd behavior. There are mechanisms to increase impulse buying and get people “to buy more by playing on the herd instinct”. The basic idea is that people will buy more of products that are seen to be popular. And there are also several feedback mechanisms to get product popularity information to consumers.

Recent studies on the “power of social influence” include an “artificial music market in which some 14,000 people downloaded previously unknown songs” (Columbia University, New York); a Japanese chain of convenience stores which orders its products basing on “sales data from

department stores and research companies;” a Massachusetts company exploiting knowledge of social networking to improve sales; and online retailers who are increasingly informing consumers about “which products are popular with like-minded consumers” (e.g., Amazon).

Task 9. Match the words to get set expressions. Use them in sentences of your own.

- | | |
|---------------|-------------------|
| • hard sell | 1. advertisements |
| • impulse | 2. influence |
| • advertising | 3. promotion |
| • consumer | 4. stores |
| • television | 5. instinct |
| • newspaper | 6. buying |
| • direct | 7. innovation |
| • on-line | 8. commercials |
| • product | 9. awareness |
| • herd | 10. mail |
| • social | 11. campaign |
| • influence | 12. approach |

Task 10. Answer the following questions.

1. How can you describe a product innovation approach?
2. What is the goal of marketing research in this approach?
3. What is the rationale of a product innovation approach?
4. What is a form of marketing that uses internet called?
5. What are benefits of e-marketing?
6. What is the basic idea of the use of herd behavior?
7. Give examples of feedback mechanisms to get product popularity information to consumers.

Vocabulary activities

Promotion

Task 11. Fill each gap in the sentences with a word or phrase from the box.

consumers emotional appeal image promotes publicity rational appeal targets USP (unique selling proposition)

1. A set of characters that make a product different from its competitors is its _____.
2. Any activity which increases consumer awareness of a company or its products is _____.
3. Promotional techniques based on giving the consumer facts and technical information are concerned with _____.
4. Promotional techniques aimed at people's fears, ambitions, feelings, likes and dislikes are concerned with _____.
5. Advertising _____ consumers and _____ products.
6. Companies use websites and e-commerce strategies to appeal to new consumers and to promote a state-of-the-art _____.
7. Mass media promotion aims to influence public perception, not only target _____.

Task 12. Choose the correct alternative for each sentence. In one case both/all of the alternatives are possible.

1. Sending product or service information by post to specific individuals or companies is called _____.
a) direct mailing b) mail order c) postal advertising
2. A selling technique based on making a personal call to an individual or company is called _____.
a) personal selling b) direct selling
3. A promotion based on advertising in the actual shop is _____.
a) an in-store promotion b) a special offer

4. A promotion method that involves the packaging of a product, such as including a free sample or coupons, is called _____.

a) point-of-sale advertising b) on-pack promotion

5. Advertising around the playing area at sports grounds is called _____.

a) sponsorship b) perimeter advertising

6. A promotion method for fast moving consumer goods which involves buying one and getting one free is called _____.

a) bargain selling b) BOGOF (buy one get one free)

7. Promoting your activities or your company and its products or services on the internet is called _____.

a) online advertising b) advertising on the web c) internet advertising

8. Telephoning direct to homes or businesses to try to interest people in your products or services is called _____.

a) cold calling b) door-to-door selling

Task 13. Match the definitions with the phrases.

1. the way the company is perceived by the public	a positioning
2. what a promotion says about its subject	b message structure
3. the attempt by marketers to give a product a unique strength, or special characteristics, in the market	c message format
4. the way a message is presented in an advertisement, for example, through symbols, through shock, through humor	d corporate image
5. the design of an advertisement, in terms of presenting a problem, providing a solution and justifying why that solution works	e message content

Listening / comprehension activities

Branding and packaging

Task 14. Learn the following words and phrases.

1. to incorporate	включати
2. to differentiate	диференціювати
3. unique selling point	унікальна властивість продукції
4. attractive	привабливий
5. distinctive	що відрізняється від інших
6. to recognize	розпізнавати, дізнаватися
7. untried	неперевірений
8. striking logo	вражаючий логотип
9. prominent	видний, видатний
10. to suggest	припускати
11. brand loyalty	прихильність до однієї марки товару

Task 15. Listen to the text and say if the following statements are true or false. Correct the false ones.

1. The name given to a product is called its brand name.
2. Brand names and logos are the only important design features in packaging.
3. McDonalds' golden 'M' is an example of a company logo.
4. Consumers buying different brands are an example of brand loyalty.
5. Using similar packaging to other brands helps differentiate your own product.
6. Tesco's Cola is an example of an own brand product.
7. Impulse buying can be affected by distinctive packaging.

Task 16. Fizz, a soft drinks company, is bringing out a new product, which is a mixture of lime, apple juice and lemonade. They want to target it at schoolchildren. Give two factors that they should consider in their packaging,

and explain your reasons. Use such marketing terms as 'brand loyalty', 'to differentiate the product', 'a unique selling point'.



Writing activities

Promotion

Task 17. Translate into English.

1. Просування товару на ринку – це все види діяльності, направлені на створення обізнаності покупців про цей товар.
2. У підході, пов'язаному із створенням нового продукту, компанія спочатку виробляє продукт, а потім намагається створити для нього ринок.
3. Процес починається зі створення нового продукту, а дослідження ринків збуту проводиться, в основному, щоб переконатися, що сегменти ринку, які можуть принести прибуток, існують.
4. Відносно нова форма маркетингу, що недавно з'явилася, використовує Інтернет і називається Інтернет-маркетингом або частіше – електронним маркетингом.
5. Однією з форм маркетингу є використання стадної поведінки людей. Існують механізми, що дозволяють збільшити кількість імпульсних покупок і змусити людей купувати більше, граючи на їх стадному інстинкті.

Discussion: Managing People

Task 1. Verb and preposition combinations are often useful for describing skills and personal qualities. Match the verbs with the prepositions and phrases.

A good manager should:

1. respond	a) in their employees' abilities
2. listen	b) to a deputy as often as possible
3. deal	c) to employees' concerns promptly
4. believe	d) with colleagues clearly
5. delegate	e) with problems quickly
6. communicate	f) in regular training courses for employees
7. invest	g) to all suggestions from staff

Task 2. Which do you think are the three most important qualities in Task 1? Explain your answer.

Task 3. Read the following text and then complete the chart.

Good managers need to be good at 4 things. First, they need to be good at observing – that's so they can understand the behavior, the strengths and weaknesses of their staff. The second thing, they need to be good at listening – so they can learn about their staff's problems. The next thing, it's important for them to be good at asking questions – so they can find out all information they need to make the right decisions. And last thing, they have to be good at speaking so they can communicate their objectives clearly to all their staff.

Managers need to be good at... in order to ...

observing	_____ the behavior, the _____ and _____ of their staff.
listening	_____ their staff's _____.
asking questions	_____ all the _____

	_____ they need to make the right decisions.
speaking	_____ their _____ clearly to all their staff.

Task 4. Read the following letter to Christine Robinson, a journalist on a newspaper. Say what it is about and what advice can you give to the author of the letter.

Dear Ms Robinson,

I am a 29-year-old secretary for an American boss, who is very polite and friendly. My salary is excellent. The work is interesting and there are good possibilities for promotion in the company. But I am seriously considering resigning.

My boss is too direct – he shouldn't tell people directly what he thinks of them. He works hard and rarely takes breaks – he eats a sandwich for lunch. When he is away on a business trip, I want to be sure that I'm in the office when he phones, but I also want to take proper breaks and have a proper sit-down lunch away from the office. I miss having a social life in my current job – I think leisure time is more important than my work, even if my job is very good. What can I do?

Yours sincerely,

Janet Jones

Task 5. Write a letter to a newspaper about managing people in your imaginary company (not more than 100 words). Say what you like and dislike, ask an advice.

Task 6. Comment on the following statement using word combinations from the unit in written form (about 50 words):

☞ 'Managing problems always turn out to be people problems'. (John Peet, British Management Consultant).

Unit 11. Market research

Pre-reading activities

Market Research

Task 1. The word ‘research’ is a singular, uncountable noun. Learn the following:

You cannot say ‘there have been a lot of researches on...’ This should be either ‘There have been a lot of research on ...’ or ‘There have been a lot of studies on ...’. There is also the verb ‘to research (something)’. The commonest expressions are ‘to do research’ and ‘to carry out research’.

Make up several sentences with the words ‘research’ and ‘to research’.

Task 2. Match the terms and their definitions.

1. a study of what people think or what they do	a) questionnaire
2. a person who finds out information from the public in order to discover what they want or can afford to buy	b) subject
3. a set of questions to find out people’s opinions on particular issues, often used in studies of political opinion and preference	c) survey
4. something that is given away free to make the customer aware of the product, or to make them try the product	d) data
5. a set of questions designed to find out what people think about a product or service	e) market researcher
6. information collected from research; the researcher then analyses the information before making conclusions	f) bias
7. subjectivity or personal opinion affecting the results of a survey	g) poll

8. the person who is asked questions or is studied in market research	h) respondent
9. another name for the person who answers questions in market research, often by returning a completed questionnaire	i) sample

Task 3. Match phrases to definitions.

Research terms

1. closed question	a) a test carried out on a new drug
2. random sample	b) a survey which is not objective and has been designed to give a particular result
3. biased survey	c) a detailed description of the objectives of some marketing research
4. computer analysis	d) a sample in which all the people taking part have been selected by chance
5. clinical trial	e) a question with a yes/no answer
6. consumer awareness	f) use of information communications technology or computers to interpret results
7. personal interview	g) what the public know about a company or product
8. total population	h) choosing a sample because of the particular characteristics of the individuals
9. quota sampling	i) all the people who could possibly be consumers for a particular product
10. research brief	j) a survey technique based on face to face (or possibly telephone) conversation

Task 4. Refresh your Grammar.

1. Marketing is about responding to consumers' needs. (Present Simple of 'to be'; gerund).
2. Market research is the collection of information or data to better understand what is happening in the market place. (Present Simple of 'to be'; infinitive; Present Continuous).
3. Based on this information, they can put together a marketing plan, which will meet their own needs as well as those of their consumers. (participle II; 'can' + infinitive; Future Simple).
4. Typically, the data is gathered by face-to-face interviews, by telephone or by post, using questionnaires. (Present Simple Passive; participle I).
5. Sometimes potential consumers are asked to test products, and their responses are recorded. (Present Simple Passive).
6. Secondary or desk research is the use of existing data that has already been collected. (Present Simple of 'to be'; Present Perfect Passive).
7. Desk research has the advantages of being cheaper and quicker than field research. (Present Simple; gerund).
8. The disadvantages are not knowing if the findings are accurate, or how relevant they will be to your product. (Present Simple of 'to be'; gerund; Future Simple).

Task 5. Fill in the gaps using verbs in brackets in the right tense or non-finite form.

1. People for this survey (to select) by chance. Now they (to answer) our questions.
2. People (to take part) in our research (to live) and (to work) in big cities.
3. We (to want) (to know) what these people (to think) about our products, knowing that we (to understand) what (to happen) in the market place.
4. Our company usually (to interpret) results of market research (to use) computer analysis.

Task 6. Learn the active vocabulary.

1. to respond	відповідати, реагувати
2. to put together	сполучати, складати
3. to conduct	проводити
4. trends	тенденції
5. views	погляди
6. primary	первинний
7. field research	дослідження на місцях
8. secondary	вторинний
9. desk research	дослідження за робочим столом
10. to obtain	отримувати
11. purpose	мета
12. to provide	забезпечувати
13. questionnaire	анкетний опит
14. survey	огляд, звіт
15. to test	випробовувати
16. response	відповідь, реакція
17. existing	що існує
18. sources of information	джерела інформації
19. findings	результати
20. accurate	точний
21. relevant	доречний

Reading / comprehension activities

Task 7. Read and translate the following text.

Market Research

Marketing is about responding to consumers' needs. It is very important to find out what these needs are before a marketing plan is put together. This text will help you understand why and how a company conducts market research.

Market research is the collection of information or data to better understand what is happening in the market place. A

firm's marketing department needs to know about economic trends, as well as consumers' views. Based on this information, they can put together a marketing plan, which will meet their own needs as well as those of their consumers.

There are two general types of research:

- Primary or field research
- Secondary or desk research

Primary or field research is obtaining new data for a specific purpose. The marketing department of a firm or a specialist research organization can provide this. Typically, the data is gathered by face-to-face interviews, by telephone or by post, using questionnaires. This is called a survey. Sometimes potential consumers are asked to test products, and their responses are recorded. Field research has the advantage that the firm itself has control over the whole process. The disadvantages are that it takes longer, and costs more.

Secondary or desk research is the use of existing data that has already been collected. It can be anything from a company's own sales statistics to Department of Trade and Industry reports. Other secondary sources of information include journals, company reports, government statistics, and surveys published by research organizations. Traditionally, these have been paper-based, but more and more information is now available on CD-ROM or on-line through the Internet. Desk research has the advantages of being cheaper and quicker than field research. The disadvantages are not knowing if the findings are accurate, or how relevant they will be to your product.

Task 8. Mark the following sentences 'True' or 'False' according to the text. Correct the false ones. Use phrases of agreement and disagreement.

Agreement

That's right.
 That's true.
 I quite agree.
 I think so.

Disagreement

That's wrong.
 That's false.
 I don't agree.
 I don't think so.

1. Research is essential to identify consumer needs.
2. Desk research is more expensive than field research.
3. Field research is less valuable than desk research.
4. Secondary data is totally reliable.
5. Referring to your own firm's sales records is an example of primary research.
6. A firm's marketing department needs to know consumers' views.
7. Primary or field research cannot be provided by the marketing department of a firm.
8. Government statistics is an example of secondary research.

Task 9. Match the words to get set expressions. Use them in sentences of your own.

- | | |
|----------------|---------------|
| • economic | 1. views |
| • consumers' | 2. purpose |
| • field | 3. interviews |
| • specific | 4. trends |
| • face-to-face | 5. reports |
| • to test | 6. research |
| • company | 7. products |

Vocabulary activities

Task 10. Below are 11 types of market research, each followed by 4 statements. Two of the four are true, and two are false. Mark the statements T (true) or F (false).

1. agency research

a) it compares one agency with another

- b) it is carried out by independent agencies, usually experts in particular fields
- c) it is the opposite of in-house research
- d) it is research work for governments

2. clinical trial

- a) it is research carried out by clinical agencies
- b) it is research into the effects of drugs or treatment methods
- c) pharmaceutical companies carry out clinical trials
- d) it is a test to find out if a finished product works

3. desk research

- a) it is research carried out using published material
- b) it can include information about geography, politics, economics and social conditions
- c) it involves going out to ask consumers for their opinions
- d) it is the study of research results using computer analysis

4. distribution research

- a) it is the system of sending research material to different consumers
- b) it is about sending out information to various research companies
- c) it is research into the ways products or services are distributed
- d) it is important when making decisions about where to locate retail outlets or where agents are needed

5. exploratory research

- a) it is about choosing the best research methods
- b) it is designed to help marketers understand problems
- c) an example of it is a detailed study of why a particular product is losing sales
- d) it is the study of new markets

6. marketing communications research

- a) it is the investigation of ways to talk to consumers and the public in general
- b) it is a kind of marketing research

- c) it is about the telecommunications sector
- d) it is it looks only at the results of communication methods

7. marketing research

- a) it is the same as market research
- b) it is about looking at the effects of advertising
- c) it includes market research
- d) it is about collecting, studying and analyzing information which affects marketing decisions

8. omnibus survey

- a) it is research carried out on behalf of several companies together
- b) it is research on the performance of many different products
- c) omnibus surveys look at several companies and compare their performance
- d) it is a survey which companies can buy from the government

9. pricing research

- a) it examines the relationship between price and demand
- b) it is about the cost of research
- c) it is very important, since price is a key element in determining market share
- d) it is about profit and loss accounts

10. primary research

- a) it is the first research that companies do
- b) it is the most important research into a product and its market
- c) it is original research carried out by a company
- d) it is contrasted with secondary research, which uses published information that is easily available

11. product research

- a) it looks at the market acceptance of a product
- b) it involves the design and concept of a product, then testing of the product, then market acceptance of the product
- c) it is about competitors' products
- d) it is principally the same as quality testing

Listening/ comprehension activities

Consumer research

Task 11. Learn the following words and phrases.

- | | |
|----------------------------|--|
| 1. particular phenomenon | специфічне явище |
| 2. causal research study | вивчення причин |
| 3. sales fall | падіння рівня продажу |
| 4. consumer research | вивчення споживача |
| 5. focus groups | групи опитуваних |
| 6. panel | група |
| 7. population | населення |
| 8. conventional paper | стандартний документ |
| 9. test set of questions | контрольний набір питань |
| 10. pilot | експериментальний |
| 11. to make sure | переконатися |
| 12. actual sales | фактичні продажі |
| 13. observational research | дослідження за допомогою спостереження |
| 14. limited | обмежений |
| 15. further | подальший |
| 16. advertising research | дослідження ефективності реклами |

Task 12. Listen to the text and match the term and its definition.

1. causal research study	a) using groups of typical consumers that you bring together for detailed questioning
2. a consumer research	b) how much consumers actually know about your company and its products
3. using focus groups	c) a study that aims to explain a particular phenomenon
4. population	d) questionnaire

5. paper with a lot of questions	e) sending a conventional paper with a lot of questions
6. observational research	f) the whole mass of buyers
7. consumer awareness	g) studies into the effects of your advertising
8. advertising research	h) studies of actual sales
9. sending a questionnaire	i) a study of consumers opinions

Task 13. Answer the questions and then retell the text.

1. In what cases do you need to do a consumer research?
2. What is a consumer research?
3. What is the first way of carrying out a consumer research?
4. What is the second way of carrying out a consumer research? Is it cheaper than the first one?
5. What is the third way of carrying out a consumer research?
6. Why does this kind of research give only limited information? ?
7. What is consumer awareness and advertising research?

Writing activities

Market research

Task 14. Translate into English in written form.

1. Маркетинг займається задоволенням потреб споживачів.
2. Дуже важливо дізнатися якими є ці потреби до того, як складається маркетинговий план.
3. Дослідження ринку збуту – це збір інформації або даних для того, щоб краще зрозуміти що відбувається на ринку.
4. Відділ маркетингу фірми повинен знати як про тенденції в економіці, так і про думки споживачів.
5. Відділ маркетингу може створити маркетинговий план, базуючись на цій інформації, який би задовольнив як потреби самої фірми, так і потреби споживачів.

6. Проведення дослідження системи збуту важливе для ухвалення рішень про те, де розмістити місця торгівлі або де необхідні агенти з продажу.

7. Дослідження цінової політики розглядає взаємозв'язок між ціною на товар і попитом на нього.

8. Дослідження аспектів, пов'язаних з продуктом, розглядає чинник визнання товару на ринку.

9. Дослідження маркетингових комунікацій – це вивчення способів спілкування компанії із споживачами і взагалі з публікою.

10. Дослідження, що проводиться за робочим столом, використовує різні опубліковані матеріали.

Task 15. Study the following business letter from a market research consultancy, Abacus Data Research, to a clothing manufacture, Corallo. Corallo wants to know why its sales of jeans are falling at a rate of 10% a year.

ADR

Abacus Data Research

South Dakota Blvd., Englewood Cliffs, 07632 New Jersey

Tel: 201 654 8787 Fax: 201 654 8732

email: kleins@adr.com <http://www.adr.com>

Sam Klein

Corallo Clothing Company

P.O. Box 230

Englewood Cliffs

May 20, 2007

Dear Sam,

Thank you for your letter dated May 15. As I said when we met briefly last week, we at ADR would be very pleased to help you with studies on your products and their markets (market

research). What I need now is a detailed description of your objectives for this study (market research brief) – a statement of exactly what you need to know.

Please send us any studies that you have carried out yourselves (in-house research), or any studies using published material (secondary research) that you have used in the past. This will help our background investigations.

Looking forward to hearing from you.

Yours truly,

Robert R. McCawley
Deputy Vice-President

Note: In American English letters, it is common to use the farewell *Yours truly*. In British English letters, the standard farewell in a business letter is *Yours sincerely* when the letter starts with a name (e.g. *Dear Mr. Green*) or *Yours faithfully* if the letter begins *Dear Sir*.

Task 16. Think of a company that needs a market research. Write a letter to Abacus Data Research: tell them about your problem and ask for help. Make sure you follow all the rules of writing business letters in English. Use the following key terms:

- market research
- market research brief
- in-house research
- secondary research

Discussion: Economic factors and buyer behavior

Task 1. Match the economic terms to their definitions.

1. interest rate	a. total value of goods and services produced in a country
2. exchange rate	b. general increase in prices
3. inflation rate	c. cost of borrowing money
4. labor force	d. price at which one currency can buy another
5. tax incentives	e. percentage of people without jobs
6. government bureaucracy	f. people working
7. GDP (gross domestic product)	g. low taxes to encourage business activity
8. unemployment rate	h. money from overseas
9. foreign investment	i. official rules/regulations/paperwork
10. balance of trade	j. difference in value between a country's imports and exports

Task 2. Try to complete this economic profile without looking back at the terms in Task 1.

The economy is stable following the problems of the past two years. By following a tight monetary policy the government has reduced the 1 _____ to 2%. After going up dramatically, the 2 _____ is now down to 8%. The last six months has seen a slight improvement in the 3 _____ against the dollar. The 4 _____ has grown by 0.15%. Exports are increasing and the 5 _____ of _____ is starting to look much healthier.

The 6 _____ continues to be a problem as it is still 16%. In order to stimulate the economy and attract 7 _____ the government is

offering new 8 _____ as well as making a renewed effort to reduce 9 _____. Finally a large skilled 10 _____ means there could be attractive investment opportunities over the next five years.

Task 3. Write sentences about the economic profile of Ukraine. Complete and then use the following chart.

<p>economy GDP growth rate: ____ per year inflation rate: ____ per year unemployment rate: ____ at present</p>	<p>labor education system is excellent: a lot of skilled labor at every level – workers and managers</p>
<p>transport and infrastructure heavy traffic on roads causes slow journeys and distribution problems, but fast rail services</p>	<p>comments some commentators talk about ‘laziness’ of young people</p>

Task 4. Read the following text about starting a new business. Make up a list of things you need to start a successful new business.

When you are starting your own company, you have to be very confident. You have to be very determined. You have to know what it is you’re doing. You need to research the business – or the business arena that you’re intending to go into. You need to research your competitors and benchmark your service or your product against your competitors.

You need good family backup and good backup from your friends. And probably the most important thing is that you need a good mentor, and that needs to be a business mentor as well as a personal mentor.

You need a really good business plan. Again, you need to make sure that whatever you put on your business plan, you need to check it on a regular basis.

You need a very good relationship with your bank and your bank manger. But the most important thing is a good marketing campaign.

Task 5. Complete this text with the correct word.

force unemployment investment balance incentives opportunities bureaucracy rate GDP exchange

The economy is very unstable. By letting monetary policy run out of control, the government caused inflation to rise at one point to 20%. The inflation 1 _____ is now down to ‘only’ 8%. However, in the last six months there has been a severe worsening in the 2 _____ rate against the dollar. Total output, or 3 _____, has fallen by 5% over the past year. Exports are declining and the 4 _____ of trade is disastrous: we are importing much more than we are exporting.

The 5 _____ rate, with 30 percent of people out of work, is one of the highest in the industrialized world. In order to stimulate the economy and attract foreign 6 _____ the government is offering new tax 7 _____ as well as making a renewed effort to reduce government 8 _____. But we need to improve education and improve the skills of our labor 9 _____. In order to offer attractive investment 10 _____ over the long term.

Task 6. Fill each gap in the text below with a word or phrase from the box. The item in bold are headings.

asserts discounts employment price discretionary income loss leader credit availability economic growth purchasing power outgoings

There are **four major economic factors** which affect consumer buying behavior.

1. General economic situation

When the national economy is doing well, when people feel that their 1 _____ is safe, they spend more. In times of a slow down in 2 _____, if interest rates or taxation rates increase, then buyer confidence goes down.

2. 3 _____

People spend according to what is left after meeting their regular costs on rent, mortgage, bills, tax, borrowings and other 4 _____. What is left is called 5 _____.

3. 6 _____

Banks and other lenders are sometimes particularly happy to lend, for example to anyone in work, or with 7 _____ such as property. Credit card spending goes up and many people borrow money to buy goods.

4. 8 _____

This is perhaps obvious. High prices may limit spending, but not always. Sometimes high prices indicate high quality and this increases the desirability of the product. Price may also be less important if the need is great. But, in contrast, low prices may increase buying, especially where 9 _____ are on offer. Sometimes items are offered at a low price as a 10 _____. This means products are sold at below cost price. The shop thinks that consumers will buy these low priced goods, but also other high profit items. Supermarkets often sell some regularly purchased fast moving consumer goods at below cost price as part of a loss leader strategy.

Unit 12. The process of market research

Pre-reading activities

Task 1. Match the definitions with the words and phrases.

Research methods

1. Research, which is designed to provide facts and statistical data. Results are easy to analyze, often by computer.	a. opinion poll
2. A sampling method based on using small groups that are representative of much larger groups.	b. competitor analysis
3. Analysis of numerical information to test that results are accurate and reliable.	c. quantitative research
4. A limited study carried out on a small number of people to test your research methods.	d. computer analysis
5. A survey designed to find out what people think, often on politics or environmental issues.	e. statistical analysis
6. A set of questions in which the answers given affect what questions will be asked next.	f. pilot survey
7. An original study carried out among the population, not by finding out information from published sources.	g. quota sampling
8. A study of rival companies and their products	h. random sampling
9. A study of data using information technology hardware and software.	i. qualitative research
10. Research which is open-ended and gives respondents the chance to express opinions, feelings and attitudes.	j. cluster sampling
11. A method of choosing who to use as research respondents that is based on	k. fieldwork

identifying people with certain characteristics, e.g. males aged 18 – 25 who drive and have above average income.	
12. A formal design for a questionnaire which is not dependent on the answers given.	l. personal interview
13. A method of selecting who will be included in a sample which ensures that the sample is representative of the whole population.	m. unstructured survey
14. Questioning people individually, usually face-to-face.	n. structured survey

Research terms

1. An essential quality for research. Without it, the research is not reliable.	a. open question
2. Using information gained from a small number of people to estimate how large numbers of (similar) people would behave in similar circumstances.	b. closed question
3. A question with a limited number of possible answers, e.g. Yes or No.	c. pilot questionnaire
4. A test set of questions used on a small sample of people. It helps to identify problems in survey design.	d. validity
5. A type of question which allows the person answering to use his or her own words, e.g. <i>What do think about Fresh Soap products?</i>	e. extrapolation

Task 2. Refresh your Grammar.

1. If you were a marketing manager, you might do the following things. (Subjunctive Mood).

2. Make sure you know what you are trying to find out, and how it will help you. (Imperative Mood; Present Simple; Present Continuous + infinitive; Future Simple).
3. There is an endless amount of information available, so it is important to be focused. (construction 'there is/are'; Present Simple of 'to be'; Passive infinitive).
4. Designing questionnaires and testing products on consumers can take a long time. (gerund; can + infinitive).
5. Now that you have the findings, you have to work out what they are telling you. (Present Simple; 'have to' + infinitive; Present Continuous).

Task 3. Fill in the gaps using verbs in brackets in the right tense or non-finite form.

1. If you (to be) a marketing manager you (to do) market research first, and then you (to put together) a marketing plan.
2. (to analyze) your results (to use) information technology hardware and software.
3. (to ask) questions face-to-face (to be) an important research method.

Task 4. Learn the active vocabulary.

- | | |
|---------------------|-------------------------|
| 1. to identify | визначати |
| 2. to gather | збирати |
| 3. available | доступний |
| 4. appropriate | відповідний, адекватний |
| 5. expensive | дорогий |
| 6. option | варіант |
| 7. to supplement | додавати |
| 8. to duplicate | дублювати |
| 9. to work out | вирішити |
| 10. pattern | система, структура |
| 11. perfect | досконалий |
| 12. margin of error | погрішність |

Reading / comprehension activities

Task 5. Read and translate the following text.

The process of market research

Marketing departments need to have information so they can get their marketing mix right. For example, they will want to know what similar products already exist and how much they cost. They will also want to know whether consumers will want to buy their new product, and what they think about it. The process for doing this is as follows:

- Identify a problem
- Set objectives
- Gather data
- Analyze data.

Now have a look at the process in more detail. If you were a marketing manager, you might do the following things:

1. Identify the problem. Make sure you know what you are trying to find out, and how it will help you. This is something that people sometimes forget. There is an endless amount of information available, so it is important to be focused.

2. Set objectives. You have to decide which are going to be the best ways to gather this information. Choose the most appropriate reports and journals. Depending on how much time you have, choose what field research you can do. Designing questionnaires and testing products on consumers can take a long time. You also have to decide whether you have the necessary skills, or whether you need to use a specialist research organisation. This is a more expensive option.

3. Gather data. You would usually do desk research first, because it is cheaper and quicker. Then supplement this with field research, so that you don't duplicate your findings. Designing the questionnaires and conducting the surveys takes place during this phase.

4. Analyse data. Now that you have the findings, you have to work out what they are telling you. If you identified your

objectives before you started, this should not be too difficult. You must look for trends and patterns. Then you should see how this affects your marketing mix. For example, if you were thinking of setting a price for your product of £10 per unit, and 70% of the sample group think this is too high, then you may need to consider reducing the price. If you don't, you may find that few consumers will buy it. But remember: no survey is perfect. There is always a margin of error.

Task 6. Mark the following sentences 'True' or 'False' according to the text. Correct the false ones.

1. If a company wants to know what similar products already exist and how much they cost it will carry out a market research.
2. The first step in the research process is gathering data.
3. It is not important to know what you are trying to find out in your market research.
4. You should do desk research first.
5. Desk research is more expensive and takes long time.
6. You should supplement your desk research with field research.
7. Designing the questionnaires and conducting the surveys takes place during the phase of setting objectives.
8. You must look for trends and patterns analysing your data.
9. No survey is perfect.

Vocabulary activities

Task 7. Find the meaning of the following phrases and make up sentences with some of them.

Research

• applied research –	• cost of research and development –
• audience research –	• investment research –
• basic research –	• research and development department –
• commodity research bureau –	• research technique –
• continuous research –	• small business innovative research –
• contract research –	• research project –

Data

• according to the data in the report -	• data table –
• aged data –	• extensive data –
• automatic data processing system –	• growth data –
• business data processing –	• handbook data –
• data handling –	• to keep data current –

Task 8. Complete the table below by writing the words and phrases from the box under the right heading.

Types of market segmentation

climate product characteristics ethnic origin size of company nationality region political beliefs opinions use/non use of product turnover leisure interests urban/suburban/rural age knowledge/awareness of a product attitudes to a product state/country type of company sex product performance
--

behavioristic segmentation	benefits segmentation	demographic segmentation
geographic segmentation	industrial market segmentation	psychographic segmentation

Listening / comprehension activities

The research process

Task 9. Learn the following words and phrases.

- | | |
|----------------------|------------------------|
| 1. tool | інструмент |
| 2. to make decisions | ухвалювати рішення |
| 3. to require | вимагати |
| 4. to respond | відповідати, реагувати |
| 5. change | зміна |
| 6. to present | представляти |
| 7. to be applied | бути застосованим |
| 8. to monitor | контролювати |
| 9. to evaluate | оцінювати |
| 10. whole | цілий, весь |

Task 10. Listen to the text and fill in the gaps.

The research process has 11 parts. You have

1. to define the problem;
2. to decide _____ you want to find out;
3. to _____;
4. to make a _____;
5. to decide the _____ of the _____;
6. to decide what _____ of _____ you will choose;
7. to _____ the _____;
8. to collect results;
9. to do the _____ of the results and interpret the _____;
10. to _____ the _____ of the _____;
11. to monitor the _____ of the research and evaluate the _____ process.

Task 11. Answer the following questions

1. What are the main 3 reasons to do the market research?
2. How many parts does the research process have?
3. What is the first step in market research?

4. What should you do before and after carrying out the surveys?
5. What do you have to do when everything is finished?
6. Is it important to evaluate the whole process? Why?

Writing activities

Market research

Task 12. Translate into English in written form.

1. Отделы маркетинга должны иметь необходимую информацию, чтобы правильно составить комплекс маркетинга для их компании.
2. Процесс исследования рынка включает в себя такие этапы: определение проблемы; постановка задач исследования; сбор необходимой информации; анализ данных исследования.
3. Исследования рынка могут быть различных видов в зависимости от их цели, времени которое они занимают и затрат на их проведение.
4. Например, исследование для сбора фактов и статистических данных называется количественным исследованием, а исследование, которое дает возможность респондентам выразить свое мнение, чувства и отношение к продукции или услуге, называется качественным.
5. Одним из методов исследования рынка является метод выборки. Существуют такие виды выборки:
 - выборка по группам – метод выбора респондентов для исследования на основе определенных характеристик, присущих данной группе людей;
 - групповая выборка – метод использования малых групп людей, которые являются представителями больших групп.
 - случайная выборка – метод отбора респондентов, которые представляют все население (всю массу покупателей).

Discussion: Conflict

Task 1. How good are you at managing conflict? Answer the questions in the quiz below. Then count your score and compare it with a partner.

Quiz

1. You are in a meeting. People cannot agree with each other.

Do you

- a) say nothing?
- b) intervene and propose something new?
- c) take sides with those you like?
- d) suggest a 10-minute break?

2. Your two closest friends have an argument and stop speaking to each other. Do you

- a) behave as though nothing has happened?
- b) bring them together to discuss the problem?
- c) take the side of one and stop speaking to the other?
- d) talk to each one separately about the situation?

3. You see two strangers. One begins to hit the other. Do you

- a) pretend to be an off-duty police officer, and ask them what is going on?
- b) call the police?
- c) shout at them to stop?
- d) walk away quickly?

4. Your neighbors are playing very loud music late at night. Do you

- a) ask them to turn it down?
- b) do nothing?
- c) call the police?
- d) play your own music as loudly as possible?

5. You are in the check-in queue at a airport. Somebody pushes in. Do you

- a) ask them to go to the back of the queue?
- b) say nothing?
- c) complain loudly to everyone about people jumping queues?

- d) report them to an airport official?
6. *A colleague criticizes your work. Do you*
- a) consider carefully what they say?
- b) ignore them?
- c) get angry and criticize them?
- d) smile, but wait for an opportunity to get back at them?

Give yourself the following marks.

1	a) 2	2	a) 2	3	a) 3	4	a) 4	5	a) 4	6	a) 4
	b) 3		b) 3		b) 4		b) 2		b) 2		b) 3
	c) 1		c) 1		c) 2		c) 3		c) 1		c) 1
	d) 4		d) 4		d) 1		d) 1		d) 3		d) 2

Results:

6 – 11 You need to improve your conflict management skills.

12 – 17 You are quite good at conflict management in certain situations.

18 – 22 You are good at conflict management in most situations.

23 – 24 You are excellent at conflict management. You should be working for the United Nations.

Task 2. What is the best way to handle a conflict: to avoid the problem or to discuss the problem and find a way out of the difficult situation? Prove your opinion using the following phrases:

- to argue with each other
- to show one's frustration by being aggressive
- to sort out the conflict in a constructive way
- to address the problem with somebody directly
- to ask what is wrong
- to listen to your partner carefully
- to understand one's problems and concerns
- to work out a way out of the situation constructively

Task 3. Work in 4 groups. Read one of the following articles (from the *Financial Times*). Before you read, match the words from the article with their definitions:

1. tactics	a. be flexible
2. make compromises	b. not changing your opinion or attitude
3. consistency	c. the methods you use to get what you want

Negotiations are demanding and may become emotional. You may find your negotiator banging his or her fist on the table or leaving the room. Accept such tactics with patience and calmness. They are designed to make it difficult for you to concentrate. **Russian negotiating teams** are often made up of experienced managers whose style can be like a game in chess, with moves planned in advance. Wanting to make compromises may be seen as a sign of weakness. .

4. speak your mind	d. when you find out what the other side wants
5. place great weight	e. say what you think
6. exploratory phases	f. consider very important

As well as being formal, negotiations are direct. **German managers** speak their mind. They place great weight on the clarity of the subject matter and get to the point quickly. Excessive enthusiasm or compliments are rare in German business. You should give a thorough and detailed presentation, with an emphasis on objective information, such as your company's history, rather than on clever visual or marketing tricks. Prepare thoroughly before the negotiation and be sure to make your position clear during the opening stage of the talks, as well as during their exploratory phases. Avoid interrupting, unless you have an urgent question about the presentation.

7. small talk	g. style of behavior
8. protocol	h. polite or social conversation
9. manner	i. the way things are done on official occasions

Communications is a natural talent of **Americans**. When negotiating partners meet, the emphasis is on small talk and smiling. There is liberal use of a sense of humor that is more direct than it is in the UK. Informality is the rule. Business partners do not use their academic titles on their business cards. This pleasant attitude continues in the negotiation itself. US negotiators attach little importance to status, title, formalities and protocol. They communicate in an informal and direct manner on a first-name basis. Their manner is relaxed and casual. The attitude ‘time is money’ has more influence on business communications in the US than it does anywhere else. Developing a personal relationship with the business partner is not as important as getting results.

10. counterparts	j. unplanned thoughts
11. spontaneous ideas	k. give your opinion
12. put your point across	l. the people on the other negotiating team

At the start of the negotiations with **Spanish partners** you should have documentation available in Spanish. Business cards should carry details in Spanish and English. During the negotiation your counterparts may interrupt each other, or even you. It is quite common in Spain for this to happen in the middle of the sentence. For several people to talk at the same time is accepted in Latin cultures, but is considered rather unusual in Northern Europe. The discussion is likely to be lively. In negotiations, Spanish business people rely on quick thinking and spontaneous ideas rather than careful preparation. It may appear that everybody is trying to put his or her point across at once. That can make negotiations in Spain intense and lengthy, but also enjoyably creative.

Task 4. Answer these questions.

In which country (Russia, Germany, the US or Spain):

1. should you start a negotiation with general conversation?
2. do negotiators show strong emotions?
3. is it common for there to be several conversations at the same time during a negotiation?
4. do negotiators focus on results rather than developing relationships?
5. do negotiators plan their tactics carefully?
6. should you not stop someone while they are talking?
7. is it usual for the atmosphere to be relaxed and friendly?
8. do negotiators prefer to think of ideas during a negotiation rather than before it starts?
9. do negotiators like to talk about business immediately?
10. should you not give the other side too much as they will not respect you?

Task 5. Find interesting information about a negotiating style in other countries and present it in the class.

Task 6. Say which of the following are good ways of dealing with conflict in a negotiation? Prove your answer.

1. avoid eye contact
2. smile a lot
3. sit back and appear relaxed
4. stop the discussion and come back to it later
5. say nothing for a long time
6. say 'I see what you mean'
7. focus out why the other side is unhappy
8. focus on the issues not on personalities
9. say something humorous
10. speak calmly and slowly

Task 7. Work in pairs. Think up a situation when you need to deal with a conflict. Make up dialogs using the following useful language.

Calming down

I understand what you're saying

I can see your point of view

Well, I know/see what you mean.

Why don't we break and come back with fresh ideas.

You don't have to worry about ...

Creating solutions

A compromise could be to ...

How about if ... What if ...

Let's look at this another way.

Another possibility is ...

Closing a negotiation

Let's see what we've got.

Can I go over what we've agreed?

Let's go over the main points again.

OK, I think that covers everything.

We've got a deal.

Fine. Right. That's it then.

Possible situation for role playing:

One day staff find that prices have risen by over 50% in the staff restaurant. This is because the company has stopped subsidizing all drinks and meals. Their union representative meets the general manager to discuss the situation.

Union representative thinks that the workers are very unhappy with price increases. The workers think that the subsidized restaurant is part of their terms and conditions of work. They are also angry that management didn't discuss their plans with them first.

General manager thinks that prices are similar to those in other companies in that area. The company has to reduce costs or the staff's salary will be affected.

Module 4. Individual work

The first variant

Task 1. Read and translate the text. Make up the vocabulary of the text.

Marketing communications

Marketing communications break down the strategies involved with marketing messages into categories based on the goals of each message. There are distinct stages in converting strangers to customers that govern the communication medium that should be used.

Advertising:

- paid form of public presentation and expressive promotion of ideas
- aimed at masses
- manufacturer may determine what goes into advertisement
- pervasive and impersonal medium.

Functions and advantages of successful advertising:

- task of the salesman made easier
- forces manufacturer to live up to conveyed image
- protects and warns customers against false claims and inferior products
- enables manufacturer to mass-produce product
- continuous reminder
- increases goodwill
- raises standards of living (or perceptions thereof)
- prices decrease with increased popularity
- educates manufacturer and wholesaler about competitors' offerings as well as shortcomings in their own.

Objectives:

- maintain demand for well-known goods
- introduce new and unknown goods

- increase demand for well-known goods

Requirements of a good advertisement:

- attract attention
- stimulate interest
- create a desire
- bring about action
- create awareness

Eight steps in an advertising campaign:

- market research
- setting out aims
- budgeting
- choice of media (TV, newspaper, radio)
- choice of actors (New Trend)
- design and wording
- coordination
- test results

Personal sales: oral presentation given by a salesman who approaches individuals or a group of potential customers:

- live, interactive relationship
- personal interest
- attention and response.

Sales promotion: short-term incentives to encourage buying of products

- instant appeal
- anxiety to sell

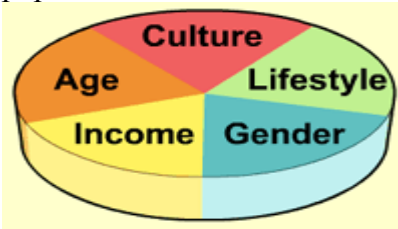
Publicity

- stimulation of demand through press release giving a favourable report to a product
- higher degree of credibility
- effectively news

Task 2. Retell the text in 6 sentences in written form.

Types of segments

Just as you can divide an orange up into segments you can divide the population as a whole into many different groups of people or **segments** that have something in common. Segmenting the market makes it easier to identify groups of people with the same consumer needs and wants. Marketers therefore look for categories they can use to divide up the population.



There are five commonly used categories:

- Age
- Gender
- Culture
- Income
- Lifestyle

Age



The population can be divided by age in years (e.g. 0-16, 17-25) or by the stage of life reached (e.g. schoolchild, teenager). For example, a pensioner will have similar needs to those of other pensioners but different needs from those of a teenager.

Gender



Products may be targeted at a specific gender group. For instance, cosmetics have been traditionally targeted at women while DIY (do it yourself) has been targeted at men.

Culture



People's needs and wants as consumers will vary according to their religion, language, social customs, dietary habits and ethnic background. In the UK businesses provide for a wide range of different cultures. There are magazines and newspapers in many different languages and Halal butchers in areas with large Muslim populations.

Income



The population can be segmented according to annual salary (e.g. £15,000, £30,000 etc.), or type of job and social class. Establishing a group's **disposable income** is important so that products can be targeted to the relevant income group. This is called a **socio-economic segment**. The socio-economic groups A, B, C1, C2, D and E describe how much the head of the household earns.

Lifestyle



People are grouped according to the way they lead their lives and the attitudes they share. For example, young professionals may drive a sports car because of the image they want to project. Married parents might want the same things, but have to provide for their children, which is a large extra cost. They will need a family car to suit their lifestyle.

The second variant

Task 1. Read and translate the text. Make up the vocabulary of the text. Retell it in 5 sentences.

The Growth-Share Matrix

The Growth-Share Matrix was originally conceived by the Boston Consulting Group. It is basically a planning tool to help marketers decide which products need extra support – in terms of cash investment – and which should be dropped completely.

Cash Cows are the dream product: they generate high income but don't actually require a lot of spending. A Cash Cow product practically markets itself.

A *Star*, on the other hand, is a new product, it requires a lot of cash, the advertising budget is high. You hope it might become a Cash Cow. But for now it offers a possibly very short-term profit.

Question marks, also known as Problem Products, probably need a lot of cash investment to turn them into Stars. On the other hand, they may never be really successful.

At least the choice is usually clearer with *Dogs*: they don't use much cash, but they don't generate much income, rather; they can probably be dropped.

A related concept to the Growth-Share Matrix is the idea of a Strategic Business Unit (SBU). This is the idea of treating each product area as an individual cost center, and then being able to assess whether it is profitable or not. Profitable products – or product areas – are clearly identified as profitable, but weak and unprofitable ones are shown to be weak. With this information, it is easier to make decisions on whether it would be better to drop it. If a failing product is dropped, then recourses can be moved to other areas, or to develop new opportunities.

Task 2. Mark statements T (True) or F (False) according to the previous text, if they are false explain why.

1. Cash Cows make a lot of money.
2. Products shown to be Dogs in the growth-share matrix usually need a lot of money spending on them. Perhaps they are not worth it.
3. Stars can make good short-term profits even though they use a lot of cash.
4. The Growth-Share Matrix is a planning tool designed to show which products need extra marketing support and which should be abandoned.
5. Question Marks are also known as Problem Products.
6. Companies need to make a decision on what to do with Question Marks – they might develop into Stars if given extra support.
7. SBU stands for Standard Business Unit.
8. The SBU is a tool used to identify strong and weak products – or product areas – in a company’s product portfolio.
9. The SBU approach treats whole companies as a separate item, and highlights profit or loss.
10. The SBU approach only works in manufacturing industries.

Task 3. Complete the sentences with words from the box.

market segments target promote advertised expensive gender

Market segmentation

Marketing departments use segmentation so they can 1 _____ their products more accurately. If the product is effectively segmented a company will be able to 2 _____ the right product, at the right price and use the right distribution to reach the place where the consumers are.

Product. Firms have a range of products that will be targeted at different groups or 3_____. For example, a car manufacturer will often have a range that includes a family model, an executive model and a sports model. *Lifestyle segmentation* will be used to develop their product line and to target their products.

Price. Price and quality are obviously linked but not everyone can afford to buy the most 4_____ goods. There is a large range of televisions on the market, for example, each with slightly different features. Within this range of products, there will also be a range of prices to cater for varying *disposable incomes*.

Promotion. Studying how a product is 5_____ can reveal its target market. A mobile phone company recently used advertising campaigns that varied for men and women. The male phone was pictured in black and white, and all its features and business applications described. The female phone was in bright colours, and was pictured as a matching accessory to go with a woman's lipstick and handbag. You may not agree with this stereotyping, but it is a good example of 6_____ *segmentation*.

Place. A firm needs to know where its target 7_____ is. A producer of Kosher food needs to identify areas where Jewish people live. This is an example of *cultural segmentation*.

Module 4. Test

Task 1. Choose the right variant.

Promotion

1. A promotion strategy based on getting the consumer's attention and interest, then desire for the product, then action (buying the product) is called (*AIDA / TV commercial*).

2. All forms of advertising except mass media advertising is (*below-the-line promotion / above-the-line promotion*).

3. Mass media advertising is (*below-the-line promotion / above-the-line promotion*).

4. A selling style based on identifying and meeting the customer's needs is called (*customer-oriented promotion / hard sell approach*).

5. A sales-oriented selling style, using high pressure and persuasion, discounts and free services is called (*customer-oriented promotion / hard sell approach*).

6. A method of sales promotion which uses pressure on distributors or on retailers is (*hard sell approach / push strategy*).

7. The basic idea of (*online marketing / the use of herd behavior*) is that people will buy more of products that are seen to be popular.

8. (*Online marketing / The use of herd behavior*) targets its audience more precisely, and is sometimes called personalized marketing.

9. A set of characters that make a product different from its competitors is its (*USP / image*).

10. Promotional techniques based on giving the consumer facts and technical information are concerned with (*emotional appeal / rational appeal*).

11. Promotional techniques aimed at people's fears, ambitions, feelings, likes and dislikes are concerned with (*emotional appeal / rational appeal*).

12. Sending product or service information by post to specific individuals or companies is called direct (*mailing / selling*).
13. A selling technique based on making a personal call to an individual or company is called (*direct mailing / direct selling*).
14. A promotion based on advertising in the actual shop is (*in-store / on-pack*) promotion.
15. A promotion method that involves the packaging of a product, such as including a free sample or coupons, is called (*in-store / on-pack*) promotion.
16. What a promotion says about its subject is (*message content / message format*).

Market research

17. Primary or field research is (*obtaining new data for a specific purpose / using existing data that has already been collected*).
18. (*Desk / Field*) research has the advantages of being cheaper and quicker.
19. How much consumers actually know about your company and its products is (*a consumer research / a consumer awareness*).
20. Studies on company's products and their markets is (*a market research / a market research brief*).
21. A detailed description of company's objectives for the study is (*a market research / a market research brief*).
22. The first step in the research process is (*gathering data / identifying a problem*).
23. You (*should / shouldn't*) supplement your desk research with field research.
24. A method of choosing who to use as research respondents that is based on identifying people with certain characteristics, is (*random / quota*) sampling.
25. A sampling method based on using small groups that are representative of much larger groups is (*quota / cluster*) sampling.

Additional texts for individual reading

Text 1.

Keep your customers cool

Much has been written about how to handle angry customers and most businesses realize how much difference the good management of complains can make. Winning back unhappy customers can increase repurchases by 50% and generate 20 times more positive referrals by word-of-mouth than by advertising, thus potentially responsible for 20% - 70% of new customers. Retaining customers is 5% - 7% cheaper than finding new ones, but if customer defections go down by just 5%, profits will rise by 25% - 85%. Conversely, a company's sales can go down by as much as 15% if it does not handle complaints well.

Computer giant Dell discovered this to its cost. American journalist Jeff Jarvis purchased a Dell computer, encouraged by a discount coupon. He was unhappy with the product and even unhappier with Dell's customer service. He posted an online diary about the experience, which attracted hundreds of sympathizers, who reported equally bad experiences with the company. Shortly after this he wrote a 'Dear Mr. Dell' letter online in which he claimed the product was a "lemon" and that the customer service was "appalling".

The response surprises Jarvis. He says it amazed him "how other consumers coalesced around the original email". In the end, thousands of customers posted their own tales of woe. Jarvis believes that a new breed of consumer has arrived. Market researchers concluded that Dell had sustained long-term damage to its brand image.

Dell's experience proved that companies need to think carefully about how they manage angry customers. Ignoring the problem or getting it wrong can weaken the brand, hit sales and reduce customer loyalty.

Very few companies understand the power of negative word-of-mouth. They just don't get how much collateral damage can be done by unhappy customers.

In an intensely competitive global market, customers are bombarded with choices and can easily switch to another firm. Even if you handle complaints well, some of your former customers will remember that they were angry with you in the past and may not want to run the risk of getting angry, frustrated and dissatisfied again.

Some companies react to this by offering a discount on future purchases as a way of keeping the customer. In so doing, they reward the complaint, but do not necessarily build a strong relationship. It is likely that the customer will use the discount and then walk away because the underlying issue of their lack of trust has not been resolved.

It is important to remember that there are two aims in any negotiation with angry customers. First, ensure the customer feels that the process is inclusive and that they have had every chance to influence the outcome. Second, understand the customer's decision-making process in the future to guarantee that they repurchase from the company again. The first objective is reinforced by a good relationship and substantive negotiations. The second has to be explicitly covered at the end of the process. The question is simple: "What can we do to guarantee that you will do business with us in the future?"

Here, many customers may be tempted to ask for money or discounts. But these will not guarantee future purchases. If a senior representative managers to convince a customer that the problem will not be repeated, that customer will be much more inclined to repurchase. Certainly, they are unlikely get the same guarantee from the competition. Sticking with the current company becomes a better and safer choice.

(From *World Business*)

Text 2.

Industrial marketing

Industrial marketing is the marketing of goods and services from one business to another. Typical examples of a B 2 B selling process are...

- An organization is seeking to build a new warehouse building. After carefully documenting their requirements, it obtains three proposals from suitable construction firms and after a long process of evaluation and negotiation it places an order with the organization that it believes has offered the best value for money.
- An organization has significant need for legal services and obtains submissions from two law firms. Analysis of the proposals and subsequent discussions determines that there is no price advantage to placing all of the work with one firm and the decision is made to split the work between the two firms based on an evaluation of each firm's capabilities.
- A sales representative makes an appointment with a small organization that employs 22 people. He demonstrates a photocopier/fax/printer to the office administrator. After discussing the proposal with the business owner it is decided to sign a contract to obtain the machine on a fully maintained rental and consumables basis with an upgrade after 2 years.

Industrial marketing often involves competitive tendering. This is a process where a purchasing organisation undertakes to procure goods and services from suitable suppliers. Due to the high value of some purchases (for example buying a new computer system, manufacturing machinery, or outsourcing a maintenance contract) and the complexity of such purchases, the purchasing organisation will seek to obtain a number of bids from competing suppliers and choose the best offering.

Industrial marketers must understand what affects buying decisions in companies and organizations. Then they can plan a

marketing strategy. We can say that buying is affected by five factors.

1. Price and promotional factors, for example discounts, special prices and terms, as well as the influence of advertising, free samples, and trial offers.
2. External factors, or what people say about the company, exhibitions and trade fairs, reviews and comments in trade journals, and also any relevant seasonal factors.
3. Buyer factors. Examples are the buyer's experience, and knowledge of the product, and of the potential suppliers. The culture of the buying organization is also important, and an understanding of the company purchasing policy. The size, complexity, level of technology, and financial resources are all important. A final factor in this category is the structure of the organization, and the role of senior executives in buying decisions.
4. Needs including level of urgency, stock levels, and the perceived value of the purchase to the buying organization.
5. Supplier factors include competitors and rival offers, the quality and availability of the product offered, after-sales service, location and labor relations at the suppliers. Another significant factor here is the relationship with existing suppliers, including personal relationships, and the desire for continuity.

Industrial marketing is affected by the industry environment. There are *five forces* of the industry environment: competition and the nature of competition; new entrants to the market (how easy or difficult is it to enter the market?); substitutes (e.g. travel by plane instead of by bus); customers (how much power do they have? how much choice?); suppliers (how many suppliers are there? if there are very few, they have more power).

Text 3.

New product development (I)

In business and engineering, **new product development** (NPD) is the term used to describe the complete process of bringing a new product or service to market. There are two parallel paths involved in the NPD process: one involves the idea generation, product design, and detail engineering; the other involves market research and marketing analysis. Companies typically see new product development as the first stage in generating and commercializing new products within the overall strategic process of product life cycle management used to maintain or grow their market share.

There are several general categories of new products. Some are new to the market (ex. DVD players into the home movie market), some are new to the company (ex. Game consoles for Sony), some are completely novel and create totally new markets (ex. the airline industry). When viewed against a different criteria, some new product concepts are merely minor modifications of existing products while some are completely innovative to the company.

Changes to Augmented Product:

- Core product revision
- Line extensions
- New product lines
- Repositioning
- Completely new

The first 3 stages of the process of a new product development:

Idea Generation is often called the "fuzzy front end" of the NPD process). Ideas for new products can be obtained from basic research using a SWOT analysis (OPPORTUNITY ANALYSIS) customers, the company's R&D department, competitors, focus groups, employees, salespeople, corporate spies, trade shows. Ethnographic discovery methods (searching

for user patterns and habits) may also be used to get an insight into new product lines or product features.

Idea Screening

The object is to eliminate unsound concepts prior to devoting resources to them.

The screeners must ask at least three questions:

- Will the customer in the target market benefit from the product?
- What is the size and growth forecasts of the market segment/target market?
- What is the current or expected competitive pressure for the product idea?
- What are the industry sales and market trends the product idea is based on?
- Is it technically feasible to manufacture the product?
- Will the product be profitable when manufactured and delivered to the customer at the target price?

Concept Development and Testing

Develop the marketing and engineering details:

- Who is the target market and who is the decision maker in the purchasing process?
- What product features must the product incorporate?
- What benefits will the product provide?
- How will consumers react to the product?
- How will the product be produced most cost effectively?
- Prove feasibility through virtual computer aided rendering, and rapid prototyping
- What will it cost to produce it?

Test the concept by asking a sample of prospective customers what they think of the idea. Usually via Choice Modelling.

Text 4.

New product development (II)

The other 4 stages of the process of a new product development:

Business Analysis

- Estimate likely selling price based upon competition and customer feedback
- Estimate sales volume based upon size of market and such tools as the Fourt-Woodlock equation
- Estimate profitability and breakeven point

Beta Testing and Market Testing

- Produce a physical prototype or mock-up
- Test the product (and its packaging) in typical usage situations
- Conduct focus group customer interviews or introduce at trade show
- Make adjustments where necessary
- Produce an initial run of the product and sell it in a test market area to determine customer acceptance

Technical Implementation

- New program initiation
- Resource estimation
- Requirement publication
- Engineering operations planning
- Department scheduling
- Supplier collaboration
- Logistics plan
- Resource plan publication
- Program review and monitoring
- Contingencies - what-if planning

Commercialization (often considered post-NPD)

- Launch the product
- Produce and place advertisements and other promotions

- Fill the distribution pipeline with product
- Critical path analysis is most useful at this stage.

These steps may be iterated as needed. Some steps may be eliminated. To reduce the time that the NPD process takes, many companies are completing several steps at the same time (referred to as concurrent engineering or **time to market**). Most industry leaders see new product development as a *proactive* process where resources are allocated to identify market changes and seize upon new product opportunities before they occur (in contrast to a *reactive strategy* in which nothing is done until problems occur or the competitor introduces an innovation). Many industry leaders see new product development as an ongoing process (referred to as *continuous development*) in which the entire organization is always looking for opportunities.

Because the NPD process typically requires both engineering and marketing expertise, cross-functional teams are a common way of organizing projects. The team is responsible for all aspects of the project, from initial idea generation to final commercialization, and they usually report to senior management (often to a vice president or Program Manager). In those industries where products are technically complex, development research is typically expensive, and product life cycles are relatively short, strategic alliances among several organizations helps to spread the costs, provide access to a wider skill set, and speeds the overall process.

Text 5.

Compass in a business

Creation of Department of marketing research in 2002 has become a natural and long ripened event for a company DZI, a leading informational, analytical, and expert centre of Ukraine.

There is no need to additionally substantiate role and importance of marketing research at present in improvement of Ukrainian economy efficiency. Our state is steadily moving to the level of competitive European country and already belongs to this class by many positions. Ukrainian consumer progressively grows. It becomes more demanding, prosperous, and picking. Rapidly growing markets of commodities and services try not to lag behind consumers. Reflex or instinct of self-preservation developed with a period of time makes Ukrainian producer to move forward. It is very difficult to control output in this impetuous changing world. Meanwhile, any unaccounted nuance (left out competitor, unsatisfied consumer, obsolete data, not completely adjusted calculation etc.) threatens with loss of desired market position and money. However, not a single, even the most experienced and talented consultant would orient businessmen in this rapid process without research support. Marketing research fulfills nowadays a role of compass in a business world.

Consumer of research services became more demanding and literate at present. It resulted in natural aggravation of competition in this segment: from one point of view, the number of different research agencies, starting from network giants and finishing with small one-day companies, is rapidly growing; on the other hand, clients became more educated and exacting. It sufficed to prove necessity of conducting of research for successful leading of business to clients 10 years ago, while nowadays it is necessary to explain, why each specific company should be chosen for conducting of research

from a great number of research companies. Therefore research companies positioning themselves on the market are seriously occupied with search of competitive advantages.

Research companies at present compete between each other mainly on the level of technologies. Often they try to win clients with expensive, famous, and fashionable program packages and network methods. Adjusted international techniques, in fact, can point out high professionalism of the research company.

However each medal has its underside. First of all, Ukrainian market is very specific and non-standard in many things. Therefore non-adapted techniques can lead to inappropriate estimations. Secondly, high cost of techniques increase of research cost. Thirdly, perfected standard techniques suppose standard tasks and structure of report that is far from being the need of a client.

Individual work with each client and development of unique techniques for specific tasks become a rare thing in research world. DZI department of marketing research unites highly qualified professionals in the sphere of sociology and psychology who are ready to 'understand' your problems as their own. Creative approach and rich experience in work with unique research projects, knowing how to evaluate problem correctly, to point out its specificity, and to propose the only appropriate method of its studying are peculiar features of our specialists. We both adapt and correct your tools, and develop them from the ground up if necessary.

Besides, DZI centre monitors and analyzes situation in Ukraine's national economy. You can obtain substantiated forecasts of market development, evaluate investment attractiveness of the industry, separate attractive and uninviting industry segments. To conclude, this centre provides a complex cycle of informational and analytical services in marketing.

Text 6.

Marketing Management

Marketing management is a business discipline focused on the practical application of marketing techniques and the management of a firm's marketing resources and activities. Marketing managers are often responsible for influencing the level, timing, and composition of customer demand in a manner that will achieve the company's objectives.

There is no universally accepted definition of the term. In part, this is due to the fact that the role of a marketing manager can vary significantly based on a business' size, corporate culture, and industry context. For example, in a large consumer products company, the marketing manager may act as the overall general manager of his or her assigned product category or brand with full profit & loss responsibility. In contrast, a small law firm may have no marketing personnel at all, requiring the firm's partners to make marketing management decisions on a largely ad-hoc basis.

In the widely used text *Marketing Management* (2006), Philip Kotler and Kevin Lane Keller define marketing management as “the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering, and communicating superior customer value.”

The term marketing management may be interpreted to mean whatever the marketing department happens to do, rather than a term that encompasses all marketing activities.

Marketing management therefore encompasses a wide variety of functions and activities, although the marketing department itself may be responsible for only a subset of these. Regardless of the organizational unit of the firm responsible for managing them, marketing management functions and activities include the following:

1. Marketing research and analysis. Traditionally, marketing analysis was structured into three areas: Customer analysis,

Company analysis, and Competitor analysis (so-called "3 Cs" analysis). More recently, it has become fashionable in some marketing circles to divide these further into certain five "Cs": Customer analysis, Company analysis, Collaborator analysis, Competitor analysis, and analysis of the industry Context.

2. Marketing strategy. Once the company has obtained an adequate understanding of the customer base and its own competitive position in the industry, marketing managers are able to make key strategic decisions and develop a marketing strategy designed to maximize the revenues and profits of the firm.

3. Implementation planning. After the firm's strategic objectives have been identified, the target market selected, and the desired positioning for the company, product or brand has been determined, marketing managers focus on how to best implement the chosen strategy. Traditionally, this has involved implementation planning across the "4 Ps" of marketing: Product management, Pricing, Place and Promotion.

4. Project, process, and vendor management. Once the key implementation initiatives have been identified, marketing managers work to oversee the execution of the marketing plan. Marketing executives may therefore manage any number of specific projects, such as sales force management initiatives, product development efforts, channel marketing programs and the execution of public relations and advertising campaigns.

5. Organizational management and leadership. Marketing management usually requires leadership of a department or group of professionals engaged in marketing activities.

6. Reporting, measurement, feedback and control systems. Marketing management employs a variety of metrics to measure progress against objectives. It is the responsibility of marketing managers to ensure that the execution of marketing programs achieves the desired objectives and does so in a cost-efficient manner.

Text 7.

Predictive Analysis

Predictive analytics encompasses a variety of techniques from statistics and data mining that analyze current and historical data to make predictions about future events. Such predictions rarely take the form of absolute statements, and are more likely to be expressed as values that correspond to the odds of a particular event or behavior taking place in the future.

In business, predictive models exploit patterns found in historical and transactional data to identify risks and opportunities. Models capture relationships among many factors to allow assessment of risk or potential associated with a particular set of conditions, guiding decision making for candidate transactions.

One of the most well-known applications is credit scoring, which is used throughout financial services. Scoring models process a customer's credit history, loan application, customer data, etc., in order to rank-order individuals by their likelihood of making future credit payments on time.

Predictive analytics are also used in insurance, telecommunications, retail, travel, healthcare, pharmaceuticals and other fields.

Generally, predictive analytics is used to mean predictive modeling, scoring of predictive models, and forecasting.

Predictive models analyze past performance to assess how likely a customer is to exhibit a specific behavior in the future in order to improve marketing effectiveness. This category also encompasses models that seek out subtle data patterns to answer questions about customer performance, such as fraud detection models. Predictive models often perform calculations during live transactions, for example, to evaluate

the risk or opportunity of a given customer or transaction, in order to guide a decision.

Descriptive models “describe” relationships in data in a way that is often used to classify customers or prospects into groups. Unlike predictive models that focus on predicting a single customer behavior (such as credit risk), descriptive models identify many different relationships between customers or products. But the descriptive models do not rank-order customers by their likelihood of taking a particular action the way predictive models do. Descriptive models are often used “offline,” for example, to categorize customers by their product preferences and life stage. Descriptive modeling tools can be utilized to develop agent based models that can simulate large number of individualized agents to predict possible futures.

Decision models describe the relationship between all the elements of a decision — the known data (including results of predictive models), the decision and the forecast results of the decision — in order to predict the results of decisions involving many variables. These models can be used in optimization, a data-driven approach to improving decision logic that involves maximizing certain outcomes while minimizing others. Decision models are generally used offline, to develop decision logic or a set of business rules that will produce the desired action for every customer or circumstance.

Predictive analytics is an area of statistical analysis that deals with extracting information from data and using it to predict future trends and behavior patterns. The core of predictive analytics relies on capturing relationships between explanatory variables and the predicted variables from past occurrences, and exploiting it to predict future outcomes.

Text 8.

Marketing concept and orientation

It is a fundamental idea of marketing that organisations survive and prosper through meeting the needs and wants of customers. This important perspective is commonly known as the **marketing concept**.

The marketing concept is about matching a company's capabilities with customer wants. This matching process takes place in what is called the marketing environment.

Businesses do not undertake marketing activities alone. They face threats from competitors, and changes in the political, economic, social and technological environment. All these factors have to be taken into account as a business tries to match its capabilities with the needs and wants of its target customers.

An organisation that adopts the marketing concept accepts the needs of potential customers as the basis for its operations. Success is dependent on satisfying customer needs.

What are customer needs and wants?

A need is a basic requirement that an individual wishes to satisfy.

People have basic needs for food, shelter, affection, esteem and self-development. Many of these needs are created from human biology and the nature of social relationships. Customer needs are, therefore, very broad.

Whilst customer needs are broad, customer wants are usually quite narrow.

A want is a desire for a specific product or service to satisfy the underlying need.

Consider this example:

Consumers need to eat when they are hungry. What they want to eat and in what kind of environment will vary enormously. For some, eating at McDonalds satisfies the need to meet hunger. For others a micro waved ready-meal

meets the need. Some consumers are never satisfied unless their food comes served with a bottle of fine Chardonnay.

Consumer wants are shaped by social and cultural forces, the media and marketing activities of businesses.

This leads onto another important concept - that of customer demand:

Consumer demand is a want for a specific product supported by an ability and willingness to pay for it.

For example, many consumers around the globe want a Mercedes. But relatively few are able and willing to buy one.

Businesses therefore have not only to make products that consumers want, but they also have to make them affordable to a sufficient number to create profitable demand.

Businesses do not create customer needs or the social status in which customer needs are influenced. It is not McDonalds that makes people hungry. However, businesses do try to influence demand by designing products and services that are:

- attractive
- work well
- are affordable
- are available

Businesses also try to communicate the relevant features of their products through advertising and other marketing promotion. Which leads us finally to an important summary point. A marketing orientated business is one that which has adopted the marketing concept.

Texts for written translations

Text 1. Job advertisement: Online Marketing Manager

Job title: Online Marketing Manager

Vacancy type: Marketing Manager

Sector: Financial Services

Location: KNIGHTSBRIDGE, London

Recruiter: TTT Moneycorp

Salary: up to £40000

Job description:

We are a rapidly expanding foreign exchange company, with an exciting and challenging opportunity for a creative and confident Online Marketing Manager to execute group-wide online marketing campaigns.

You will influence and drive the group-wide online marketing strategy, providing support and innovation to multiple stakeholders, managing online campaigns, leading on web 2.0 strategy and supporting group projects. With a proven track record in achieving results, you will continually strive to maximise potential using your marketing skills and technical competency in adobe web authoring software. You will have an excellent understanding of web disciplines and best practice along with knowledge of web analytics and competitor analysis tools. You will have excellent attention to detail, superior communication skills and a natural tendency to think outside the box.

In return we offer a package up to £40,000 dependent on experience.

If you think this sounds like the opportunity you are seeking, please e-mail your CV.

We will contact successful candidates within 14 days.
www.ttt.co.uk

Text 2. Job advertisement: Marketing Executive (I)

Job title: Marketing Executive, Risk & Compliance, reports to: Marketing Manager, Risk and Compliance

Vacancy type: Marketing Executive

Recruiter: Dow Jones

Job description:

Position Summary Statement :

The Risk and Compliance group is focused on providing data to enable financial institutions, and other regulated firms, to adhere to international Anti Money Laundering and Anti Bribery regulation. Reporting to the Global Marketing Manager, the Marketing Executive, Risk & Compliance, will be responsible for coordinating various online and offline marketing activities, including newsletters, web site development, and direct mail in order to generate brand awareness and drive leads to sales.

Key Responsibilities/Accountabilities:

- Assisting Marketing Manager with day-to-day marketing activities. The Marketing Executive will be jointly involved in all aspects of planning and implementing marketing campaigns including direct mail, tradeshow sponsorship, and Dow Jones hosted events.
- Redesigning, re-launching and maintaining monthly eNewsletter. This will involve updating the existing monthly newsletter to comply with new branding guidelines, working with internal contacts on monthly content, formatting and distributing the newsletter, and monitoring and improving click through rates.
- Developing marketing collateral and landing pages for campaigns and events. Working to corporate branding guidelines the Marketing Executive will be responsible for designing eye-catching and effective e-mails and landing pages for direct marketing campaigns and events.

Text 3. Job advertisement: Marketing Executive (II)

Key Responsibilities/Accountabilities:

- Maintaining Risk & Compliance product pages on corporate intranet. This involves ensuring that content is always up to date and that sales teams are able to easily navigate the pages to find the information they need.
- Enhancing web presence through effective Search Engine Optimization. Working with the Marketing Manager and Web Programs team the Marketing Executive will play a key role in improving the Risk & Compliance SEO strategy by tracking and monitoring web page visits, evaluating paid search performance, and suggesting tactics for improving results.

Key Relationships Internally and Externally:

- With Marketing Manager – direct manager responsible for defining responsibilities, setting goals and objectives, managing time and giving development assistance
- With the Web Programs & Creative teams – constant liaison on web publishing and collateral production
- With core Risk & Compliance team – day-to-day communication to ensure marketing initiatives are aligned to business objectives
- With regional Field Marketing teams – in order to effectively implement campaigns on a regional basis

Knowledge, Skills and Experience Required:

- At least one year's experience of B2B marketing.
- Educated to degree level or equivalent experience.
- A creative flair, the ability to work to tight deadlines.
- Willingness to get involved in all areas of marketing.
- Working understanding of SEO, eNewsletters, and e-mail marketing.
- Proficiency in MS Office, and either DreamWeaver or FrontPage.
- Excellent copywriting skills and experience of writing for the web.

Text 4. Job advertisement: Marketing Manager

Job title: Sector Marketing Manager – Local Government

Vacancy type: Marketing Manager

Sector: Consultancy

Recruiter: Tribal

Salary: maximum £30000

Job description:

About us:

Tribal is one of the country's leading providers of consultancy and professional support services to the public sector. We are an innovative, professional organisation with a reputation for high quality delivery.

About the role:

Due to internal promotion we have an excellent opportunity for a high calibre marketer to lead the implementation of our marketing activities into local authorities on behalf of our education business. The role will work across the business, to market our products and services into local authorities.

About the person:

You will have proven and demonstrable experience of delivering creative, imaginative marketing campaigns with a difference. You will have an in-depth knowledge of the workings of local government and the public sector and be aware of the importance of Children's Services and the Every Child Matters agenda. Experience of working with both products and services is desirable.

You will be highly experienced in managing the marketing process from planning and budgeting, through to the delivery of campaigns. Qualified to degree level, you will have an excellent track record of working within a busy and demanding marketing function. You must be an excellent communicator at all levels, have experience of managing web sites and e-marketing campaigns and be experienced in the project management and delivery of events.

Text 5. Fuzzy Front End

The Fuzzy Front End is the messy "getting started" period of new product development processes. It is in the front end where the organization formulates a concept of the product to be developed and decides whether or not to invest resources in the further development of an idea. It is the phase between first consideration of an opportunity and when it is judged ready to enter the market and it is where major commitments are typically made involving time, money, and the product's nature, thus setting the course for the entire project and final end product.

There are five different front-end elements (not necessarily in a particular order): 1. Opportunity Identification; 2. Opportunity Analysis; 3. Idea Genesis; 4. Idea Selection; 5. Concept and Technology Development.

The first element is the opportunity identification. In this element, large or incremental business and technological chances are identified in a more or less structured way.

The second element is the opportunity analysis. It is done to translate the identified opportunities into implications for the business and technology specific context of the company.

The third element is the idea genesis, which is described as evolutionary and iterative process progressing from birth to maturation of the opportunity into a tangible idea.

The fourth element is the idea selection. Its purpose is to choose whether to pursue an idea by analyzing its potential business value.

The fifth element is the concept and technology development. During this part of the front-end, the business case is developed based on estimates of the total available market, customer needs, investment requirements, competition analysis and project uncertainty.

Text 6. Types of market

Markets can be analysed via the product itself, or end-consumer, or both. The most common distinction is between consumer and industrial markets.

Consumer Markets. Consumer markets are the markets for products and services bought by individuals for their own or family use. Goods bought in consumer markets can be categorised in several ways:

- Fast-moving consumer goods (“FMCG’s”). These are high volume, low unit value, fast repurchase. Examples include: Ready meals; Baked Beans; Newspapers.
- Consumer durables. These have low volume but high unit value. Consumer durables are often further divided into: White goods (e.g. fridge-freezers; cookers; microwaves); Brown goods (e.g. DVD players; games consoles; computers).
- Soft goods. Soft goods are similar to consumer durables, except that they wear out more quickly and therefore have a shorter replacement cycle. Examples include clothes, shoes.
- Services (e.g. hairdressing, dentists, childcare).

Industrial Markets. Industrial markets involve the sale of goods between businesses. These are goods that are not aimed directly at consumers. Industrial markets include:

- Selling finished goods. Examples include office furniture, computer systems.
- Selling raw materials or components. Examples include steel, coal, gas, timber.
- Selling services to businesses. Examples include waste disposal, security, accounting & legal services.

Industrial markets often require a slightly different marketing strategy and mix. In particular, a business may have to focus on a relatively small number of potential buyers (e.g. the IT Director responsible for ordering computer equipment). Whereas consumer marketing tends to be aimed at the mass market (in some cases, many millions of potential customers).

Text 7. Pricing strategies: skimming

The practice of ‘price skimming’ involves charging a relatively high price for a short time where a new, innovative, or much-improved product is launched onto a market.

The objective with skimming is to “skim” off customers who are willing to pay more to have the product sooner; prices are lowered later when demand from the “early adopters” falls. The success of a price-skimming strategy is largely dependent on the inelasticity of demand for the product either by the market as a whole, or by certain market segments.

The main objective of employing a price-skimming strategy is, therefore, to benefit from high short-term profits and from effective market segmentation.

There are several advantages of price skimming.

- Where a highly innovative product is launched, research and development costs are likely to be high, as are the costs of introducing the product to the market via promotion, advertising etc. In such cases, the practice of price-skimming allows for some return on the set-up costs.
- By charging high prices initially, a company can build a high-quality image for its product. Charging initial high prices allows the firm the luxury of reducing them when the threat of competition arrives. By contrast, a lower initial price would be difficult to increase without risking the loss of sales volume.
- Skimming can be an effective strategy in segmenting the market. A firm can divide the market into a number of segments and reduce the price at different stages in each, thus acquiring maximum profit from each segment.
- Where a product is distributed via dealers, the practice of price-skimming is very popular, since high prices for the supplier are translated into high mark-ups for the dealer.
- For ‘conspicuous’ or ‘prestige goods’, the practice of price skimming can be particularly successful, since the buyer tends to be more ‘prestige’ conscious than price conscious.

Text 8. Pricing strategies

Prestige pricing

Prestige pricing refers to the practice of setting a high price for an product, throughout its entire life cycle. This is done in order to evoke perceptions of quality and prestige with the product or service. For products for which prestige pricing may apply, the high price is itself an important motivation for consumers. As incomes rise and consumers become less price sensitive, the concepts of ‘quality’ and ‘prestige’ can often assume greater importance as purchasing motivators.

Pre-emptive pricing

Pre-emptive pricing is a strategy which involves setting low prices in order to discourage or deter potential new entrants to the suppliers market, and is especially suited to markets in which the supplier does not hold a patent, or other market privilege and entry to the market is relatively straightforward. By deterring other entrants to the market, a supplier has time to:

- Refine/develop the product
- Gain market share
- Reduce costs of production (through sales/ experience effects)
- Acquire name/brand recognition, as the ‘original’ supplier

Extinction pricing

Extinction pricing has the overall objective of eliminating competition, and involves setting very low prices in the short term in order to ‘under-cut’ competition, or alternatively repel potential new entrants. The extinction price may, in the short term, be set at a level lower even than the suppliers own cost of production, but once competition has been extinguished, prices are raised to profitable levels. Only firms dominant in the market, and in a strong financial position will be able survive the short-term losses associated with extinction pricing strategies, and benefit in the longer term.

Texts for listening and comprehension activities.

Text 1.

Companies need customers.

Some companies provide goods such as clothes, car and food. Other companies provide services, for example insurance, banking, information technology or training.

Companies want repeat business, in other words, they want customers to buy from them again and again. To win customer loyalty, many companies have a code of practice, or set of rules, for customer care. The code of practice explains what the customer can expect of the company. Customers can complain about the service, or help, they receive and the goods they buy.

For example, the company British Airways has a number of items that it can give to customers who are dissatisfied with their service. These range from food hampers and calculators to soft toys and chocolates.

Text 2.

The marketing mix

Peter: So, what have you got to report?

Anna: Well, we identified six areas where improvement is necessary.

Peter: Really? What are they?

Anna: The first is product.

Peter: And what exactly does that term cover?

Anna: It covers both goods and services offered by the company.

Peter: I see. What else?

Anna: The second area is place – also called distribution – meaning the movement of goods from the producer to the consumer.

Peter: And after place, what's next?

Anna: After place, process. Process is the interaction between people and systems at all stages, from market research, design, production, delivery and after-sales.

Peter: Yes, I understand – co-ordination of systems.

Anna: And then the fourth area is physical evidence.

Peter: Physical evidence?

Anna: Yes. This means any visual presence or signs suggesting the company.

Peter: Everything visual. Right, I follow you. And what's the next area?

Anna: Promotion.

Peter: So, that's creating consumer awareness and establishing the brand identity?

Anna: Exactly – and the desire to buy the product. And, finally, people, which means colleagues, employees, agents and customers.

Text 3.

Troubleshooting

Interviewer: Why do you think troubleshooting, or solving problems, is so important in business?

Manager: Well these days, business is extremely competitive and it's competitive in terms of time and in terms of money. Whenever a company tries to compete with another company, it tries to get a new product out quickly and it tries to do it without spending too much money. Problems, when they arise, cost money and they waste time.

Interviewer: And, are there any practical areas which are typical trouble spots?

Manager: Starting at the very beginning of a project, quite often people don't plan effectively. It is important that everybody should understand how the project is going to meet the needs of the market.

Interviewer: Do you think that anticipating problems is very important?

Manager: Of course, I do. Everybody at whatever level should try to anticipate problems and raise those problems with managers at regular intervals.

Interviewer: What's the most important strategy to avoid problems?

Manager: In my opinion, in order to avoid problems you should be realistic. You should be realistic in the number of people working on the project, the cost of the project and the size of the project.

Text 4.

A trademark

A trademark is a distinctive sign which is used by an individual, business organization or other legal entity to uniquely identify the source of its products and/or services to consumers, and to distinguish its products or services from those of other entities. A trademark is a type of intellectual property, and typically comprises a name, word, phrase, logo, symbol, design, image, or a combination of these elements.

The owner of a registered trademark may commence legal proceedings for trademark infringement to prevent unauthorised use of that trademark. However, registration is not required. The owner of a common law trademark may also file suit, but an unregistered mark may be protectable only within the geographical area within which it has been used.

When a trademark is used in relation to services rather than products, it may sometimes be called a service mark, particularly in the United States.

Text 5.

Marketing in the future

Fundamental changes take place in many industrial societies. The main factors are the following. The raw materials cost increases. Shortages and the high cost of raw materials produce an economic and moral pressure to avoid wastes.

Marketing men can expect rapid changes in a variety of markets and industries. In *energy*, there will be a decrease in competitive advertising between the various types. We will probably see a switch to more educational advertising for coal, gas and electricity. *Advertising campaigns* will be directed towards eliminating waste rather than increasing consumption. In *consumer durables* there will be a move away from planned obsolescence. Cars, for example, will be replaced every five to ten years rather than every three. Total consumer expenditure will fall and price will become an even more important factor. In *manufacturing*, smaller companies will be squeezed out of existing markets.

In *packaging*, many products, like personal deodorants with their excessive use of raw materials, will change or disappear as paper and aluminum shortages push up the cost of packaging.

As advertising *budgets* are cut, advertising agencies themselves will be involved even more into marketing and management consultancy. And in *marketing*, manufacturers will demand quicker returns on less capital investment. Innovations will be marketed much faster (and copied much faster by competitors). *Brand life cycles* will be much shorter. *Agencies* will have to be much faster in their response to marketing problems and work longer hours for less money.

Text 6.

Finance

Companies and individuals often borrow money, and it is important to find a favorable interest rate. Rates are variable, and can rise or fall depending on the market. Many investors, (people who use their money to earn more money), choose foreign or offshore bank accounts because they are tax-free. Anyone can buy shares in a public company and become a shareholder.

All public companies in the UK are obliged by law to publish their financial results at the end of the tax year. They do this in their annual report to shareholders. Annual reports include profit and loss accounts which show turnover, or the total sum of money which is coming into the company.

Text 7.

Bars and stripes

Every time we go shopping at a supermarket, the price of each item is read from the barcode. Bar codes appear on just about everything we buy. They are patterns of thick and thin stripes, or bars, which an electronic scanner reads.

The stripes represent the 13-digit number underneath. An 8-digit bar code is used if there is not enough space on the packaging.

There are four many pieces of information on a bar code. The first two numbers represent the country in which the product was registered. This doesn't have to be the country of manufacture. The code for the UK and Ireland is 50. Some countries have three-digit codes: South Korea is 880 – to commemorate the 1988 Seoul Olympics.

Next comes the manufacturer's or supplier's code. Each manufacturer has a unique code. For example, Cadbury is 00183, Nestle is 00243. The third group, which has five

numbers, represents the product and the package size, but not the price. The manufacturers can choose any number they want. Different producers can have the same number for their goods. 20389 might be a tube of toothpaste for one manufacturer and a tin of tomatoes for another.

Finally, the code finishes with a check digit that makes sure the bar code has been keyed in correctly. If not, the item will either not be recognized or will be shown as a totally different product.

A shop's computer recognizes the whole shape of a bar code when it passes across the scanner at a shop's checkout counter.

Text 8.

Retailing

Interviewer: How often do you visit an IKEA store?

Sarah: I visit the store twice a year. I keep a catalogue at home and look through that during the year, and then make a visit.

Interviewer: What do you think of their products?

Sarah: I think they have a very good range of products; I'm impressed with the quality of them. And additionally I think the most of the products are environmentally sound.

Interviewer: How about the stores – do you like them?

Sarah: Well, they have a good selection of household accessories, textiles and bed linen and it's very easy for people with children – they have a playroom and suchlike.

Interviewer: Are there any aspects of shopping at IKEA that you don't like?

Sarah: Oh, there are! It can be very crowded because it's a popular store. This results often in very long queues at the checkouts. It's a main problem with shopping there.

Interviewer: So are you planning another trip to IKEA?

Sarah: Yes, I expect so. I'll probably go again in January for the sales.

Text 9.

Corporate responsibility

Market research shows that many consumers are ‘ethical consumers’; they expect the companies they buy from to behave responsibly. Most ethical consumers have high spending power so companies usually listen to them and will promise, for example, not to use child labor or to pollute the environment.

A recent report showed that many companies have an ethical policy which covers areas such as payment on time, product policy and the environment.

Some companies have a policy of paying ‘first world’ prices for ‘third world’ goods from developing countries – they pay more because they think the workers and the economies of developing countries need support.

Text 10.

Branding and packaging

The marketing department gives a product a unique look and decide on the package design. This will incorporate the brand name and will differentiate the product from competitors. This is known as a unique selling point.

The shape, size and colour are important factors when packaging a product. The marketing department will want to make the packaging attractive and distinctive. This helps consumers to recognise a product instantly, when they are in a shop. The same applies to the shape of the packaging.

Large manufacturers understand the importance of their brand name. Kellogg's, Adidas and Microsoft are all names which we associate with quality. As a result, we are likely to buy one of their products when we go shopping rather than an untried or unknown one even if it is say, a supermarket's own

brand. This is why it is important for their brand name or a striking logo to be prominent on packaging.

An expensive perfume or aftershave might be sold in an elegantly designed bottle. This sort of packaging suggests quality and would be targeted at a person with taste. Even if the product itself was not very good, the packaging alone could give the impression that it was.

The success of a product through branding can lead to brand loyalty. A positive buying experience results in repeat sales. Consumers tend to stick to a product if we like it. This in turn can lead to a trust in other products under the same brand name.

Text 11.

Market reaserch objectives

If you set up a study that aims to explain a particular phenomenon (or causal research study), for example, a sales fall, you should ask opinions of consumers. That is a consumer research. You can do this in 3 ways.

The first way is using groups of typical consumers that you bring together for detailed questioning (or focus groups). The members of the panel need to be typical of the whole mass of buyers (or population).

The second way is a conventional paper with a lot of questions (questionnaire) sent out to consumers. Alone, this is less effective, even if you use a test set of questions (or pilot questionnaire) to make sure you are asking the right questions. But it is much cheaper.

The third way is using studies of actual sales (or observational research). But this kind of study is based on figures, rather than on what people say, so it gives only limited information.

A further area to think about is how much consumers actually know about your company and its products – that is

consumer awareness. You can carry out some studies into the effects of your advertising (or advertising research).

Text 12.

The research process

Market research is a tool to help managers make the right marketing decisions. Good marketing requires a clear strategy. Good research helps marketers to design good strategies. It also helps marketers deal with and respond to change.

The research process has 11 parts. First you have to define the problem. Then decide what information you want to find out. Next you have to set objectives. The next step is to make a research plan and decide the methods of the research. After that, you have to decide where you can get the information you need, what sources of information. Then you have to carry out the surveys and collect results.

When you have completed this stage you must do the analysis of the results and interpret the data. After that you can present the results of the research. The research can then be applied and change can be observed. When everything is finished, you then have to monitor the effects of the research, and the changes, and evaluate the whole process.

Glossary

A

access	доступ
account	враховувати
accountable	підзвітний
accurate	точний
acquisition	придбання
actual sales	фактичні продажі
adjustment	коректування, поправка
advance	просуватися
advance orders	попередні замовлення
advantage	перевага
advent	поява
advertising research	дослідження ефективності реклами
advocacy	пропаганда (поглядів, ідей)
affect	впливати, впливати
affiliate	філія
after-sales	обслуговування клієнтів після продажу товарів
aggressively	активно, наполегливо, енергійно
agreement	угода, договір
aim	прагнути
allocate	розміщувати
allow	дозволяти
alternative	альтернативний
anticipate problems	попереджати проблеми
apparent	очевидний
appealing	звернення

approach	підхід
appropriate	адекватний, відповідний
areas	області
arise	виникати
associated	зв'язаний
association	асоціація
at least	принаймні
attempt	намагатися, спроба
attest	свідчити
attract	привернути
attractive	привабливий
available	доступний
avoid	уникати
avoid wastes	уникати втрат
В	
barcode	штрих-код
barrels	бочки
be applied	бути застосованим
be driven	здійснюватися, вестися
be justified in the belief	мати підстави вважати
be obliged	бути зобов'язаним
bed linen	постільна білизна
behave	поводитися
benefit	вигода
borrow	займати
brand	маркірувати, клеймити
brand identity	ідентичність бренду
brand loyalty	прихильність до однієї марки товару
break even	окупити витрати

breakthrough	крупне досягнення
business model vs. business model	модель бізнесу проти моделі бізнесу
C	
candles	свічки
capital investment	капіталовкладення
cash	готівка
cash reserves	запаси, резерв готівки
causal research study	вивчення причин
change	зміна
checkout	контроль, каса в магазині самообслуговування
checkout counter	каса
child labor	дитяча праця
code of practice	кодекс поведінки працівників, зведення правил
commemorate	ознаменувати
commence	починати
compete	конкурувати
competencies	компетентність
competitive advantage	конкурентна перевага
competitive environment	умова конкуренції
competitor	конкурент
complain	скаржитися
comprise	включати
conduct	проводити
consultancy	консультавання
consumer awareness	знання споживачів про товар
consumer durables	споживчі товари тривалого користування
consumer expenditure	витрати споживачів

consumer profile	типовий споживач яких- небудь певних товарів
consumer research	вивчення споживача
consumption	споживання
contractual	договірний
convenience store	магазин, що працює цілодобово
conventional paper	стандартний документ
convince	переконати
core product	основний продукт
cost	вартість
cost-plus	витрати плюс фіксований прибуток
costs	витрати
cover	охоплювати
cover costs	покривати витрати
crowded	переповнений
customer base	споживча база
customer care	турбота про клієнтів
customer loyalty	прихильність покупця одній компанії
customization	виконання за індивідуальним замовленням
cutting edge	передова позиція
D	
deal	мати справу
decision	рішення
decrease	зменшення
delivery	доставка
demand	вимагати
description	опис

desk research	дослідження за робочим столом
determine	визначати
developing countries	країни, що розвиваються
differentiate	диференціювати
disadvantage	незручність, недолік
discounts	знижки
disruptive change	корінні зміни
disruptive force	пробивна сила
dissatisfied customer	незадоволений клієнт
distinctive sign	відмітний знак
distinguish	розрізняти
distribution	розповсюдження, збут
drive	управляти, запускати
drive out of the market	витіснити з ринку
drivers	чинники
duplicate	дублювати
E	
economic	вигідний, доцільний
eliminating	усунення
embodiment	втілення
emerging	що з'являється
employees	службовці
enable	давати можливість
encompass	охоплювати
end-user	кінцевий споживач
engage	привертати
enquiries	запити
ensure	переконатися, гарантувати
environment	навколишнє середовище

environmentally sound	екологічно чистий
equipment	устаткування
establish	встановлювати
evaluate	оцінювати
excessive	надмірний
exchange	обмінювати
executing	втілення, здійснення
exist	існувати
existing markets	існуючі ринки
expand	розширюватися
expansion	розширення
expect	чекати
expectation	очікування
expensive	дорогий
extend	розширювати

F

factory gate price	ціна за собівартістю
failure	невдача
fair deal	вигідна операція
fall	падати
familiar	знайомий
favorable	сприятливий
feedback	зворотний зв'язок, відгук
field research	дослідження на місцях
file suit	подавати позов
findings	результати
focus groups	групи опитуваних
food hampers	корзини з їжею
for the sake	ради

force prices higher
framework
further

підняти ціни
структура
подальший

G

gather
going rate
guarantees
guide

збирати
затверджена норма
гарантії
керівництво

H

handful
herd behavior

high value
high-end
house ad
household accessories

hype

жменька
поведінка «як усі», стадна
поведінка
висока вартість
високоякісний
видавничча реклама
товари для домашнього
господарства
нав'язлива реклама

I

identify

implement
implicit

imply
impose
impressive
improve
improve sales
improvement

ідентифікувати, виділяти,
визначати
застосовувати
неявний, такий, що мається на
увазі
мати на увазі
нав'язувати
значний
покращувати
збільшувати рівень продажу
поліпшення

impulse buying	імпульсне рішення купити щонебудь
in particular	зокрема
in-between	проміжний
incorporate	включати
increase	збільшувати
influence	впливати
infringement	порушення
innovation	нововведення
insignia	відзнака
interaction	взаємодія
intermediaries	посередники
involve	залучати
irrelevant	невідповідний

J

jingles	рекламні куплети, вірші
---------	-------------------------

K

knowledge	знання
-----------	--------

L

labor input	трудовитрати
launch	випуск, вихід на ринок з новим товаром
legal	юридичний
legal entity	юридична особа
legal proceedings	процесуальні дії
light bulbs	лампочки
like-minded	що дотримується такої ж думки
limited	обмежений
literally	буквально

location	місцеположення
long term	довгостроковий
low value	низька вартість
low-cost	дешевий
luxury	розкіш
M	
make decisions	ухвалювати рішення
make sure	переконуватися
margin of error	погрішність
market	випускати на ринок
market segment	сегмент ринку
market share	частка на ринку
marketing mix	рецепт маркетингу
marketing research	дослідження ринків збуту
mascot	талісман
mass-produced goods	товари серійного виробництва
match	відповідати
media companies	медіа компанії
meet expectations	відповідати очікуванням
memorable	що запам'ятовується
monetary	у грошовому виразі
monitor	контролювати
N	
need	потреба
niche	ніша
nose-dive	обвал
notorious	відомий
O	
observational research	дослідження за допомогою

obtain	спостереження
occur	отримувати
offer	відбуватися
offering	пропозиція
offshore	пропозиція
option	зарубіжний, офшорний
originate	варіант
overcapitalize	починатися
	отримати максимальну вигоду

P

package of the service	пакет послуги
packaged goods	упаковані товари
panel	група
participation	участь
particular phenomenon	специфічне явище
patents	патенти
pattern	зображення, система, структура
Peer-to-Peer	спілкування між споживачами
perceived	відчутний
perfect	досконалий, удосконалювати
performance	діяльність
pilot	експериментальний
place trust	надавати довіру
planned obsolescence	заплановане застарівання
plant	підприємство, завод
point of sale	місце продажу
policy	політика
pollute	забруднювати
population	населення

practical application	практичне застосування
precisely	точно
predict	передбачати
Predictive Modeling	прогнозуюче моделювання
premium price	надбавка до ціни
present	представляти
pricing	визначення ціни
primarily	перш за все
primary	первинний
private sector	приватний сектор
product vs. product	продукт проти продукту
profit margin	величина прибутку, різниця між собівартістю і продажною ціною
profitable	вигідний
prominent	видний, видатний
promise	обіцяти
promotion	просування, реклама
prompt services	швидко надані послуги
property	власність
provide	забезпечувати
provision	постачання
public health	охорона здоров'я
public sector	державний сектор
publicity	реклама
purchase	купувати
purpose	мета
pursue	виконувати, слідувати
push up	піднімати
put together	сполучати, складати

Q

questionnaire

анкетний опит

queues

черги

R

R&D (research and development)

науково-дослідні і конструкторські роботи (відділ)

raise problems

піднімати проблеми

range

асортимент

rapid

швидкий

rationale

пояснення

raw materials

сировина

realize margins

забезпечувати величину прибутку

recent studies

недавні дослідження

recognition

впізнавання

recognize

впізнавати, визнавати, розпізнавати, дізнаватися

recruitment

поповнення

reduce

скорочувати

refer

відноситися

reflect

відбивати

register

реєструвати

relate

мати відношення

relationship

відношення

relevant

доречний

represent

представляти

require

вимагати

resource allocation

розподіл ресурсів

respond

відповідати, реагувати

response	реакція, відповідь
responsibly	відповідально
result	закінчуватися
retail price	роздрібна ціна
retailing	роздрібний продаж
retention	збереження
rise	підніматися
S	
sacrifice	жертвувати
sale price	продажна ціна
sales	розпродаж за пониженою ціною в кінці сезону
sales fall	падіння рівня продажу
satisfy objectives	досягати цілей
scope	сфера, діапазон
secondary	вторинний
service provider	постачальник послуг
shareholder	акціонер
shelf-life	тривалість перебування у продажу
shortage	недолік, брак
social influence	суспільний вплив
social networking	соціальні зв'язки
solution	рішення
source	джерело
sources of information	джерела інформації
spending power	купівельна спроможність
squeeze out	витіснити
stages	стадії
stocks	акції

striking logo	вражаючий логотип
stripes or bars	смуги
suchlike	подібний
suggest	припускати
sum up	підводити підсумок
superiority	перевага
supplement	додавати
supplier	постачальник
supply chain	система постачань
support	підтримка
surrounding	оточення
survey	огляд, звіт
sustainable	стійкий
switch	перемикання

T

take over	починати роботу
target market	цільовий ринок
test	випробовувати
test set of questions	контрольний набір питань
textiles	тканини
thick	товстий
thin	тонкий
tin	банка
to depend	залежати
tool	інструмент
trademarks	торгові марки
transaction	операція
transfer	передавати
trends	тенденції

trouble spot	область, де виникають проблеми
troubleshooting	вирішення проблем
tube	тубик
turn out	виявлятися
U	
ultimate	остаточний
unique	унікальний
unique selling point	унікальна властивість продукції
untried	неперевірений
V	
value	вартість, цінність
variables	змінні
vary	варіюватися, змінюватися
vendor	продавець
views	погляди
volume sales	торгівля по кількості одиниць продукції
W	
warranties	технічні випробування
waste	витрати
waste time	витрачати дарма час
whereby	за допомогою чого
whole	цілий, весь
wholesale prices	оптові ціни
work out	вирішити
workable	легко здійснений
Y	
youthfulness	молодість

Recommended literature

1. Новый англо-русский словарь: ок. 60 000 словарных статей / В.К. Мюллер, В.Л. Дашевская и др. – М.: Рус. яз., 1996. – 880 с.
2. Macmillan English Dictionary for Advanced Learners. – Oxford, 2006. – 1692 p.
3. Market leader: Course book. – Harlow: Pearson Education Limited, 2006. – 160 p.
4. R. Murphy. English Grammar in Use. – Cambridge: Cambridge University Press, 1988. – 328 p.
5. S. Sweeney. Test your professional English: Marketing. – Harlow: Pearson Education Limited, 2004. – 106 p.
6. Wikipedia, the Free Encyclopedia <http://en.wikipedia.org/>

Contents

Передмова	3
Module 1. Marketing mix	4
Unit 1. Marketing	4
Unit 2. Marketing mix	23
Unit 3. New marketing 4 Ps	40
Module 1: Individual work	53
Module 1: Test	60
Module 2. Product	62
Unit 4. Branding	62
Unit 5. Beyond the 4 Ps	76
Module 2: Individual work	93
Module 2: Test	99
Module 3. Pricing and distribution	101
Unit 6. Pricing	101
Unit 7. Pricing strategy.....	116
Unit 8. Distribution.....	134
Unit 9. Customer focused marketing.....	150
Module 3: Individual work.....	167
Module 3: Test.....	174
Module 4. Promotion and market research	176
Unit 10. Promotion.....	176
Unit 11. Market research.....	188
Unit 12. The process of market research.....	204

Module 4: Individual work.....	219
Module 4: Test.....	227
Additional texts for individual reading.....	229
Texts for written translations.....	245
Texts for listening and comprehension activities	253
Glossary.....	262
Recommended literature.....	277

Навчальне видання

ОСАДЧА Тетяна Юріївна

**АНГЛІЙСЬКА МОВА
ДЛЯ СТУДЕНТІВ
СПЕЦІАЛЬНОСТІ “МАРКЕТИНГ”**

Навчальний посібник

2-ге видання, без змін

За редакцією автора
Комп’ютерний макет – Осадча Т. Ю.
Коректор – Осадча Т. Ю.

Здано до склад. 28.12.2009 р. Підп. до друку 27.01.2010 р.
Формат 60x84/16. Папір офсет. Гарнітура Times New Roman.
Друк ризографічний. Ум. друк. арк. 16,28. Наклад 100 прим. Зам. № 11.

Видавець і виготовлювач
Видавництво Державного закладу
«Луганський національний університет імені Тараса Шевченка»
вул. Оборонна, 2, м. Луганськ, 91011, т/ф: (0642) 58-03-20.
e-mail: alma-mater@list.ru
Свідоцтво суб’єкта видавничої справи ДК № 3459 від 09.04.2009 р.