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Кафедра іноземних мов

Introduction to marketing

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Unit I

Introduction to marketing

Words to know

advertising	розміщення оголошень; розміщення реклами; рекламування
assumption	припущення
benefit	вигода; прибуток
channels of distribution	торговельно-розподільна мережа
consideration	ціна; плата
customer	замовник; покупець; клієнт
list price	заявлена ціна товару; опублікована ціна товару; прейскурантна ціна
logistics	організаційна робота; логістика
marketing mix	маркетинговий комплекс; структура маркетингу
market research	аналіз кон'юнктури ринку; аналіз стану ринку; вивчення кон'юнктури; аналіз кон'юнктури; вивчення ринку
promotion	стимулювання збуту; просування
PR(public relations)	товарів на ринок; реклама зв'язки з громадськістю

I. Read the text and decide why the author chose the title *Thinking like a marketer*. Can you suggest a better title?

Thinking like a marketer

Marketing is a relatively young discipline, and it is important to note that there is still considerable disagreement and debate among academics and practitioners about what marketing is and is not. In particular, there is disagreement about what the boundaries of marketing are.

The key principle agreed on by all marketing academics is that marketing places the customer at the centre of all marketing thought. This does not mean that marketing is a charitable institution: organisations exist to fulfill their own aims, but marketers argue

that all organisational activities should be informed and driven by customers and consumers.

In practice, following this principle is not always easy: customers are not necessarily consumers (consider a mother buying clothes for a small child) and customers may have different needs from consumers. Also, it is extremely easy to make assumptions about what consumers need and want – often these prejudices are based on what the planner needs and wants, not on what the actual consumers need and want. The end product of marketing is the competitive advantage of the firm: firms which look after their customers should do better than firms which do not. In simple terms, marketers put customers at the centre of everything they do because it is the best way to get their money off them. Marketing practice can be considered as being all the activities that happen at the interface between the company and the outside world.

Another popular way of considering marketing's role is to define it as managing exchange. Marketing is a process of developing products and services so that they provide benefits for consumers, then offering them in exchange for money. The terms, place, time and conditions for the exchange are managed by the marketer. This definition does have some conceptual difficulties, because consumers often have a role in deciding many of these issues (particularly dealing on the Internet).

Marketers operate by controlling various elements of the marketing mix. The marketing mix is all the activities undertaken by marketers, and was first defined by McCarthy in the early 1960s as comprising four elements (the four Ps). These are:

1 *Product*: the bundle of benefits offered by the organisation.

2 *Price*: the consideration given by the customer for the product.

3 *Promotion*: the communications about the product which are aimed at the consumers.

4 *Place*: the location where the exchange takes place.

II. Discuss the following questions:

1. What is the key principle of marketing?
2. How is called organisation that follow its own purposes?
3. What is the end product of marketing?
4. Where do marketers put customers? Why?
5. How can be considered marketing practice?
6. How is called the process of developing products and services?
7. What is the marketing mix?
8. How many elements does marketing mix include?

III. Match terms in a column A with their definitions in a column B.

Put answers in a column C.

A	B	C
1.customer	a. activities or techniques intended to create consumer demand for a product or service	1-
2.consumer	b. payment for a service or a thing	2-
3.assumption	c. a person employed in marketing	3-
4.competitive	d. the variables, such as price, promotion, and service, managed by an organization to influence demand for a product or service	4-
5.benefit	e. something that improves or promotes	5-
6.promotion	f. a person who buys	6-
7.marketing mix	g. sufficiently low in price or high in quality to be successful against commercial rivals	7-
8.consideration	h. a person who acquires goods and services for his or her own personal needs	8-
9.marketer	i. the act of taking something for granted or something that is taken for granted	9-

IV. Match the marketing components to the right description.

The 'Marketing Mix' consists of the 4 P's:

* Product	where the customers can buy it
* Promotion	one that meets the customer need to encourage the customer to buy it
* Price	
* Place	one that makes company profit and keeps the customer satisfied

V. Here is a definition of marketing. Fill the empty spaces in the text by the following verbs.

a)design b)persuade c)develop d)modify e)market f)identify g) influence

Marketers have to (1)..... or anticipate the customer need; (2)..... a product or service that meets that need better than any competing products or services; (3).....target customers to try the product or service; and, in the long term, (4)..... it to satisfy changes in consumer needs or market conditions. Marketers can (5) particular features, attractive packaging, and effective advertising, that will (6)..... consumers' wants. Marketing thus begins long before the product or service is input on the.....; it combines market research, new product development, distribution, advertising, promotion, product improvement, and so on.

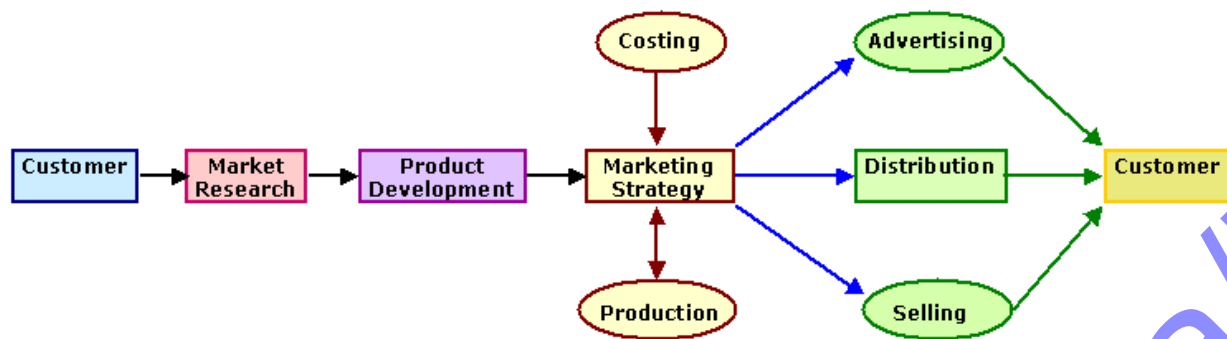
VI. Read the text and give the definition of the term «marketing».Decide on suitable title for it. Using the chart below describe how the marketing process is developed.

Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. Marketing refers to all the process involved in selling goods or services in the most efficient and profitable manner. It begins with an examination of what people want from a product or service (market research).

This is followed by an assessment of how to produce the product or service (product development) that will satisfy that requirement, and at the same time make a profit in the process.

The next stage is to develop a marketing strategy that will get the product to the appropriate market at a competitive price. This will involve creating an advertising campaign that is backed by selling and distribution procedures.

The following flow chart shows the way that the marketing process is developed:



Marketing in this sense is a two-way process. It connects those who produce goods and services with potential buyers. It also finds out what products and services consumers want and relays the information to the producers. This enables them to make the right things available.

VII. When you read the text to decide on title, which of the following did you do? Tick them.

Did you:

1. read the text slowly and try to understand every word?
2. read quickly and try to understand the main theme?
3. underline or mark sentence that you thought were important?
4. make notes about important points?

Which of these notes reading strategies do you think is most appropriate for this kind of task? Which do you think is least appropriate?

Listening

VIII. Martin is the marketing manager of a telecommunication company. He is telling his colleagues about marketing mix for a new product. Listen and take notes on the four Ps.

Product

have everything you need to connect to the Internet,

Price

Placement

Promotion

IX. Now listen again and complete the phrases from the presentation.

1. The _____ of our cable package are that you get...

2. We will be _____ customers through ads on...
3. Our product will then be immediately _____ to customers in...
4. We will _____ that customers will have...
5. We haven't _____ a price yet...
6. Because our product is in the _____ phase, our _____ model should...

X. Which words in the box are used to talk about which P? Put them into the correct category.

advertising	appearance	channels of
list price	location	distribution
public	quality	logistics
relations	media	service
discount		

Place _____
Price _____
Promotion _____
Product _____

XI. Translate the text in written form.

When people talk about the marketing mix, they often refer to the four Ps: product, price, placement, and promotion. Some people use the term place instead of placement; both terms are just another way to refer to distribution. Some people also talk about seven Ps and include people or participants, processes (takes service into account), and physical evidence (the appearance of your business).

XII. Choose the best word or phrase from the columns A, B or C to fill the gaps.

Our company makes wooden garden furniture-mainly tables and chairs. Sales are much higher this year because we have spent a lot on (1)..... First we did a survey to find out about customer (2)..... Then we redesigned all our (3)..... to include the special (4)..... that people want. Our(5)..... included the competition in all the major gardening magazines where the prize was a set of our furniture. Most importantly, we've made sure all our (6)..... are very competitive because our customers want value for money.

A	B	C
1. selling	distributing	marketing
2. wants	needs	uses
3. products	benefits	services
4. goods	profits	features
5. presenting	promotion	persuasion

6. prices	costs	charges
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XIII. Choose the best word from the brackets to fill the gaps.

1. You can't maximize sales unless you get the marketing(mix/needs) right.
2. Our company is market-.....(promoted/driven) and so we regularly talk to focus groups.
3. The new model has lots of(features/services)including air-conditioning.
4. Jack Brown is in a charge....(promoting/orienting) our new range mobile phones.
5. Our travel service offers customers many.....(characteristics/benefits)including free insurance.
6. If your business is not market-.....(led/fed), you may find that your product doesn't sell.

XIV. Translate with a dictionary terms in the left column. Match up the words or expressions on the left with the definitions on the right.

distribution channel	a all the companies or individuals involved in moving a particular good or service from the producer to the consumer
to launch a product	b an idea for a new product, which is tested with target consumers before the actual product is developed
market opportunities	c attributes or characteristics of a product: quality, price, reliability etc.
market research	d dividing a market into distinct groups of buyers who have different requirements or buying habits
market segmentation	e places where goods are sold to the public-shops, stocks, kiosks etc.
packaging	f possibilities of filling unsatisfied needs in sectors in which a company can profitably produce goods or services
points of sale	g someone who contacts existing and potential customers, and tries to persuade them to buy goods or services
product concept	h collecting, analysing and reporting data relevant to specific marketing situation (such as a proposed new product)
product features	i to introduce a new product onto the market
sales representative	j wrappers or containers in which products are sold

XV. Replace the Infinitives in brackets by the Present Simple Tense in the Active Voice.

Markets..... (to exist) wherever people come together to buy and
(to sell) their goods and services. In economic systems during such hours, consumers and
producers(to exchange) their goods and services in many competitive markets.
A perfectly competitive market, according to economists.....(to require) all of the
following conditions:

- Many buyers and sellers; no individual or group can influence the behavior of the market.
- Identical goods or services offered for sale.
- No buyers or seller(to know) more than any other about the market.

Buyers and sellers.....(to be able to) enter or leave the market at will. Few
markets.....(to have) all these characteristics.

Collusion.....(to be) a secret arrangement between two or more firms to fix prices or
share the market. These agreements(to be) usually illegal.

Public Utilities.....(to be) privately owned firms that.....(to provide) an essential public
service.

XVI. Answer the following questions:

1. When do markets exist?
2. Where do consumers and produces exchange their goods and services?
3. What does a perfectly competitive market require?
4. What is collusion?
5. What are Public Utilities (комунальні підприємства)?

Using the information from the text explain characteristics of perfectly competitive market.

Unit II

The marketing research process

Words to know

accelerate	прискорювати
ascertain	встановлювати
budget	бюджет
cost	вартість
decision-making process	процес прийняття рішення
determination	припинення терміну дій
evaluate	оцінювати, визначати
expenses	витрати
fierce competition	жорстока конкуренція
in terms of	виходячи з
market share	питома вага на ринку даного товару (продукції компанії)
pertinent information	суттєва інформація
product cycle	цикл виготовлення продукту
researcher	дослідник
target market	ринок збуту

I. Read the text and decide why the author chose the title *The marketing research process*. Can you suggest a better title?

The marketing research process

Accelerating product cycles, easy access to information on products and services, highly discerning consumers, and fierce competition among companies are all a reality in the world of business. Too many companies are chasing too few consumers.

Knowing, understanding, and responding to your target market is more important than ever. And this requires information—good information. Good information can lead to successful products and services. Good information is the result of market research.

The marketing research process is comprised of a series of steps called the **research process**. To conduct a research project effectively, it is important to anticipate all the steps and recognize their interdependence.

Need for Information.

The first step in the research process is establishing the need for marketing research information. The researcher must thoroughly understand why the information is needed.

The manager is responsible for explaining the situation surrounding the request for information and establishing that the research information will assist in the decision-making process. Establishing the need for research information is a critical and difficult phase of the research process. Too often the importance of this initial step is overlooked, which results in research findings that are not decision-oriented.

Research Objectives. Once the need for research information has been clearly defined, the researcher must specify the objectives of the proposed research and develop a specific

list of information needs. Research objectives answer the question “Why is this project being conducted?”

The answer could be as broad as the determination of the amount of effort needed to increase the company’s market share by 5 percent or as specific as the determination of the most preferred of five moisturizers by women in southern California. Only when the researcher knows the problem that management wants to solve the research project can be designed to provide the pertinent information.

The difficult part of establishing research objectives is the conflict that often exists between the value of information and the research budget. Since each piece of information has some cost associated with it, whether it is the cost of the account manager’s travel expenses or the cost of having an outside agency perform a telephone survey, each piece must be evaluated in terms of its value with respect to the needed decision.

II. Answer the questions in your own words.

1. What factors influence on the development of modern business world?
2. Why good information can lead to successful products and services?
3. What does marketing research process include?
4. What is the first step in the research process?
5. What kind of information will assist in the decision-making process?
6. What is the difficult phase of the research process?
7. What must be specified by the researcher when the need for research information has been clearly defined?
8. What happens when the researcher knows the problem that management wants to solve?
9. What is the difficult part of establishing research objectives?
10. How each piece of information must be evaluated?

III. Look back at the text. Find nouns that follow these verbs:

require, anticipate, specify, develop, establish

IV. Match each word in the column A with a synonym in the column B.

A		B	
1	objective	a	ascertain
2	anticipate	b	raise
3	establish	c	define
4	require	e	foresee
5	specify	f	aim
6	increase	g	demand

V. Use the words and word-combinations to complete the following list of ways to learn about customers.

clients

loyal customers

competitors
find out
listening

new trends
sales records
search

1. Email.....directly with one or two questions.
2. Examine people type into your website's.... function. Which items are people looking for?
3. Schedule a social event, such as a wine tasting. For existing or potential....., and use this as an opportunity to..... more about what they want.
4. Compare your marketing approach with that of your..... What areas are they targeting that you aren't?
5. Read trade journals to learn about..... This will help you stay ahead of the competition.
6. Study your..... to see what facts you already have about the people who buy you.
7. Spend time in a shop or at a trade fair..... to people. What do they talk about? What questions do they ask?

VI. Now try to decide with a partner which methods are the best for researching:

a new product or service
an existing product or service

VII. The marketing team at the Euphony, telecoms company, wants to research the market for mobile phones made specifically for children. Listen to the following discussion between three members of the team and make a note of the six data collection methods they mention.

Data collection methods:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Did you know?

Market research terms vary between Britain and the US. For example, an *individual interview* in Britain is often called a *one-on-one* or an *in-person*

survey in the US, a street interview is called a sidewalk survey, and a postal survey is called a mail survey.

What advantages and disadvantages do the different methods have? Which is the cheapest? Which is the most expensive?

Listening

VIII. Listen to the dialogue again and find words to fit the following definitions.

1. useful answer: _____
2. a survey group which is not typical of a target group: _____
3. model of a product in development: _____
4. percentage of a people who complete a survey: _____
5. the group of people a company wants to sell to: _____
6. information known about a customer: _____

IX. Now complete the sentences below using the correct form of the words you have found.

- a) Rolex's _____ is wealthy people who see a watch as a status symbol.
- b) When you log on to a website, the pages you look at and the amount of time you spend on them are saved in your _____.
- c) Even the best-designed surveys only have a _____ of about 4%, so don't set expectations too high.
- d) A _____ will make the data you gather worthless, so think carefully about who fills in your questionnaires.
- e) We did an online survey but we didn't get many _____. Most of the visitors to our website aren't customers.
- f) Once the product development department has created a _____, we can display it at trade fairs. I'm sure it will attract more people to our stand.

X. Read the text and think of a title. Translate the text in written form.

Consumer behaviour is one of the most important areas of marketing – not surprising, considering the emphasis on **customer centrality**. It often takes up more than one chapter in introductory marketing texts and may take up more than one lecture in your course. It certainly accounts for a large proportion of academic research.

Essentially, consumer behaviour is about people's decision-making about purchases, and the influences on those decisions. Understanding the processes involved helps with the **managing exchange** theme and also with the **segmentation** theme.

XI. Look at the following scenarios. Work with partner to decide which data collection method is best for each one. Try to use phrases from the Useful Phrases box to give your opinions and to agree or disagree.

An online travel agency wants to know how satisfied its customers with its services

A beverage company wants to test three new soft drinks

A local transportation company wants to gather demographic information on its current passengers.

A financial consulting firm for very wealthy people wants to introduce a new wealth management package.

Useful phrases

Giving your opinion

I think/I feel that...
It would be great to...
We definitely should...

Asking others for their opinion

What do you think, Mark?
Harry, do you agree?
Wendy, would you like to say a few words about that?

Disagreeing

I don't think...
Sure, but...
I see what you mean, but...

Agreeing

Me too.
Me neither/Neither do I.
That's true.
Good point.

XII. The marketing research firm has prepared the following script for the telephone survey. Work in pairs to ask and answer the questions.

Inside the Market

Project number:185083

Internal Title: Euphony Mobile for Children Survey

Hello, my name is.....(name), and I'd like to ask you a few questions about mobile phones for children. Do you have a few minutes?

(If a caller agrees)

Great, thank you. So, I'm calling on behalf of a company which wants to make a mobile phone especially for children.

1. Could I ask you how much you would pay for the phone?

£40 £80 £120 £160

2. How important are the following features to you?

	very important	important	not very important	unimportant
a colourful design				
a headset				
light –weight				
long battery life				
built-in tracking				
being able to pre-programme numbers				

3. What other features are important to you?

4. How interested would you be in buying such a product?

very interested interested not very interested not interested

Do you think this is a good survey? Why or why not? Are there any questions you would add or change?

XIII. Match the sentence halves (a to h) with the basic marketing steps (1 to 8)

1. Research

a your product or service where you will reach the appropriate customers.

2. Strategize

b to get background information on your market and its potential customers.

3. Launch

c or enter your product or service into the market.

4. Position

d to make both short and long-term

- 5. Follow up **e** to check on consumer satisfaction with the product or service.
- 6. Evaluate **f** or asses if your strategy is effective or not.
- 7. Reposition **g** constantly where you keep a close watch on customers and competitors.
- 8. Monitor **h** your product or service if you are not getting a successful customer response.

XIV. Look at these other methods for assessing available information and collecting new information about your customers. Sort them in the correct category.

Can you add any more to the table?

- desk/field research
- e-mail surveys
- purchasing information
- sales statistics
- opinion polls
- feedback forms
- panel-surveys
- pre-testing

<i>Sources of available date</i>	<i>Collection of new data</i>

XV. Choose the best word in brackets.

1. Our..... include includes several multinational companies (clientele/economy).
2. We wanted to buy the house but the..... was asking for 300.000\$ (purchaser/vendor).
3. The government brought in several market..... to strengthen the economy.(reforms/pressures).
4. Until 1998, the government fixed all the prices, but now we have a..... market. (free /state).
5. It's only a small shop, but we serve nearly a 200.....a day.(consumers/customers).
6. Most of our..... are small businesses.(markets/users).

XVI. Read these comments about market research and say which options you agree with.



Every company should examine their product line carefully at least once a year. The best way to do this is with market research. And, ideally, people in the company should be involved in the research process. Otherwise, you risk becoming out of touch with your target market. My boss, Alison, is always saying `I don't think customers would want that. `When did she last speak to one of our customers?



When think of market research, I think of that old saying: `Begin with the end in mind`. If you want clear results you can use, you have to tell market research firm exactly what you want. Don't let them be creative or make their own suggestions. Remember: you're the one in charge.



Market research? I'm sorry, but I think it's a complete waste of time. I know exactly what my customers need already. The challenge isn't giving them what they want, but giving it to them at the price that they want.



I think that most companies spend too much time speaking to their customers about what they want, and not enough time looking at their competitors in their own field. Everyone in your focus group might agree that you make the best chocolate bar in the business, but that doesn't help you sell your products if no one wants to eat chocolate!

Unit III

Planning the marketing strategy

Words to know

corporate strategy
disrupt
guerrilla
hit-and-run tactics
hypercompetition
leadership
middle-of-the road
mission statement

mutually exclusive
overall cost
retaliation
set out
SWOT

vision statement

корпоративна стратегія
руйнувати
прихований
блискавична тактика
гіперзмагання
лідерство
звичайний
програмна заява (заява компанії про її
цілі та принципи)
взаємовиключний
повна вартість
відплата
починати
сильні і слабкі сторони, можливості,
небезпеки
звіт бачення

I. Read the text and decide why the author chose the title *Marketing strategy*. Can you suggest a better title.

Marketing strategy

Strategy is about doing the right things: tactics is about doing things right. Strategy is about where the firm is going: tactics is about how to get there.

The intention of marketing strategy is to place the company in the appropriate position relative to competitors and thus to gain competitive advantage: it therefore relates strongly to positioning (in the mind of the consumer) because marketing is customer-centered.

Creating competitive advantage is the basis of all business strategy: the marketing strategy may or may not be the same as the corporate strategy, depending on the degree to which the company is marketing oriented.

Michael Porter (1980) is the key thinker on strategy. He suggests that there are three winning strategies and one losing strategy, as follows:

1. **Overall cost leadership:** only one company in the market can have the lowest costs of production and distribution: this company will offer the cheapest products.
2. **Differentiation:** the company seeks to serve a number of market segments, each with a different product, and aims to become industry leader.
3. **Focus:** the company concentrates on one or two niche markets.
4. **Middle-of-the road:** this is the falling strategy, an attempt to follow more than one of the above strategies will result in failure, or at least a less- the-optimum performance.

Tactics for each of this strategy differ. Market leaders stand to gain most from expanding the total market, and perhaps by increasing share still further. Market challengers set out to attack the market leader, either directly or by guerrilla tactics (picking off the segments which are not well-served by the leader). Market followers do not challenge the leader (because a direct attack might breed retaliation).

A recent development is hypercompetition, which is competition that breaks all the rules. In hypercompetition environment, firms deliberately try to disrupt the market, using hit-and-run tactics to disorientate the leaders and throw long-term plans out of order.

Strategic planning begins with one of two elements:

1. **A mission statement:** this is a statement about the purpose of the organization. It will state what business the company is in, who the customers are, what the firm is in business for, and what sort of business we are.
2. **A vision statement:** this is about the values of the organization, the corporate culture, or the «personality» of the organization.

Mission statements and vision statements are not mutually exclusive.

II. Discuss the following questions:

1. How is called the intention to do things right?
2. What is the difference between strategy and tactics?
3. What is the aim of the marketing strategy?
4. What does Michael Porter suggest?
5. What is the aim of overall cost leadership?
6. How is called the marketing strategy when company seeks to serve a number of market segments?
7. What is the chief aim of market leaders?

8. What do firms do in hypercompetition environment?
9. How many elements does strategic planning include?

III. Rewrite these sentences taken from the text *Marketing strategy* with the words in the correct order. The first word is underlined. There are sometimes two possibilities.

Example: The firm sets its basic marketing objectives.

0. objectives, the, its, marketing, firm, sets, basic.
1. strategy, each, for, of, this, differ, tactics.
2. elements, one, planning, of, two, strategic, with, begins.
3. the, not, followers, leader, do, market, challenge.
4. Michael Porter, strategy, key, is, the, thinker, on.
5. statements, and, mission, vision, exclusive, are, mutually, not, statements.

IV. A classic way to create a marketing strategy is to begin to looking at a company's Strengths, Weaknesses, Opportunities and Threats. Expo Marketing Consultants carried out a SWOT analysis of a GUBU toys LTD. Put their findings in the correct boxes to complete the SWOT analysis.

1. Reliable and committed workforce.
2. Use of wood- seen as `good for the environment`.
3. High labor costs.
4. Location-far from population centers /far from new markets.
5. Beautiful hand-made toys.
6. Poor communications systems/limited technological skills.
7. Internet as potential marketing tool/e-commerce.
8. Lack of it training in staff.
9. Declining interest in domestic markets for traditional toys.
10. Potentially strong demands in Germany and Scandinavia.
11. Competition in Germany and Scandinavia/Baltic countries.
12. Increased competition from mail order companies.
13. Selling by new channels, e.g. mail order.

Expo Marketing Consultants SWOT analysis of a GUBU toys LTD	
Strengths	Weaknesses
Opportunities	Threats

NB. Strengths and Weaknesses are concerned with things inside the company which it can directly control. Opportunities and Threats are outside factors.

V. Read and translate the marketing strategy tips. Which of them do you agree with? Explain your choice.

A strategy should create a competitive advantage.

1. It should incur acceptable risk.
2. It should be supportable in terms of resources and management.
3. It should achieve product/market objectives.
4. It should be internally consistent.

VI. David is a marketing manager. He is organizing a meeting to discuss the prices for the cable Internet package. Put the following sentences in the correct order to complete the email.

- a. Could you have a look and let me know if there's anything you'd like to add or change.
- b. As you probably know, we need to think about schedule a meeting to discuss our pricing strategy for our new cable Internet package.
- c. Hope you all had a nice weekend.
- d. Please let me know if you can attend by the end of the day.
- e. How about next Tuesday at 9 a.m.?
- f. I'm also attaching an outline of what I'd like to talk about.

Useful phrases

Writing emails

Remember that not all emails informal. Business emails to people outside the company tend to be like letters; they follow certain conventions (see below) and are written with punctuation and capital letters. Errors can give a bad impression, so be sure to check your spelling using an online dictionary or the spellcheck function of your email program.

Greetings and closes

Dear Ms Flores-Yours sincerely (very formal)

Hello Geoff-Best wishes (neutral)

Hi Martin-All the best (less formal)

Closes for saying thank you

Many thanks.

Thank you for your help.

Cheers (Informal and British).

Pleasantries

Hope all's well with you.

Hope you (all) had a nice weekend.
How was your weekend?

Tip

Remember to capitalize the first letter in an email (or letter):

Dear Mr Steinblatt

Thank you for your message...

VII. Which word is the odd one out in each of these groups? Explain your choice.

1. a) product; b)price; c) place; d)promotion; e)design
2. a) marketing; b)marketer; c)share; d)market leader; e) market
3. a) market challengers; b)marketer; c)share; d)market leader; e) market
4. a) advantage; b)tactics; c)promotion; d)advertising; e) to set out
5. a) hypercompetition ; b)increasing; c) advertising; d)pricing; e)expanding

VIII. Read the article and decide on the suitable title for it. Discuss the questions below.

Most people and many managers do not understand the role of marketing in modern business.

Marketing is two things. First, it is a strategy and set of techniques to sell an organization's products or services. This involves choosing target customers and designing a persuasive marketing mix to get them to buy. The mix may include a range of brands, tempting prices, and convenient sales outlets. This concept of marketing as selling and persuasion is by far the most popular idea among both managers and the public.

The second, and by far more important concept of marketing focuses on improving the reality of what is on offer. It is based on understanding customer's needs and developing new solutions which are better than those currently available. Doing this is not a marketing department problem, but one which involves the whole organization.

1. Which of the four Ps are mentioned here?
2. Does the author think the four Ps are a complete definition of marketing?
3. Does the author think that marketing is only for marketers?

IX. Match the sentences beginnings (1-5) with the correct endings (a-e).

1. Firms are now more market-oriented a) such as Microsoft and Sony are in several markets at once.
2. Since the 1980s, Britain has had a much b) and the audience decides the more market-led direction it takes.
3. Many market-led growth businesses, c) led to falling sales and profits.

4. Lack of investment and market orientation d).and less dependent on government money
5. American TV is a market-driven industry, e) approach to economics

X. Complete the sentences with these words.

prices packaging four buy mix place marketer advertising sell plan

The Ps are **product**: deciding what to sell

price: deciding what.....to charge

.....: deciding how it will be distributed and where people will it

promotion: deciding how the product will be supported with....., special activities, etc.

A fifth P which is sometimes added is.....: all the materials used to protect and present a product before it is sold. The four Ps are a useful summary of the

marketing....., the activities that you have to combine successfully in order to.....

To market a product is to make a..... based on this combination and put it into action.

A..... or marketer is someone who works in this area.

Listening

XI. Martin is giving a presentation to management about the positioning strategy he has developed with his team. Listen and answer the questions below.

1. What is the company's target market?
2. Why is their product superior to other packages?
3. How can they prove that their product is the best?

Listen again and complete the phrases from the presentation.

1. We are..... customers who are.....
2. Extensive testing that we provide.....
3. Speed of access is..... why our product is better.
4. Another reason is that we.....every new customer with a free.....

XII. Finish these notes about marketing strategy with the correct verb form of the given word.

1. _____ (Profile)the market to find out want and needs of the consumers.
2. Good marketing must (penetration)_____ an entire market to attract as many customers as possible.
3. Effective marketing strategy aims to (saturation)_____ the market to push out the competition.

4. Companies (diversification)_____ their products and services to give a better choice to consumers.

Marketing considers how wholesalers (distribution)_____ products retailers.

XIII. Match terms in the column A with their definitions in the column B. Put answers in the column C.

A	B	C
1. price boom	a. label attached to goods, showing the price; also means «price»	1-
2. price control	b. government efforts to limit price increases	2-
3. price cut	c. a company that is first to reduce or increase prices	3-
4. price hike	d. a good period for sellers, when prices are rising quickly	4-
5. price war	e. a reduction in price	5-
6. price leader	f. an increase in price	6-
7. price tag	g. when competing companies reduce prices in response to each other	7-

XIV. Look at the price list. Are the statements below true or false?

All prices in euros

Model	List price	Our price	Competing product
Adagio	11,541	9,999	10,500
Brio	13,349	12,999	12,896
Carpicioso	15,742	14,999	13,987
Delicioso	16,908	15,999	14,442

1. The prices policy is to sell below list prices.
2. The Adagio is low-priced, and is cheaper than the competition.
3. The mid-priced models are the Brio and the Carpicioso.

4. The retailer charges 16,908 euros for the Delicioso.
5. The Delicioso is the highest-priced model.
6. The Delicioso is cheaper than the competition.
7. All models are sold at a discount.

XV. Complete the sentences with the appropriate form of words from the exercise X.

1. A price by Mills may indicate the start of price increases by other producers.
2. Britain's house price..... Has gone beyond London, with properties in Kent now worth 25 percent more than a year ago.
3. Consumers will get price of eight per cent off phone bills from May.
4. When President Perez ended price....., electricity, phone and transport costs went up.
5. Petron is a price.....; it's usually the first to offer lower prices.
6. The project had many design problems, pushing up the price..... for each helicopter from \$11 million to \$26 million.
7. There is a price Between Easyjet and KLM on the London to Amsterdam.

Unit IV

Branding

Wordlist

branding	брендинг, просування торгівельної марки
brand awareness	репутація торгівельної марки; відомість торгівельної марки
branded	фірмовий
brand switching	заміна споживачем марки товару
generic product	не фірмовий товар
intangible assets	нематеріальні активи
make	виробник
premium brand	першокласний бренд
retailer	роздрібний торговець
subcontracted	обумовлений субугодою
unethical	неетичний

I. Read the text and decide why the author chose the title *Brands and branding*. Can you suggest a better title.

Brands and Branding

A brand is a name a company gives to its product so they can be recognized. This may be the name of the company itself: the make of the product. For products like cars, you refer to the make and model, the particular type of the car, for example, the Ford (make) Ka (model).

Brand awareness or brand recognition is how many people recognize a brand. The ideas people have about a brand is its brand image. Many companies have a brand manager. Branding is creating brands and keeping them in a customer's minds through advertising, packaging etc. A brand should have a clear brand identity so that people think of it in a particular way in relation to other brands.

A product with the retailer's own name on it is an own-brand product or own-label product.

Products that are not branded, those that do not have a brand name, are generic products or generics.

Branding can be viewed as a way of controlling markets. Big brand owners such as Nike do not make anything – all the actual manufacture is subcontracted to cheap labour factories in the Far East. Nike merely manages the brand, and does so in such a way that it seeks to exclude other companies such as Adidas from its markets. It also concentrates wealth and power in already-rich countries.

Coca-Cola, McDonald's, Microsoft and many others actually offer products which are no better (and may be worse) than their rivals, but have established their brands in people's minds. To test this, try taking a child to Burger King instead of McDonald's and see what happens!

There is a question over whether branding is manipulative of consumers and therefore unethical. Certainly some consumers appear entirely brand driven, whereas others are brand switchers, buying the one with the best offer on at present, or the one which comes readily to hand. Furthermore, some consumers are brand driven for some products and not for others.

Obviously consumers are exercising choice, and are being seen to do so.

Changing a brand name requires careful planning and equally careful implementation. In some cases, the process takes place over a number of years so that customers have time to get used to the transition.

How do customers actually recognise the brand? It is unlikely to be solely from the name – design and colour of the packaging is a more immediate cue, since people scan

supermarket shelves too quickly to read the name on the package. This is another issue in customer centrality – we look at what people actually do!

II. Discuss the following questions:

1. What does a company give to its product?
2. What is brand awareness?
3. What is branding?
4. Why brand should have a clear identity?
5. What is an own-brand product?
6. What is generic product?
7. What can be viewed as a way of controlling markets?
8. What big brands owners do you know?
9. Are famous brand products better than their rivals? If yes, explain.
10. What does brand changing demand?

III. Match the adjectives with the nouns they are most likely to be associated with:

- | | |
|--------------|-----------------|
| 1. generic | a) manufacture |
| 2. big | b) cue |
| 3. actual | c) products |
| 4. immediate | d) brand owners |
| 5. branded | e) product |

V. How many expressions with brand do you know? Match terms with their Ukrainian equivalents.

- | | |
|---------------------|----------------------------------|
| 1.brand awareness | a)відданність бренду |
| 2.brand equity | b)індивідуальність бренду |
| 3.brand extension | c)конкуренція торгівельних марок |
| 4.brand identity | d)поширення торгівельної марки |
| 5.brand image | e)створення бренду |
| 6.brand loyalty | f)назва марки товару |
| 7.brand name | g)марочний капітал |
| 8.branding | h)не фірмовий |
| 9.brand competition | i)відомість торгівельної марки |
| 10.off-brand | j) образ торгівельної марки |

VI. Define if these statements are true (T) or false (F).

1. A company always gives to its products a name.
2. Brand name must be the name of the company itself.
3. The thoughts people have about brand is its brand equity.
4. Branding isn't the most important point your company can consider.
5. The best brand has a rational as well as an emotional appeal.

6. The famous companies such as Coca-Cola, McDonald's, and Microsoft propose better products than their rivals.
7. Careful planning is important factor when a company is going to change its brand name.

VII. The text contains a number of common verb-noun partnerships. Match up these verbs and nouns to make common collocations.

- | | |
|-------------|-------------|
| 1 recognize | a brands |
| 2 exercise | b products |
| 3 create | c companies |
| 4 offer | d a brand |
| 5 exclude | e choice |

VIII. Read the article about branding. Discuss with a partner the main steps in brand creating? How to create the best brand?

Brand love *by Peter Vane*

Branding, branding, branding: if you haven't heard the word, you've been under a rock for the last, oh, ten years. But is all the talk about branding just much hype?

In a word: no. I think that branding is the most important point your company can consider- and everyone should consider it. And those of you who sell to companies-office chairs, obscure chemicals, you know who you are-you should be paying attention too. It's not enough just to have everyone recognize your brand name or your logo. Branding is about connecting, after all, and everyone in marketing needs to know to make their product connect to their customer. The best brand has a rational as well as emotional appeal, and speaks to your customer's head as well as his or her heart. You want your brand to be something the customer knows is the best - and feels is the best too. And remember, once you've inspired brand loyalty in your customers, you can't betray them and change the story of your brand. Cadbury, for example, has a reputation for their chocolates. But when they introduced Cadbury's soup, it flopped. The problem was that the product was off-brand, and didn't fit with the expectations people had about Cadbury's products.

So remember that when you're telling a story about your product, the story has to be consistent. Very few products live forever. But establish your brand, and people will remember it. When Apple introduces its next new idea, millions of people will be paying attention, ready to fall in love again.

Listening

IX. Representatives of three companies—a bank, a budget airline, and a car company- are giving presentations on their companies. Listen and make a note of each company's brand values.

Company 1 _____
 Company 2 _____
 Company 3 _____

Which company is the bank, which is the budget airline, and which is the car company?

X. Listen again and complete these sentences from the presentations with words from the box.

associate	communicate	emphasize	external	obvious
reputation	widely	remind	promote	project

1. We have three main brand values which try to _____ in all our internal and _____ communication.
2. Our customers _____ us with the highest quality products.
3. Our products are _____ seen as the safest on the market.
4. That's something we can _____ through our brand.
5. We have always had a _____ for coming up with new products and we try to _____ that through our brand.
6. For us, the customer always comes first and we want to constantly _____ both ourselves and our customers of that fact.
7. That's something we continually _____ in our marketing.
8. Hopefully that is _____ from our logo and corporate design.

XI. Imagine that you are a brand manager at the famous company. Think of characteristics you want people to associate with your company's products or services? What should be your company's brand values?

◆ **Useful phrases**

I think/feel that...

In my opinion, the best options are...

The most effective values for our company would be...

XII. Rearrange the letters to make words and phrases that are connected with branding.

Model: nbard yitnedit-brand identity

1. drabn waressen
2. bardn tyeiqu
3. nardb texionsen
4. arbnd tyntidei
5. fof-rbdna
6. cirneeg orpctud
7. elteriar

XIII. Complete each sentence with the correct word or word –combination from the box.

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

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 and Christian Dior have a _____ which is more glamorous than that of many less well-known competitors.
5. In the 1990`s 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 markets 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.

XIV. Translate the text in written form. Explain the difference between upmarket and downmarket.

Upmarket and downmarket

Products, for example, skis, exist in different models. Some are basic, some more sophisticated. The cheapest skis are **low-end** or **bottom-end**. The most expensive ones are high-end or top-end products, designed for experienced users (or people with a lot of money!). The cheapest entry-level skis are for beginners who have never bought skis before. Those in between are **mid-range**. If you buy sophisticated skis to replace basic ones, you **trade up** and move **upmarket**. If you buy cheaper skis after buying more expensive ones, you **trade down** and move **downmarket**. Down market can show disapproval. If a publisher takes a newspaper **downmarket**, they make it more popular, but less cultural, to increase sales.

BrE: upmarket, downmarket AmE: upscale, downscale
--

XV. Correct the mistakes in italics, using expressions from the exercise XIV.

I'm Denise van Beek, from sailing boat company Nordsee Marine. We have something for everyone. If you've never sailed before, try our (1) *mid-range* model, the Classic. It's six meters long and very easy to sail. After a year or two, many customers (2) *trade down* or (3) *take upmarket* to something more (4) *basic*, like the (5) entry-level nine-metre Turbosail, with more equipment and a bit more luxury. Our (6) *bottom-end* product is the Fantasy. It's 15 metres long and has everything you need for comfort on long voyages. We also produce the Retro, a traditional boat. There's a small but profitable (7) *mass market* for this type of boat.

Unit V

Market segmentation

Wordlist

call for	вимогати
dispose	розташовувати, ліквідувати
enable	сприяти, надавати можливість
entail	влекти за собою
good	товар
industrial market	ринок виробників
location	розташування
marketing communications	рекламна діяльність
mass-marketing	масовий збут
marketing mix	маркетинговий комплекс
market segmentation	сегментація ринку
market share	питома вага на ринку даного товару
perceive	сприймати, розрізняти
preference	перевага
product benefits	товарна вигода
profitably	рентабельно, вигідно
prospective consumer	потенційний споживач
psychographic characteristics	психографічні характеристики
Public Utilities	комунальні компанії
responsive	чуйний
pursue	переслідувати, добиватися
target marketing	цільовий ринок

I. Read the text and give the title. Sum up what the text says about the market-segmentation process.

Market segmentation is one of two general approaches to marketing; the other is mass-marketing. In the market-segmentation approach, the total market is viewed as being made up of several smaller segments, each different from the other. This approach enables businesses to identify one or more appealing segments to which they can profitably target their products and marketing efforts.

The market-segmentation process involves multiple steps (Figure 1).

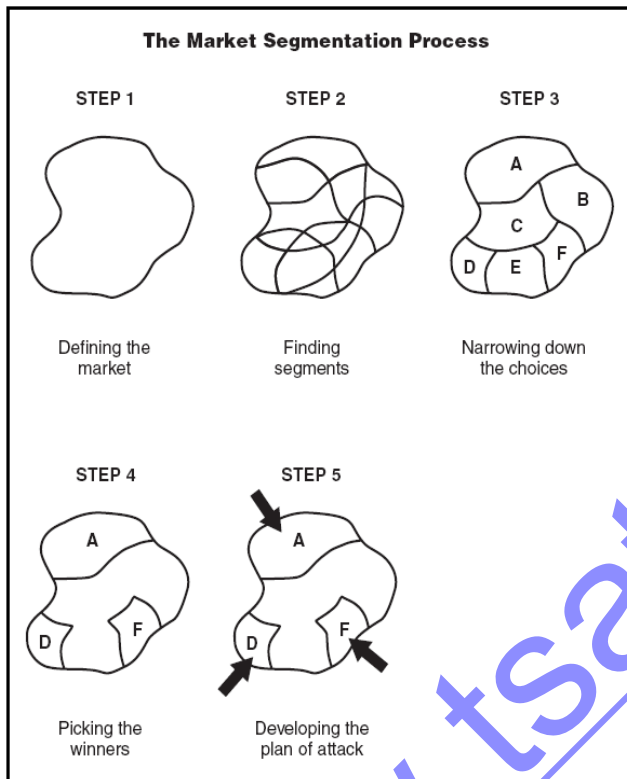


Figure 1

SOURCE: Croft, Michael J. (1994). *Market Segmentation: A Step-By-Step Guide to Profitable New Business*. London: Routledge.

The first is to define the market in terms of the product's end users and their needs. The second is to divide the market into groups on the basis of their characteristics and buying behaviors.

The most common elements used to separate consumer markets are demographic factors, psychographic characteristics, geographic location, and perceived product benefits.

Demographic segmentation involves dividing the market on the basis of statistical differences in personal characteristics, such as age, gender, race, income, life stage, occupation, and education level.

Psychographic segmentation is based on traits, attitudes, interests, or lifestyles of potential customer groups. Companies marketing new products, for instance, seek to identify customer groups that are positively disposed to new ideas.

Geographic segmentation entails dividing the market on the basis of where people live. Divisions may be in terms of neighborhoods, cities, counties, states, regions, or even countries.

Product-benefit segmentation is based on the perceived value or advantage consumers receive from a good or service over alternatives. Thus, markets can be partitioned in terms of the quality, performance, image, service, special features, or other benefits prospective consumers seek. Many companies even market similar products of different grades or different accompanying services to different groups on the basis of product-benefit preference.

Once potential market segments are identified, the third step in the process is to reduce the pool to those that are (1) large enough to be worth pursuing, (2) potentially profitable, (3) reachable, and (4) likely to be responsive. The fourth step is to zero in on one or more segments that are the best targets for the company's product(s) or capacity to expand. After the selection is made, the business can then design a separate marketing mix for each market segment to be targeted.

II. Define if the statements are true or false.

1. A total market is divided into several smaller segments in the market segmentation approach.
2. The market-segmentation process is made up of five steps.
3. To separate consumer market the following elements such as demographic factors, psychographic characteristics, and geographic location are used.
4. Demographic segmentation is based on statistical differences in personal characteristics.
5. Traits, attitudes, interests, or lifestyles of potential customer groups are included in geographic segmentation.
6. Market division on people residency basis is the main principle in psychographic segmentation.
7. Product-benefit preference is a wide-spread approach used by companies to sell similar products of different grades.

III. Discuss the following questions.

1. What are the common approaches to marketing?
2. For what purposes the market-segmentation approach is used?
3. What elements are used for separating the total market?
4. What factors of separating consumer markets do you know?
5. Does psychographic segmentation divide the market on principle of prospective customer groups' lifestyles?
6. How market can be divided in product-benefit segmentation?
7. What is the purpose of the fourth step in the market-segmentation process?
8. On what principle do some companies rely on when marketing their products?
9. What happens in the business when all steps of market segmentation process are passed and the selection is made?

IV. Match the words in A with those in B to make phrases from the text.

- | A | B |
|-------------|--------------------------|
| a) identify | the market |
| b) separate | identify customer groups |
| c) define | similar products |
| d) seek | a separate marketing mix |
| e) market | appealing segments |
| f) design | consumer markets |

V. Circle the correct verb in these sentences.

- a) Trademarks *are/is special* designs, names or symbols that identify a product, service or company.
- b) Markets *exist/is existing* wherever people come together to buy and sell their goods and services.
- c) Public Utilities *does/are privately* owned firms that provide an essential public service.
- d) Most soft drink bottlers now *is providing/provide* diet and caffeine-free drinks.
- e) When you *produces/produce* more or better products with the same time and resources, you *has/have achieved* a productivity increase.
- f) Everything that *are taking/takes* place between production and consumption falls into the category of marketing.

VI. Read the text and find out:

- a)
- a What is important factor for agribusiness firm success?
 - b What does adoption of marketing approach call for?
 - c Do you agree that marketing becomes eyes and ears of the business?
Explain your answer.
 - d What activities management of a firm is responsible for?
 - e What gives profit to any business?

Adopting marketing approach

Adoption of the marketing approach by agribusiness firms is important for success. Firms that adopt it are more likely to survive and prosper. Those that do not will perish. Adoption of the marketing approach calls for a commitment to a whole new way of doing business. Marketing becomes the eyes and ears of the business and gives direction to everything it does. It is the job of management to make this happen. Management must implement the marketing approach and see to it that it reaches every corner of the firm, every day. The act of satisfying a consumer need is what gives a business its right to earn

a profit. To do this successfully and profitably requires a coordinated effort on the part of all people in the business, regardless of what they do.

b) Say what text says about importance of adopting marketing process.

VII. Choose the best word from the brackets to fill the gaps.

1. Firms in the agri-food system have changed their market approach from a mass.....(marketing/business) to a target marketing approach.
2. Mass marketing operates on the idea that all(staff/consumers) have the same(needs/dreams).
3. A firm can produce and use a single marketing approach to(develop/meet) needs of all its customers.
4. Mass marketing is low-cost,.....(efficient/correct), and easy to do.
5. Target.....(needs/marketing) operates on the idea that consumers do not all have the same needs.
6. To gain the benefits of target marketing, producers must be able to correctly identify and assess the profit potential of these market(segments/elements).
7. The result of the market.....(research/complex) may end up like this: consumers are looking for healthy, low-calorie, handheld snack food that can be prepared in a microwave.
8. Market potential is the total level of sales possible in a.....(aim/target) market for all firms.
9. Market(share/stock certificate) is the percentage of total sales from a target market achieved by a single firm.
10. One way to estimate market(stock/potential) is to derive the consumption of a product from an easily obtained macroeconomic statistics such as gross domestic product (GDP).

VIII. Look at the following marketing and advertising activities. Can you add any?

Doing market research	Liaising with a sales department	Providing support for customer service	Drawing up a marketing plan
Writing press releases	Commissioning advertising	Creating advertisements	Presenting at a trade fair
Speaking to journalists	Reading trade magazines	Showing visitors around the company	Talking to customers

IX. Look at the following extracts from job advertisements. Match the titles to the job descriptions.

brand manager director of marketing head of RP marketing assistant

1.

His or her primary responsibility is to provide direct support to the media buyers. S/he will also track media mentions, support customer service, manage our relationship management tools, and provide other assistance within the marketing department when needed.

2.

The job involves managing all aspects of public relations, publicity, etc. The right person will have solid writing skills and strong relationships with the appropriate media outlets. The position reports directly to the chief executive officer (CEO). The salary is based on experience.

3.

The successful candidate must be an excellent manager and have a proven track record in leading a large department. The mission is to develop and execute a comprehensive marketing plan that reinforces our leadership position. Direct responsibilities include media relations, PR, marketing communications, planning and more.

4.

You will be responsible for developing and executing brand strategies and marketing initiatives for an assigned product line to meet revenue, profitability, and budget targets. Requires strong knowledge of marketing principles and practices, and the ability to lead cross-functional teams to accomplish a successful go-to-market strategy. This position reports directly to the Director of Marketing.

X. Match words from each column to make collocations from the job ads.

1. primary	a) tools
2. media	b) service
3. management	c) relations
4. customer	d) record
5. public	e) responsibility
6. track	f) strategies
7. brand	g) buyers

XI. Here are some more jobs and companies involved in marketing and advertising. Match them to the descriptions.

ad agency art director copywriter graphic designer market research firm PR officer

1. One of this person’s responsibilities is to create logos.
2. This company is responsible for creating advertisements.
3. This company might conduct a survey to find out more about your customer.

4. This person supervises the design staff.
5. This person interacts with the media to communicate important company information to the public.
6. This person writes the text for advertisements.

Useful phrases

Talking about job descriptions

The job involves.....

You/ The successful candidate will be responsible for.....

The right person will be in charge of.....

Direct responsibilities include.....

XV. For each definition choose the correct word or phrase.

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) counselling service
 - c) company analyst

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 supplies producing similar products.
 - a) saturated market
 - b) buyers` market
 - c) heavy market

5. A market in which there are few supplies 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 of time.
 - 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) domination b) market place c) market share
12. What a company or organization says it intends to do for its customers/clients and the community.
 a) corporate mission b) strategic plan c) corporate image

XVI. Find the answers to each clue. Some letters have been given to help you.

1. The market is made up of buyers and sellers.
2. The market..... how much buyers are willing to pay.
3. Producers are forced to sell what buyers want by market.....
4. The government doesn't fix prices in a market.....
5. An advertising company needs a strong..... base.
6. People who buy products for their own use are.....

1	p	l		c					
2		r	i	c					
3	p	r				s		r	s
4	e			n			y		
5		l				t			
6				s		m			s

Unit VI

Marketing communication

Wordlist

ambient advertising	нетрадиційна реклама
argument	дискусія
assume	передбачати
direct marketing	прямий маркетинг (без посередників)
evoke	викликати
integrated marketing communications	інтегрована маркетингова комунікація

(IMC)

marketing communication
medium
mindset
overlap
personal selling
persuade
promotional mix
revenue
sales promotion

(управлінська концепція, згідно якої всі маркетингові комунікації повинні розглядатися як елементи єдиної маркетингової стратегії, а не реалізовуватися окремо)
маркетингові комунікації
носії інформації
тип мислення
частково співпадати, перекривати
особистий продаж
переконувати
комплекс просування
дохід; надходження
стимулювання збуту

**I. Read the text and write down two interesting things you remember.
Compare with other students.**

Marketing communication theories

Marketing communication is, not surprisingly, the most visible part of marketing, and is therefore often assumed to be the whole of marketing by non-marketers. It overlaps a great deal with consumer behaviour, because it impacts on the information-processing activities of people and it has an input at every stage of the decision process. A large amount of marketing communications is aimed at reminding people about a need, or helping them to recognise a problem: an even greater amount is aimed at informing and persuading people so that the brand is included in the evoked set and (with luck) in the consideration set.

Marketing communications are often divided into the promotional mix, as follows:

1. Advertising: this is defined as the paid insertion of a message in a medium.
2. Personal selling: this is any direct person-to-person communication.
3. Public relations: this is any general communications intended to improve the public image of brands or companies.
4. Sales promotion: this is any activity intended to generate a temporary boost in sales.

There are now several new techniques which deserve inclusion in the marketing mix. These are:

1. Internet and online marketing.
2. Direct marketing (telephone selling, mailings, etc.).
3. SMS marketing (texting of messages to mobile phones).
4. Ambient advertising – messages on T-shirts, on petrol pumps, and so forth.

Usually, the promotional mix is taught as are ingredients in a recipe. The ingredients must be added at the right times, and in the right quantities, if the recipe is to work; also, one

ingredient cannot be substituted for another. This view of the marketing mix has led to the concept of integrated marketing communications, or IMC. A key writer about IMC is Professor Philip Kitchen. The argument behind IMC is that, as the number of elements in the promotional mix grows, there is an increased risk of consumers receiving different messages from each medium. The barriers between the elements of the promotional mix are far from fixed, and there is even some debate about whether sales promotion and personal selling belong in the mix at all.

For IMC to work, the company needs to recognise every point at which the brand and the consumer interact. This means that companies need to ensure that every impression anyone receives of the brand is not only positive, but also reflects the brand's values.

II. Are these sentences true or false, or does the text not say?

1. Marketing communications include advertising, personal selling, public relations, sales promotion.
2. The objective of marketing communications is to remind people about their needs.
3. Direct marketing, SMS marketing, ambient advertising are new techniques which deserve inclusion in the marketing mix.
4. IMC works if the company recognises every point at which the brand and the consumer interact.
5. Ambient Advertising will reach customers while they are in an active mindset and have the time to pay attention as part of their weekly routine.
6. Public relations (PR) are the practice of managing the flow of information between an organization and its publics.

III. Match these opposite adjectives.

- | | |
|--------------|-------------------|
| 1. general | a) internal |
| 2. temporary | b) negative |
| 3. direct | c) uncommon |
| 4. external | d) everlasting |
| 5. positive | e) circumstantial |
| 6. active | f) private |
| 7. public | g) passive |

IV. What do these words in italics in the text refer to?

1. *it* overlaps a great deal with consumer behaviour (line 2).
2. *this* is any activity intended to generate a temporary boost in sales (line 15).
3. *this* is any general communications intended to improve the public image of brands or companies (line 13).
4. *it* has an input at every stage of the decision process (line 4).

5. *These* are:

- Internet and online marketing;
- direct marketing (telephone selling, mailings, etc.);
- SMS marketing (texting of messages to mobile phones);
- ambient advertising – messages on T-shirts, on petrol pumps, and so forth.

V. Complete these sentences with a preposition (e.g. to, of). Then check your answers in the text by looking for the underlined words.

1. Marketing communications are often dividedthe promotional mix.
2. A large amount of marketing communications is aimed.....reminding people about a need
3. The brand is included..... the evoked set.
4. The ingredients must be added the right times.
5. One ingredient cannot be substituted..... another.
6. It impacts.....the information-processing activities of people and it has an inputevery stage of the decision process.
7. This view of the marketing mix has led to the concept..... integrated marketing communications.

VI. Complete these sentences with words in the box.

supply	retailer	buyers	potential	middlemen
wholesaler	monopoly	trademarks	sellers	revenue

1. The marketing department is responsible for generating..... through exchange process.
2. Marketing managers determine the particular needs and wants of customers.
3. are special designs, names and symbols that identify a product, service or company.
4. Many andare able to enter or leave the market at will.
5. In a monopoly is determined by a single firm.
6. A merchant who sells goods at retail is called a
7. is a market in which there are many buyers but only one seller.
8. A trader who buys from producers and sells to retailers or consumers is called.....
9. Person who buys large quantities of goods and resells to merchants rather than to the ultimate customers is known as a.....

VII. Match the parts of the sentences given from the text.

- a) Internet and online marketing are 1 far from fixed

- b) Marketing communications are **2** is any activity intended to generate a temporary boost in sales
- c) The promotional mix is taught **3** is defined as the paid insertion of a message in a medium
- d) Sales promotion **4** now new techniques which deserve inclusion in the marketing mix
- e) The barriers between the elements of the promotional mix are **5** as are ingredients in a recipe
- f) The number of elements in **6** often divided into the promotional mix
- g) A large amount of marketing **7** the promotional mix grows communications is
- h) Advertising **8** aimed at reminding people about a need

a	b	c	d	e	f	g	h

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