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INTRODUCTION TO MARKETING:
BASIC CONCEPTS

Учебное пособие

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Учебное пособие подготовлено в соответствии с программой по иностранному языку и предназначено для студентов 2 курса очной формы обучения по специальности 080111 «Маркетинг». Целью пособия является формирование и развитие языковой компетентности в сфере профессиональной коммуникации на иностранном языке. В пособии представлен материал, который охватывает широкий спектр вопросов, начиная с основ маркетинговой деятельности и включая ведение деловой корреспонденции с учетом международных стандартов.

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Введение

Учебное пособие «**Introduction to Marketing: Basic Concepts**» подготовлено в соответствии с требованиями программы по иностранному языку для студентов 2 курса очной формы обучения по специальности 080111 «Маркетинг».

Целью пособия является формирование и совершенствование студентами профессиональной компетентности на иностранном языке. Освоение иностранного языка рассматривается как составная часть основных видов компетенций и на современном этапе подразумевает развитие способностей ставить и решать познавательные задачи, ориентироваться в разных видах деятельности; владение навыками успешного взаимодействия в разных лингвокультурных сообществах на основе сотрудничества, толерантности, социальной мобильности и т.д.

Изучение профессионально ориентированного иностранного языка предполагает совершенствование монологической и диалогической речи при развитии навыков чтения и перевода адаптированной и оригинальной литературы по узкому профилю специальности; овладение основными приемами аннотирования и реферирования литературы по специальности; формирование основных навыков письма, необходимых для ведения деловой корреспонденции, освоение основных грамматических явлений и т.д.

Учебное пособие составлено с учетом принципа междисциплинарной интеграции, что способствует практико-ориентированному овладению социально-профессиональных компетентностей. Учебное пособие состоит из трех разделов. Первый раздел включает 8 модулей (Units), в котором представлены тексты по узкому профилю специальности; список слов и словосочетаний к тексту; лексические и грамматические упражнения, направленные на отработку и закрепление пройденного материала; разнообразные упражнения, направленные на совершенствование коммуникативной компетентности в профессиональной деятельности. Каждый модуль завершается проектным заданием (Team Project), которое позволяет

создать условия для эффективного управления учебной деятельностью с учетом индивидуальных особенностей студентов и способствует привитию навыков проведения самостоятельных исследований, проявлению творческого потенциала и воспитанию специалистов высокой квалификации.

Во втором и третьем разделах представлены соответственно: современные тексты по специальности для обсуждения и аннотирования с целью формирования навыка выделения основной идеи в тексте, умения перерабатывать информацию и преобразовать ее в логически оформленное высказывание; и образцы деловой корреспонденции для самостоятельного ознакомления и изучения.

В пособии используется материал из английской и американской экономической литературы, который отражает реалии современного делового мира.

UNIT 1. MARKETING: INTRODUCTION

In the past marketing was viewed as selling or advertising, as customer acquisition rather than customer care. It emphasized trying to make a profit on each sale rather than trying to profit by managing customer lifetime value. And it concerned itself with trying to sell products rather than to understand, create, communicate, and deliver real value to customers.

In the 21st century smart marketing companies are improving their customer knowledge and customer connections. They are targeting profitable customers, finding ways to capture and keep these customers. Their goal is to form direct connections with customers and build lasting customer relationships. They view their suppliers and distributors as partners. Today's successful companies share a strong customer focus and a heavy commitment to marketing.

Marketing is a social and managerial process whereby individuals and groups obtain what they need and want through creating and exchanging products and value with others. Marketing combines many activities — marketing research, product development, distribution, pricing, advertising, personal selling, and others — designed to sense, serve, and satisfy consumer needs. Marketing management is the analysis, planning, implementation and control of programs designed to create, build, and maintain beneficial exchanges with target buyers for the purpose of achieving organizational objectives. It involves more than simply finding customers for the company's current output. Marketing is at times also concerned with changing or even reducing demand. Managing demand means managing customers. Beyond designing strategies to attract new customers and create transactions with them, today's companies are focusing on retaining current customers and building lasting relationships through offering superior customer value and satisfaction.

The key concepts of marketing are *needs, wants, and demands; products, services, and experiences; exchange, transactions, and relationships*. Wants are the form assumed by human needs when shaped by culture and individual personality. When backed by buying power, wants become demands. People satisfy their needs, wants, and demands with products and services. Products also include services and

other entities such as experiences, persons, places, organizations, information, and ideas. Marketing occurs when people satisfy their needs, wants, and demands through exchange. Beyond creating short-term transactions, marketers need to build long-term relationships with valued customers, distributors, dealers, and suppliers.

Marketing management can be guided by five different philosophies. *The production concept* holds that consumers favor products that are available and highly affordable; management's task is to improve production efficiency and bring down prices. *The product concept* holds that consumers favor products that offer the most in quality, performance, and innovative features; thus, little promotional effort is required. *The selling concept* holds that consumers will not buy enough of the organization's products unless it undertakes a large-scale selling and promotion effort. *The marketing concept* holds that achieving organizational goals depends on determining the needs and wants of target markets and delivering the satisfactions more effectively and efficiently than competitors do. *The societal marketing concept* holds that generating customer satisfaction and long-run societal well-being are the keys to both achieving the company's goals and fulfilling its responsibilities.

As we come up into the next millennium, dramatic changes in the marketplace are creating many marketing opportunities and challenges. Major marketing developments can be summed up in a single theme: connections. Marketers are redefining how they connect with their customers, with their marketing partners, and with the world around them. They are choosing their customers more carefully and developing closer and more lasting connections with them. They are taking a fresh look at the ways in which they connect with the broader world, resulting in increased globalization, growing attention to social and environmental responsibilities, and greater use of marketing by nonprofit and public-sector organizations. In sum, the new millennium offers many exciting opportunities for forward-thinking marketers.

VOCABULARY

1. a smart marketer – умный /расчетливый маркетолог
2. a forward-thinking marketer – дальновидный маркетолог

3. to achieve a goal/ objective – достигнуть цели
4. to manage a demand (to increase, to decrease) – управлять спросом (повышать / понижать)
5. to connect with customers – связываться с покупателями
6. to attract /capture customers – привлекать покупателей
7. to retain your customer – сохранять своего покупателя
8. to serve customers – обслуживать/оказывать услугу покупателю
9. to build (long-term, profitable customer) relationships – построить (длительные, выгодные для покупателя) отношения
10. to form direct connections формировать – создавать связи напрямую
11. value – стоимость, ценность, значение
12. to offer exciting opportunities – предлагать невероятные/ волнующие возможности
13. a customer acquisition – привлечение /приобретение покупателей
14. to make a profit on smth. – делать прибыль на...
15. to target smb. – сделать к-л. своей целью/ объектом внимания
16. needs, wants, demands – нужды, желания, потребности
17. exchange, transaction (short-term) – обмен, сделка (кратковременная)
18. buyer's expectations – ожидания покупателей
19. distributors, dealers, suppliers – дистрибьюторы, дилеры, поставщики
20. output – выпуск продукции / объем производства
21. an available and highly affordable product – имеющийся в наличии и доступный по цене продукт
22. to bring down a price – снизить цену
23. to offer the most in smth. – предложить лучшее в ч-л.
24. to undertake a large-scale selling –гарантировать огромные объемы продаж
25. to deliver the desired satisfaction – предоставить желаемое удовольствие
26. social well-being – социальное благополучие
27. to define/ to redefine – определить/ перераспределить
28. to take a fresh look at smth. – взглянуть по-новому

EXERCISES

Exercise 1. Translate the words from the brackets.

In the past marketing was viewed as (часть процессов продажи рекламы), as customer (приобретение) rather than the process of understanding, creating, communicating, and (предоставление продукта со значимой ценностью) to customers. Nowadays (дальновидные) marketing companies set goals to improve their (знание о покупателе) and customer connections by means of building (длительные отношения). Marketing combines many activities — marketing (исследования), product development, distribution, (ценообразование), advertising, (личные продажи), and others. Marketing management is the analysis, planning, (внедрение и контроль) of programs designed to create, build, and (поддерживать выгодные сделки) with target buyers.

In the 21st century (главные направления в маркетинге) can be summed up in a single theme: connections. Marketers are (переоценивают) how they connect with their customers and partners. They are (по новому смотрят) at the ways in which they connect with the broader world. It results in (возрастающая глобализация), growing attention to social (обязанности). Beyond designing strategies to (привлечь новых покупателей), today's companies are focusing on (сохранение постоянных покупателей) and building lasting relationships through offering (продукт высшего качества) and satisfaction. So the new millennium (предлагает) many opportunities.

Exercise 2. Match the concept with its description.

Selling concept, product concept, production concept, societal marketing concept, marketing concept.

1. The marketer determines the needs and wants of target markets and delivers the satisfaction more effectively than their competitors do.
2. It is the philosophy when marketers maintain the product that offers the most in quality, performance, and innovative features.

3. The keys to successful activity of the company are customer satisfaction and long run societal well-being.
4. It presupposes that customers will not buy the product till there is no large-scale selling and promotional campaign.
5. The focus is on the product that is available and affordable; marketers try to improve production efficiency by bringing down prices.

Exercise 3. Insert prepositions where necessary.

1. This company is the leader on the market of computer games and they manage to make a profit ____ each transaction.
2. He assured the Board of directors to give more freedom and more opportunities _____ marketers ____ developing the advertising campaign.
3. She focused ____ forming direct connections and creating beneficial exchanges ____ the largest enterprises.
4. People satisfy their needs, wants, and demands _____ products and services.
5. The profit _____ the end of the year was high-sky as they had improved production efficiency and brought _____ prices.
6. Surely his company will win the competition as they launch innovations and always offer the most _____ quality.
7. Only if you take a fresh look _____ what you have done, you will be able to understand what is wrong.
8. Your increase _____ salary depends _____ your working hard.
9. Dramatic changes ____ the marketplace are creating many marketing opportunities and challenges ____ smart marketers.
10. We are targeting _____ teenagers as they are main customers of computer games.

Exercise 4. Answer the questions to the text.

1. How was marketing viewed in the past? What were the drawbacks of such an approach?
2. What do marketers concentrate on in the 21st century?

3. What do marketers use to attract their customers?
4. What is the marketing management?
5. Is it important to retain current customers? Why?
6. What are the key concepts of marketing?
7. What should marketers do to succeed according to the production concept?
8. What is the main idea of the product concept?
9. Which concept presupposes a large-scale selling process?
10. What is the difference between the marketing concept and the societal marketing concept?
11. What are the main directions of activity of marketers in the new millennium?

Exercise 5. Open the brackets using a proper grammar tense. Translate from English into Russian.

1. Next year Mr. Jones (graduate) from the university. His tutors say he (to be) a smart student so surely he (work) in forward-thinking companies.
2. When she started working her duties (to be) to connect with the customers to capture and to keep customers to form direct connections with suppliers and dealers.
3. The team of marketers every day (face) the challenge to satisfy customers?
4. I don't want to bother her as now she (prepare) to the meeting of stockholders.
5. When I (see) them last time they (have lunch) and (discuss) the possibility of bringing down prices and targeting all the customers.
6. She (explain) the advantages of using unique selling proposition on the yesterday's meeting?
7. They already (penetrate) into the global market?
8. The results of the marketing researches (report) to the head of the marketing department tomorrow.
9. The needs and wants (determine) by marketers before the meeting of directors.
10. Analysis, planning, implementation, control of programs connected with the output of the product (make) under by the marketing department.
11. Customers (offer) with exciting discounts in that shopping mall last month.

Exercise 6. Translate from Russian into English. Pay attention to the grammar tense.

1. В прошлом году целью этой компании было проникновение на мировой рынок, они добились успеха и стали производителем № 1.
2. В следующем году они планируют привлечь новых покупателей и построить длительные отношения с ними.
3. Мы предлагаем лучший продукт, который обеспечит огромные объемы продаж на рынке.
4. Я не верю в уникальное предложение о продаже данного продукта, в прошлом году эта компания не оправдала ожидания покупателей.
5. Она отличный маркетолог и знает, как повышать и понижать спрос.
6. Мы гарантируем, что продукт всегда будет в наличии и доступен по цене, по крайней мере, в ближайшие полгода.
7. Этот банк делает все возможное, чтобы сохранить своего покупателя и старается оказывать услуги на высоком уровне.
8. Они по-новому взглянули на отношения между продавцами и покупателями и поняли? что маркетинг – это больше, чем просто продажа или реклама продукта.
9. Два года назад они столкнулись с рядом проблем, но главным было сфокусировать внимание на том, как перераспределить средства компании и снизить цены на их услуги.
10. Социальное благополучие важно для любой страны, поэтому правительство снижает налоговые ставки для компаний, которые вкладывают часть денег в благотворительность.

Exercise 7. Retell the text.

Exercise 8. Here are different kinds of definitions to “Marketing”. In your opinion which are the most suitable ones? And the worst ones? Explain why.

1. Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to satisfy customers.
2. Marketing means to make a communication about a product or service a purpose of which is to encourage recipients of the communication to purchase or use the product or service.
3. Marketing is finding out what customers want, and then setting out to meet their needs, provided it can be done at a profit. Marketing includes market research, deciding on products and prices, advertising promoting distributing and selling.
4. Marketing is the way in which a product or media text is sold to a target audience.
5. Marketing is the process of organizing and directing all the company activities which relate to determining the market demand and converting the customers buying power into an effective demand for a service and bringing that service to the customer.
6. Marketing is the process of making customers aware of products and services, attracting new customers to a product or service, keeping existing customers interested in a product or service, building and maintaining a customer base for a product or service. Advertisements play a large part in marketing.

Exercise 9. Act out dialogues using the vocabulary of the Unit on the following topics or use you own ideas.

1. The process of hiring a marketing assistant by the head of the department. Discussion of duties and skills necessary for the job.
2. Discussion of advantages and disadvantages of the old and new approaches to the marketing between a layman and a specialist.
3. Discussion the production and marketing concepts (advantages and disadvantages) for determining the strategy of the company.
4. The process of firing a marketing assistant who failed with working discipline but is full of creativity.

TEAM PROJECT

You are a new team of the marketing department in a car company. You arrange the meeting to discuss the directions of developing marketing activity.

With your team:

1. Discuss the new model of marketing as an outdated concept prevents from developing.
2. Persuade the shareholders to choose the societal marketing concept (as the key to success) instead of production concept. Point out the advantages of the first and drawbacks of the latter.

UNIT 2. MARKETING PROCESS: MARKET SEGMENTATION, MARKET TARGETING, MARKET POSITIONING

Within each business unit, marketing helps to accomplish the objectives of the company. The main goal is to build strong and profitable connections with target consumers. To succeed in today's competitive marketplace, companies must be customer centered, winning customers from competitors, then keeping and growing them by delivering greater value. But before it can satisfy consumers, a company must first understand their needs and wants. Thus, it requires a careful analysis of consumers. A company must divide up the total market, choose the best segments, and design strategies for profitably serving chosen segments better than its competitors do. This process involves three steps: *market segmentation, market targeting, and market positioning.*

Market Segmentation The market consists of many types of customers, products, and needs, and the marketer has to determine which segments offer the best opportunity for achieving company objectives. Consumers can be grouped and served in various ways based on geographic, demographic, psychographic, and behavioral factors. The process of dividing a market into distinct groups of buyers with different needs, characteristics, or behavior is called market segmentation. A market segment consists of consumers who respond in a similar way to a given set of marketing efforts. On the restaurant market, for example, consumers who choose the restaurant with the high level of service, the high quality of dishes, a certain type of comfort regardless of price make up one market segment. Another segment would be customers who care mainly about price. Companies usually focus their efforts on meeting the distinct needs of one or more market segments.

Market Targeting After a company has defined market segments, it can enter one or many segments of a market. Market targeting presupposes evaluating each market segment's attractiveness and selecting one or more segments to enter. A company should target segments in which it can profitably generate the greatest customer value and maintain it over time. A company with limited resources might decide to serve only one or a few special segments or "market niches". Most

companies enter a new market by serving a single segment, and if it is successful, they add segments. Large companies sooner or later seek full market coverage.

Market Positioning After a company has decided which market segments to enter, it must decide what positions it wants to occupy in those segments. A product's position is the place the product occupies in consumers' minds in comparison with competitors. In positioning its product, the company first identifies possible competitive advantages on which to build the position. To gain competitive advantage, the company must offer greater value to target segments, either by charging lower prices, than competitors do or by offering more benefits to justify higher prices. But if the company positions the product as offering greater value, it must then deliver that greater value. Since the company has chosen a desired position, it must take strong steps to deliver and communicate that position to target consumers. The company's marketing program should support the chosen positioning strategy.

So during the marketing process the company first identifies the total market, then divides it into smaller segments, selects the most promising segments, and focuses on serving and satisfying these segments.

VOCABULARY

1. to achieve objectives – выполнить задачи
2. to identify the market – идентифицировать рынок
3. to divide into segments – разделить на сегменты
4. to select the most promising segments – выбрать наиболее многообещающие сегменты
5. to satisfy segments – удовлетворить потребности сегментов
6. to require a careful analysis – потребовать тщательного анализа
7. to be based on geographic, demographic, psychographic and behavioral factors – основываться на географическом, демографическом, психологическом и поведенческом факторах
8. distinct groups – определенные группы

9. to respond to marketing efforts – отреагировать на усилия маркетологов
10. to evaluate attractiveness of – оценить привлекательность
11. to enter the market – войти на рынок
12. full market coverage – полное покрытие рынка
13. to occupy a place in the consumers' minds – занять место в сознании потребителей
14. to gain competitive advantage – получить преимущество перед конкурентами
15. to offer – предложить
16. to charge prices – установить цены
17. benefits – выгода
18. to justify higher prices – оправдать более высокие цены
19. to take strong steps – предпринять усилия

EXERCISES

Exercise 1. Insert the necessary word.

Distinguishes, full market coverage, target consumers, distinct groups, to occupy, customer centered, attractiveness, market segmentation, requires a careful analysis, the backbone of marketing strategies, niches.

In today's marketplace, companies must be (1) to satisfy their needs and wants. Thus sound marketing (2) of consumers. The process of dividing a market into (3) with different needs, geographic, demographic, psychographic characteristics or behavior is called (4). After it the company assesses (5) of the segment and selects one or more segments to enter. Sometimes it seeks (6) offering a complete range of subjects; sometimes it serves only one or a few market (7). Then the company must decide what positions (8). So market positioning presupposes arranging for a product to occupy a desirable place in the minds of (9). In other words it (10) the product from competing brands. Carrying out all these operations helps to form (11).

Exercise 2. Match the words from each column to make word – combinations.

Use them to make up sentences of your own.

to achieve	full market coverage
to deliver	goals
to divide into	positions
to care about	segments
to meet	value
to evaluate	price
to occupy	higher prices
to justify	distinct groups
to select	attractiveness
to seek	needs
to gain	advantage

Exercise 3. Insert prepositions where necessary.

1. The aim of that advertising campaign was to win customers _____ competitors.
2. Consumers were grouped and served _____ various ways based _____ geographic, demographic, psychographic, and behavioral factors.
3. It was a reasonable step to divide a market _____ distinct groups of buyers and then concentrate _____ the most promising segments.
4. After studying the market the company entered _____ one of the segments which turned out to be the most profitable.
5. We are working _____ the promotion campaign and we are sure that middle-aged consumers respond _____ our propositions.
6. His company offered _____ the best opportunity _____ attracting new customers.
7. The next step of our activity is to distinguish the product _____ competing brands.
8. If the company wants to occupy a desirable place in the minds _____ target consumers, it must offer greater value _____ chosen target segments.

9. The company first identified _____ the market, then divided ____ into segments, and focused _____ serving these segments.

Exercise 4. Answer the questions to the text.

1. What is the main goal of marketers?
2. Why should marketers be customer centered?
3. What are the three steps which the marketing process involves?
4. What is the market segmentation?
5. What is the basis for customer division?
6. What is the market targeting?
7. How many segments of the market can the marketer choose?
8. What is the market positioning?
9. How can a company gain competitive advantage?

Exercise 5. Translate from English into Russian. Pay attention to the modal verbs and modal expressions.

1. They *have to* take strong steps if they set a goal to gain competitive advantage and want the consumers to respond to marketing efforts.
2. He *had to* sit up late as he was evaluating the potential of a new segment for defining its attractiveness.
3. His report *must* be based on the researches of all factors: geographic, demographic, psychographic and behavioral ones.
4. Our competitors *must* have been charged lower prices, as our profit decreased.
5. We *can* occupy a distinctive place in the consumers' minds after a careful analysis of their needs and wants.
6. The company *could* take the full market coverage; they needed more investments to create a sophisticated advertising campaign to attract new customers.
7. You *might help* me with the report about the results of studying the wants of that focus – group.

8. You *should* identify the total market at first, then divide it into segments, select the most promising ones for satisfying them effectively.
9. They *ought to* justify higher prices for the product if they don't want to lose their customers.
10. You *are to* call the suppliers and offer lower prices unless our competitors use the trick.

Exercise 6. Translate from Russian into English.

Маркетинг — это процесс осознания компанией проблем потребителей и регулирования рыночной деятельности. Данный процесс начинается с исследования целевого сегмента рынка, для которого компания собирается работать. Маркетологи определяют спрос и возможности покупателей, потребности которых не удовлетворены в достаточной степени. Далее производится сегментирование рынка, маркетологи выбирают те целевые сегменты, которые компания способна обслужить лучше всего. Позиционирование товара на рынке необходимо для того, чтобы он отличался от конкурирующих брендов. Фирма разрабатывает планы создания и доведения (carrying) продукции до потребителя, а также конкретную стратегию воздействия на спрос через товар, цены, каналы распределения и методы продвижения.

Exercise 7. Retell the text.

Exercise 8. Finish up and develop into situations of 3 – 4 sentences.

1. The most important factor in determining the target consumer is..., because...
2. In our town niches in the industry of entertainments are all occupied/vacant...
3. Marketers should focus on one/several segments, because...
4. As for market positioning, it presupposes...
5. To gain the competitive advantage, the company...

Exercise 9. Use this table and present the marketing process for the following spheres: fast-food/ tobacco/ beauty saloon services/ travel services or use your own ideas.

Marketing process		
Step 1	Define the total market	The scope of the project
Step 2	Market mapping	Structure and decision-makers
Step 3	Who specifies what	Decision-makers and their purchases
Step 4	Why	The needs of decision-makers
Step 5	Forming segments	Combine like-minded decision-makers

Team project:

You are working for a marketing department in the foodstuff company in your town. Your company is launching a new line of soft drinks. You were delegated to carry out market segmentation, market targeting, and market positioning.

With your team:

1. Discuss the customers who fit for achieving company objectives. Remember that you should take into account demographic, psychographic, and behavioral factors.
2. Evaluate each market segment and select the vacant niches.
3. Work out your competitive advantage relative to other stores.

UNIT 3. MARKETING MIX

Once the company has decided on its marketing strategy, it is ready to begin planning the details of the marketing mix, one of the major concepts in modern marketing. Marketing mix is the set of controllable, tactical marketing tools that the firm blends to produce the response – it wants in the target market. The marketing mix consists of everything the firm can do to influence the demand for its product. McCarthy divided those variables into four groups known as “*the four Ps*”: *product, price, place, and promotion*.

Product means the goods-and-services combination the company offers to the target market. The Product management and Product marketing deal with the specifications of the good or service, and how it relates to the user’s needs and wants.

Price refers to the process of setting a price for a product. The company calculates suggested retail prices that its dealers might charge for each item. But dealers of the company rarely charge the full price. Instead, they negotiate the price with each customer, offering discounts to adjust for the current competitive situation and to bring the price into line with the buyer’s perception of the product’s value.

Place includes company activities that make the product available to consumers, who want to purchase goods conveniently, quickly, and with a minimum of effort. Companies maintain the distribution system: a large body of independent dealerships that sell the company’s many different models. The dealers demonstrate the product to potential buyers, negotiate prices, close sales, etc.

Promotion means activities that disseminate information about the value of the product and persuade customers to buy it. Promotion consists of four subcategories: advertising, sales promotion, publicity, and personal selling , and refers to the various methods of creating purchase incentives to promote the product, brand, or company.

An effective marketing program blends all of the marketing mix elements into a coordinated program designed to achieve the company's marketing objectives by delivering value to consumers.

However some critics feel that “the four Ps” underemphasize certain important activities. “The four Ps” concept takes the seller’s view of the market, not the buyer’s

view. From the buyer's viewpoint, in this age of connectedness, “the four Ps” might be better described as “the four Cs”:

4 Ps VS 4Cs	
product	customer solution
price	customer costs
place	convenience
promotion	communication

Thus while marketers see themselves as selling products, customers see themselves as buying solutions to their problems. And customers are interested in more than just the price; they are interested in the costs of obtaining, using, and disposing a product. Customers want the product and service to be as conveniently available as possible. Finally, they want feedback – two-way communication with the producer of the goods or services. In the 21st century smart marketers should first think through “the four Cs” and then build “the four Ps” on that platform.

VOCABULARY

1. the major concept – основная концепция
2. the set of tools – набор средств
3. to blend – смешать
4. to produce the response – создать отклик/отзыв
5. to influence the demand for – влиять на спрос
6. goods-and-services combination – смесь товаров и услуг
7. to deal with the specifications – иметь дело с характеристиками
8. to set a price – установить цену
9. retail prices – цена в розницу
10. to negotiate smth. – вести переговоры о чем-л.
11. to offer discounts – предложить скидки
12. to adjust for the situation – приспособливаться к ситуации
13. to make available – сделать доступным
14. to maintain contacts – поддерживать контакты
15. to persuade – убедить

16.to disseminate – распространить

17.to create purchase incentives – создать стимулы для покупки

18.to buy solution to the problem – купить решение проблем

19.to provide feedback – обеспечить обратную связь

EXERCISES

Exercise 1. Which words and word-combinations are used to talk about which Ps and Cs? Sort them into the correct category.

Praise the advantages, availability, total costs, specifications of the good or service, solution, distribution channels, feedback, price list, obtain the value, convince to buy, goods-and-services combination, discounts, comfort, surveys.

Product	
Place	
Price	
Promotion	
Customer solution	
Customer cost	
Convenience	
Communication	

Exercise 2. Insert prepositions where necessary.

1. Marketing mix is the set ____ controllable tactical marketing tools that the firm blends to produce the response which it wants ____ the target market.

2. The marketing mix consists ____ everything the enterprise can do to influence ____ the demand ____ its product.

3. Product includes ____ defining the quality, the variety, design ____ the product with its certain features and brand name.

4. Price is referred ____ how much money customers are ready to pay ____ a product.
5. Price also deals ____ discounts, trade-in allowances, different possibilities _____ payment period and credits.
6. Place is concerned _____ all the operations which make the product available _____ the market.
7. Place includes ____ supply and dealers channels, locations ____ stores and the scope ____ market coverage, ways ____ transportation and so on.
8. Promotion is concerned _____ persuading consumers to buy the product _____ advertising, personal selling, sales promotion, public relations.
9. Nowadays marketers can suggest the following purchase incentives _____ customers: sales, cash rebates, discount cards, gifts, contests and others.
10. Some marketers say that “the four Ps” take ____ account only the seller’s point of view and suggest “the four Cs” which reflect the buyer’s point _____ view.

Exercise 3. Answer the questions to the text.

1. What is marketing mix? Why should it be a coordinated program?
2. What is the product? What features does it include?
3. What is the price? Should sellers negotiate price with the customer and adjust it for each situation?
4. What is the place? Why should it be conveniently available?
5. What is the promotion? What activities does it include? Which of them are the most efficient?
6. What are the 4 Cs?
7. Is it necessary to take into account the buyer’s point of view? Why?

Exercise 4. The challenge all firms face is to develop a product that meets customers needs and wants. A well-planned new-product development process reduces falling behind the competition.

Look at these steps and put them into correct order.

Screening ideas to separate the good ideas from the bad ones

Product development to prepare and test the prototype
Commercialization- launching a product
Business analysis to study the potential cost and revenues
Idea generation
Test marketing to understand if the product needs refinements

Exercise 5. Match the different pricing models to different extracts from speeches of marketing managers.

Economy pricing, Geographical pricing, Penetration pricing, Premium pricing, Price skimming.

1. Captive product pricing naturally we need to price our goods lower in countries with a lower per-capita income.
2. Yes, the printers we sell are inexpensive, but we charge quite a bit for the ink cartridges.
3. We believe the quality of our pens justifies their costs.
4. These low prices will only be in effect for the first 6 months. After that they will be raised by 10-25 %.
5. Our own label brands sugar, flour and milk have much lower priced than the brand-name competitors.

Exercise 6. Change sentences into Reported speech. Translate from English into Russian.

1. The head of your department assured us, “Launching your product will produce the response among customers next month.”
2. She said, “We have been discussing the set of tools for promoting a new model of a car for 3 hours.”
3. They remarked, “We can influence the demand for that service if we offer discounts to our customers in certain periods of time.”
4. He admitted, “Our store usually adjusts prices for the situation as it helps to flexible on the market.”

5. The dealer declared, “Our major goal is to satisfy the needs and wants of the customers.”
6. I explained to my boss, “Dear sir, we created a lot of purchase incentives last month, but the response of the customers leaves much to be desired.”
7. He called at the office and inquired, “Have they disseminated the information about new requirements to employees?”
8. She asked, “Are you negotiating retail prices?”
9. The shareholders of the company asked, “When will we make the product available for all the segments of the market?”
10. Our boss shouted, “Who failed the transaction? Who failed to develop contacts with that company?”

Exercise 7. Translate from Russian into English. Pay attention to the Reported speech.

1. Он подтвердил, что на совете директоров они обсуждали основную концепцию поддержания продукта на рынке.
2. Мы подчеркнули, что сможем конкурировать с основными фирмами через несколько месяцев.
3. Маркетолог подтвердил, что необходимо пересмотреть взгляды в отношении покупателей и начать ориентироваться на 4 Cs.
4. Они сказали, что уже имели дело с этим банком и остались довольны качеством услуг.
5. В своем выступлении он сказал, что переговоры о покупке нового оборудования по льготной цене откладываются до следующего месяца.
6. Она ответила, что сейчас они рассматривают все способы, чтобы сделать продукт доступным для широких слоев населения.
7. На прошлой неделе она спросила, поддерживаем ли мы контакты с фирмами за рубежом.
8. На брифинге мне задали вопрос о том, как повлиял кризис покупательскую способность.

9. В своем запросе они интересовались, какие стимулы мы использовали в прошлом году для привлечения внимания покупателей.

10. Вчера он спросил, как наша компания будет обеспечивать клиентов обратной связью и предложил интересные идеи.

Exercise 7. Retell the text as:

You are for “the four Ps” concept

You support “the four Cs” concept

Exercise 8. Act out dialogues using the vocabulary of the Unit on the following topics:

1. The shop and the dealer are negotiating the price of the goods.
2. Colleagues are discussing the ways to get feedback when launching a new product.
3. The head of the marketing department and his assistant are working out the problem of choosing the location for a new store.
4. After presentation of a new product-line two colleagues are discussing it. Their opinions differ.

Exercise 9. Respond to the following quotations. Agree or disagree and develop your idea into a monologue of 5 -7 sentences.

“If you’re attacking your market from multiple positions and your competition isn't, you have all the advantage and it will show up in your increased success and income.” Jay Abraham

“No matter what your product is, you are ultimately in the education business. Your customers need to be educated about the many advantages of doing business with you, trained to use your products more effectively, and taught how to make never-ending improvement in their lives.” Robert G Allen

“If you do build a great experience, customers tell each other about that. Word of mouth is very powerful.” Jeff Bezos

“A market is never saturated with a good product, but it is quickly saturated with a bad one.” Henry Ford

“The point to remember about selling things is that, as well as creating atmosphere around your products, you've got to know what you're selling.” Stuart Wilde

TEAM PROJECT

You work for the hotel. You are responsible for maintaining the high level of service.

With your team:

1. Choose in your town/city the hotel and find out the information about the provided services.
2. Discuss ideas for how the hotel can offer better customer service and guarantee customer satisfaction.
3. Make an appointment with the clients who have stayed in your hotel and interview them.
4. Make a booklet in which you present the hotel of a customer dream.

UNIT 4. MARKETING PLAN

To find the best marketing mix and put it into action, the company engages in marketing planning, and its further implementation, and control. Through these activities, the company watches and adapts to the business environment.

Marketing activity starts with a complete analysis of the company's situation. The company must analyze its markets and marketing environment to find attractive opportunities and to avoid environmental threats. After analyzing company's strengths and weaknesses and through strategic planning, the company decides what it wants to do with each business unit. A detailed marketing plan is needed for each business, product, or brand.

The major sections of a typical product or brand plan are as follows: it begins with *an executive summary*. It quickly overviews major assessments, goals, and recommendations for management review, helping top management to find the plan's major points. The main section of the plan presents a detailed analysis of *the current marketing situation*. The section contains a market description that defines the market and major segments, reviews customer needs and factors that may affect customer purchasing; a product review that shows sales, prices, and gross margins of the product; a review of competition which identifies competitors and assesses their strengths and weaknesses; a review of distribution that evaluates sales trends and other developments in distribution channels. In the section of *potential threats and opportunities* marketers analyze factors which affect the product in positive or negative way. They anticipate positive or negative developments that company might face. It next states major objectives for the brand and outlines the specifics of a marketing strategy for achieving them.

A marketing strategy is the marketing logic whereby the company hopes to achieve its marketing objectives. It consists of specific strategies for target markets, positioning, the marketing mix, and marketing expenditures levels and explains how each element responds to the current situation. Additional sections of the marketing plan lay out *an action program* for implementing the marketing strategy. It spells out how marketing strategies will be turned into specific programs that answer the

following questions: what will be done? When will it be done? Who is responsible for doing? How much will it cost?

Financial details are reviewed in the section of *a marketing budget*. It is a projected profit-and-loss statement that shows expected revenues and expected costs. The budget is the basis for materials buying, production scheduling, personnel planning and marketing operations. The last section outlines the *control* that will be used to monitor progress. It allows higher management to review implementation results in order to take corrective action to eliminate waste and to adjust to the constantly changing conditions.

Some plans are short and to the point, others are hundreds of pages thick and cost thousands of dollars to produce. Regardless of the scope of marketing plan, plan should be the basis for activities over the coming months and be sure to use your plan as a living document. Successful marketers continually review the status of their campaigns against their set objectives.

VOCABULARY

1. to put into action – реализовывать
2. to be engaged into – быть вовлеченным
3. to find attractive opportunities – выявить привлекательные возможности
4. to avoid threats – избегать угрозы ч-л.
5. to overview assessments – кратко просмотреть оценку ч-л.
6. gross margins – валовая прибыль
7. to define factors that may affect customer purchasing – определить факторы, которые могут повлиять на процесс приобретения ч-л. покупателями
8. strengths and weaknesses – сильные и слабые стороны
9. a product review – обзор продукции
10. to identify competitors – определить конкурентов
11. to assess/ to evaluate – оценить
12. threats and opportunities – угрозы и благоприятные возможности
13. to anticipate positive or negative development – предвидеть положительное или

отрицательное развитие

14. to set objectives – установить цели/задачи

15. the marketing logic – логическая схема маркетинга

16. to outline – обрисовать в общих чертах

17. to respond to the current situation – реагировать на текущую ситуацию

18. a profit-and-loss statement – отчет о прибылях и убытках

19. revenues VS costs – доходы VS расходы

20. to monitor progress – наблюдать за развитием

21. implementation results – результаты действий

22. to take corrective action – предпринять корректировку действий

23. to adjust to the changes – приспосабливаться к изменениям

24. to eliminate waste – свести к минимуму напрасную трату ч-л.

EXERCISES

Exercise 1. Insert the necessary word.

Additional, responds to, monitor, overviews, the marketing logic, a complete analysis, major objectives, the current marketing situation, potential threats, each business unit, strengths, supporting, corrective actions, implementing.

The activity of the company begins with (1) of the company's situation. The company must analyze the current situation to find attractive opportunities and (2). It must analyze company (3) and weaknesses.

Through planning, the company decides what it wants to do with (4). The plan begins with an executive summary, which quickly (5) the marketing environment. The main section presents a detailed analysis of (6). Next section sets (7) for the product that the company would like to achieve. A marketing strategy is (8) whereby the planner explains how each strategy (9) the threats, opportunities, and critical issues. (10) sections of the marketing plan present an action program for (11) the marketing strategy and (12) marketing budget. The last section outlines the controls that will be used to (13) progress and take (14).

Exercise 2. Match the part of the plan and tasks which it presupposes.

An executive summary, current marketing situation, threats and opportunities, objectives and issues, marketing strategy, an action program, marketing budget, controls.

1. To calculate expected revenues and expected costs;
2. To spells out how marketing strategies will be turned into specific programs;
3. To make a brief summary of the main goals, and recommendations;
4. To assess major threats and opportunities that the product might face;
5. To set major objectives of the company's activity;
6. To observe the development of the company to prevent or eliminate waste;
7. To explain how marketing mix elements respond to the current situation;
8. To make a market description, a product review, a review of competition distribution.

Exercise 3. Insert prepositions where necessary.

1. Sara, you should start ____ a complete analysis of the company's strengths and weaknesses to determine which opportunities we can best pursue _____.
2. I am very busy now as I'm engaged _____ the process of deciding what marketing strategies will help us to leapfrog the competitors.
3. We need _____ a detailed marketing plan ____ you business unit to find _____ how profitable you will be.
4. Yesterday they presented a brief summary ____ the main goals and recommendations of the plan ____ management review.
5. ____ the help of investments of your bank we will put our plan to expand business _____ action.
6. You should explain in your report how each strategy responds ____ the threats, opportunities, and critical issues spelled ____ earlier in the plan.
7. She is monitoring the implementation results ____ order to take corrective actions.
8. If we adjust ____ crisis we'll eliminate our losses.

Exercises 4. Finish up and develop the idea into 3-4 sentences.

1. The main purpose of analysis is ...
2. Analysis is important for the company, because...
3. As for the marketing plan, it consists of ...
4. The marketing plan begins with...
5. The main section of the marketing plan presents...
6. In general a marketing strategy is ...
7. Additional elements of the marketing plan are the following...
8. In fact control is necessary, 'cause ...
9. Planning is an important part of the marketing process, `cause ...

Exercises 5. Complete the conversation with the correct passive form of the verb in brackets.

Boss: Do you think we can market the product on time for the holiday?

Marketing assistant: Yes, it _____ (can / market) on time if we all work together.

Boss: Who invented the product?

Marketing assistant: It _____ (invent) by a famous designer.

Boss: Who conducted the market survey?

Marketing assistant: The research _____ (carry out) by the company's marketing team.

Boss: Did you defined the primarily price strategy?

Marketing assistant: It _____ already (finished). We have chosen penetration pricing strategy.

Boss: Will we prepare an advertising campaign?

Marketing assistant: Oh, it _____ (design) next week.

Boss: Do we stay within the budget?

Marketing assistant: The budget _____ (exceed), but we will close the gap in 2 months after launching the product.

Exercises 6. Translate from Russian into English.

Келли Одел опубликовал оригинальную версию "Самого короткого в мире маркетингового плана". Это действительно коротко и очень полезно.

Можно для любой новой идеи, продукта или услуги заполнить эту таблицу и сразу увидеть общую картину (или потребовать такую таблицу с подчиненного).

	что	зачем	какая цена	кто
Продукт	Что за продукт/услуга?	Какие потребности он удовлетворит?	Цена, объем продаж и т.п.	Какие группы покупателей это купят?
Цена	Почем вы будете продавать?	Почему цена именно такая?	Какой будет объем продаж и прибыли?	Для разных покупателей разные цены?
Место	Какие каналы распространения?	Почему выбраны эти каналы распространения?	Какова стоимость и отдача каналов?	Как разные покупатели используют разные каналы?
Реклама	Какие виды рекламы будут использованы?	Почему выбраны эти виды?	Какова стоимость и отдача каждого вида рекламы?	Разная реклама для разных групп?

Exercise 7. Retell the text.

Exercise 8. Read about marketing strategies and then choose one of them to make a presentation in pairs as a marketer and a client discussing the best one to solve a problem on the market.

1. Test marketing - a small-scale product launch used to determine the likely acceptance of the product when it is introduced into a wider market.
2. Store audits - to determine whether retail stores provide adequate service.
3. Demand estimation - to determine the approximate level of demand for the product.
4. Customer satisfaction studies - exit interviews or surveys that determine a customer's level of satisfaction with the quality of the transaction.

5. Price elasticity testing - to determine how sensitive customers are to price changes.
6. Consumer decision process research - to determine what motivates people to buy and what decision-making process they use.
7. Advertising and promotion research - how effective are ads - do potential customers recall the ad, understand the message, and does the ad influence consumer purchasing behavior?

Exercise 9. Here are the 10 Key Components of a Marketing Plan.

Every business needs to begin with a well structured plan that is based in thorough research, competitive positioning and attainable outcomes. Read and comment on the scheme of the plan: what tips are important, which ones are useless in your opinion?

Marketing Plan Basics	
1. Market Research	Collect, organize, and write down data about: market dynamics, patterns including seasonality; customers – needs and wants; product - what's out there now, what's the competition offering; current sales in the industry; suppliers – vendors.
2. Target Market	Find niche or target markets for your product and describe them.
3. Product	Describe your product. How does your product relate to the market? What does your market need, what do they currently use, and what do they need above and beyond current use?
4. Competition	Describe your competition. Develop your “unique selling proposition”. What makes you stand apart from your competition? What is your competition doing about branding?
5. Mission Statement	Write a few sentences that state: "Key market" - who you're selling to "Contribution" - what you're selling "Distinction" - your unique selling proposition
6. Market Strategies	Write down the marketing and promotion strategies that you want to use or at least consider using.
7. Pricing, Branding, Positioning	From the information you've collected, establish strategies for determining the price of your product, where your product will be positioned in the market and how you will achieve brand awareness.

8. Budget	Budget your money. What strategies can you afford? What can you do in house, what do you need to outsource.
9. Marketing Goals	Establish quantifiable marketing goals. This means goals that you can turn into numbers. For instance, your goals might be to gain at least 30 new clients or to sell 10 products per week, or to increase your income by 30% this year. Your goals might include sales, profits, or customer's satisfaction.
10. Monitor Your Results	Test and analyze. Identify the strategies that are working. Survey customers. Track sales, leads, visitors to your web site, percent of sales to impressions.

TEAM PROJECT

You are a group of self-employed engineers: you are good at repairing and building things and at home you have built several gadgets. You need investments to manufacture and promote it.

Or you are a group of ladies who are good at creating hand-made cosmetics. You want to set up a chain of stores in your tow/city. You need a bank loan.

With your team:

Present your plan to the bank manager to get a loan. Try to persuade him to give the credit as soon as possible as it is a profitable business and a new one.

UNIT 5. MARKETING RESEARCH

Marketing information is a critical element in making effective marketing decisions. Obviously, a marketer's decisions can only be as good as the information that led to those decisions and the information we gather by carrying out marketing researches.

The American Marketing Association (AMA) defines marketing research as the function that links the consumer, customer, and public to the marketer through information – information used to identify and define marketing opportunities and problems; generate, refine, and evaluate marketing actions; monitor marketing performance; and improve understanding of marketing as a process.

The marketing research process is a set of the four basic steps in scientific method.

State the Problem. The problem must be clearly defined and the objectives stated to properly guide the rest of the research process. An incorrectly defined problem can lead to incorrect research objectives and consequently a poor decision. A research design is the specification of methods and procedures for acquiring the information needed to solve problems. Designs may be identified as exploratory, descriptive and causal. Exploratory research is used to gain ideas and insight to define the problem and suggest hypotheses. Descriptive research is concerned with describing the characteristics of certain groups, to estimate the proportion of people who behave in a certain way, or to make predictions. Causal research tests relationships of causal factors to the effects predicted.

Form a Hypothesis (possible solution to a problem). This step is known as developing the research plan and involves outlining sources of existing data, specifying research approaches, contact methods, sampling plans, and instruments to be used to gather new data. Sources of gathering data include observation, surveys, and experiments. Observation means that the situation of interest is checked and the relevant facts, actions, or behaviors are recorded. A survey involves using a questionnaire to ask respondents questions to secure the desired information. Questionnaires may be administered by mail, over the telephone, by computer, or in

person. In an experiment, a researcher selects matched groups, gives them different experimental treatments controlling for other related factors, and checks for differences in the responses of the experimental group and the control group.

Test the Hypothesis. Marketers refer to this step as “implementing the research plan.” Research is implemented to determine if the hypothesis solves the problem or not. The data must be collected, processed, analyzed, and interpreted. Observation is often used for exploratory research while questionnaires are best suited to descriptive research. For causal research, the best approach is experimental research.

Draw Conclusions. Marketers refer to this step as “interpreting and reporting the findings.” After analyzing the data from the research, conclusions can be drawn. Relationships, trends and patterns can be identified. In its simplest form, the conclusion will be "yes" the hypothesis was correct, or "no" the hypothesis was not correct. A formal report is prepared and presented.

VOCABULARY

1. to carry out marketing researches – проводить маркетинговые исследования
2. to link smb. to smb.– связать кого-л. с кем-л.
3. to refine – усовершенствовать
4. to improve understanding – улучшить понимание
5. to properly guide – направлять надлежащим образом
6. research design – модель/тип исследования
7. to acquire the information – получить информацию
8. exploratory, descriptive and causal – исследовательский, описательный, выявляющий причину
9. to gain insight – постичь что-л.
10. to estimate – оценить
11. to develop the research plan – разработать исследовательский план
12. observation, surveys, and experiments – наблюдение, обзор, эксперимент
13. to secure – получить/ завладеть
14. experimental treatment – экспериментальный подход

15. to check for differences – проверить на наличие разницы
16. to implement – осуществлять
17. to suit – подходить
18. to report the findings – доложить о полученных выводах

EXERCISES

Exercise 1. Translate the words from the brackets.

Every member of an organization must have information in order to act intelligently and (принимать правильные решения). Since decision-makers seldom have all of the information that they need, information gaps will be revealed by (проведение маркетинговых исследований). First of all you should (определить проблему), it helps to specify the (требуемая информация), to choose (модель исследования): exploratory, (описательная) and (выявляющая причину). Then form a possible (решение проблемы). You can use such methods as (наблюдение, обзор, эксперимент), for example test marketing where the researcher duplicates real (рыночные условия) in a small geographical area to measure consumers' (ответная реакция на стратегию). After it the data must be (собраны), processed, analyzed, and (интерпретированы). The final step is to (сделать заключение) to prove or refute the hypothesis.

Exercise 2. Insert prepositions where necessary.

1. They had been carrying _____ marketing researches for 2 months and finally gained insight _____ why profit had decreased a lot.
2. If you had linked the gathered primary data _____ secondary information, we would have improved understanding what had happened _____ the distribution channels.
3. She is defining a problem, please help ___her or it will lead _____ incorrect research objectives.

4. What type of administering questionnaires do you use _____ mail, _____ the telephone, _____ computer, or _____ person?
5. They are concerned _____ determining tests relationships: the relation _____ causal factors _____ the effects predicted
6. What are the sources _____ data?
7. He was fired because he had forgotten to check experimental treatments _____ differences.
8. Tomorrow he will report _____ the findings of the survey.

Exercise 3. Agree or disagree with the following statements.

1. Marketing information is a critical element in making effective marketing decisions.
2. Marketing research doesn't link the consumer, customer, and public to the marketer. The marketing research process is a set of the five basic steps.
3. Incorrectly defined problem causes incorrect research objectives and consequently a poor decision.
4. Exploratory research is concerned with describing the characteristics of certain groups.
5. The best approach to causal research is experimental research.
6. Observation is rarely used for exploratory research.
7. After analyzing the data from the research, it not necessarily to draw conclusions and identify relationships, trends and patterns.

Exercise 4. Use the words to complete the following list of ways how to gather more information about customers.

Clients, competitors, find out, listening new trends, loyal customers, sales records, search terms.

1. E-mail loyal customers directly with one or two questions.
2. Study the _____ that people type into your website's search function. Which items are people looking for?

3. Arrange a social event for existing or potential _____, and use this opportunity to _____ more about their needs and wants.
4. Analyze your marketing approach and compare with the strategy of your _____. What areas are they targeting that you aren't?
5. Read business journals to learn about _____. It will help you to keep up with the changes on the market.
6. Examine your ___ to see the facts you already have about your customers and their purchasing habits.
7. Spend a part of your day in the shop or at a trade fair _____ to people. What do they talk about? What questions do they ask?

Exercise 5. Translate from English into Russian. Open the brackets using the verb in the proper grammar tense. Pay attention to the conditional sentences.

Tips for a market research.

Market research can save your business from disaster but only if you get your techniques right.

Ask right people

If you _____ (choose) the wrong sample group, your results _____ (not reflect) the opinions of your consumers.

Ask the right questions

If you _____ (write) confusing questions, you _____ (get) the wrong answers.

Keep the interviewee interested

If you _____ (ask) too many questions, the interviewee _____ (become) bored.

Provide some space for personal answers

Unless people _____ (have) space to write notes, you _____ (miss out) on valuable information.

Try out your questionnaire

If a colleague _____ (complete) the questionnaire before you send it out, you _____ (find out) if it works.

Make a customer database

If you _____ (make) a customer profile after interpreting the results of the survey, you easily _____ (find) necessary information in future.

Exercise 6. Translate from Russian into English. Pay attention to the conditional sentences.

1. Если бы я был на твоём месте, то проводил бы маркетинговые исследования каждый месяц, чтобы вовремя предпринять корректировку.
2. Если ты разработал детальный план исследования данной проблемы, то не допустил бы ошибок в последовательности действий.
3. Если ты не будешь использовать разные подходы к эксперименту, то полученные данные будут фальсификацией.
4. Если они не сделают анализ полученных данных, босс лишит их премии.
5. Если бы он не направлял наши действия надлежащим образом, то мы бы закончили эксперимент намного позднее.
6. Если бы она не выяснила причину падения нашего рейтинга на рынке, то наши убытки возросли бы в несколько раз.
7. Если они будут постоянно отслеживать покупательскую способность, то смогут приспособиться к изменениям потребностей потребителей.
8. Если бы он объективно оценивал результаты эксперимента и постоянно проверял фокус-группы, то данные не были бы завышены.
9. Если бы я был на твоём месте, то не задавал бы покупателям вопросы, которые их смущают.
10. Если бы она была на заседании по исследованию влияния нашего продукта на жизнь покупателей, то у неё больше не было бы вопросов.

Exercise 7. Retell the text.

Exercise 8. Make a market research questionnaire.

Write 10 questions for a market research questionnaire to find out about consumers' opinion, attitudes, etc. about brand, car, cosmetics or about another

product or service of your choice. Then act a dialogue on the basis of your survey with a partner.

Exercise 9. Finish up and develop into monologue of 3-5 sentences.

1. If the revenues of my company reduced, I would...
2. If I were the head of the marketing department, I would use... research design to find out whether department stores have desirable images, because...
3. If I were you, when making a survey I would...
4. If our department had carried out research on time...
5. If you had chosen the focus group more carefully...
6. If I were to evaluate a particular department store's image, I would...

TEAM PROJECT

You carry out the research for one of the banks to determine whether retail stores provide adequate retail credit service

With your team:

1. Choose two of three large department stores that operate in your town/city.
2. Find out information about how their credit services operate.
3. If possible, make appointments to speak with people from the finance and credit departments.
4. Make a survey that determines a customer's level of satisfaction with the quality of service.
5. Find out what abuses of the credit system can occur and what sort of losses can be incurred.
6. Present your findings to the rest of the class.

UNIT 6. ADVERTISING

Advertising is any paid form of presentation of ideas, products, or services by an identified sponsor. Advertising is the most visible form of promotion and is designed to inform consumers about the existence and benefits of products and services, to stimulate demand for it, to persuade them to buy it, or to remind. Effective advertising must extend from sound marketing strategy, take the consumer's view, be persuasive, break through the competitive clutter, never promise more than can be delivered, and prevent the creative idea from overwhelming the strategy.

Some commercial advertising media include: billboards, printed flyers, radio, cinema and television ads, web banners, magazines, newspapers, sides of buses, musical stage shows, the backs of event tickets and so on. Unpaid advertising (also called word of mouth advertising), can provide good exposure at minimal cost. Advertising on the World Wide Web is a recent phenomenon. Prices of Web-based advertising space depend on the “relevance” of the surrounding Web content.

The TV commercial is generally considered the most effective mass-market advertising format and this is reflected by the high prices TV networks charge for commercial airtime during popular TV events. The annual US Super Bowl football game is known as much for its commercial advertisements as for the game itself, and the average cost of a single thirty-second TV spot during this game has reached \$2.3 million (as of 2004). TV spots use catchy jingles (songs or melodies) or catch-phrases that generate sustained appeal, which may remain in the minds of television viewers long after the span of the advertising campaign. They also may have a certain appeal by creating animated characters which vary from hand-drawn traditional animation to different forms of computer animation. For catching attention of consumers, advertising agencies also make wide use of humour.

Advertising techniques

Advertisers use several recognizable techniques in order to better convince the public to buy a product. They may include:

Repetition: Some advertisers concentrate on making sure their product is widely recognized. To that end, they simply attempt to make the name remembered through repetition.

Bandwagon: By implying that the product is widely used, advertisers hope to convince potential buyers to "get on the bandwagon."

Testimonials: Advertisers often attempt to promote the superior quality of their product through the testimony of ordinary users, experts, or both. "Three out of four dentists recommend..." This approach often involves an appeal to authority.

Pressure: By attempting to make people choose quickly and without long consideration, some advertisers hope to make rapid sales: "Buy now, before they're all gone!"

Association: Advertisers often attempt to associate their product with desirable imagery to make it seem equally desirable. The use of attractive models, picturesque landscapes and other alluring images is common.

Advertising slogans

Controversy: It is used in advertising to try to draw attention to a product or idea by labeling it as controversial over which people will actively argue for example religion, politics, war, and most recently in sports.

Despite the popularity of advertising campaigns, some are considered to be an annoyance for a number of reasons. The main reason is that the volume of TV commercials tends to be higher (and in some cases much higher) than that of regular programming. Today we see overabundance of advertising of all formats. The increasing number of commercials played back-to-back or which occur at a cliffhanger moment, is a secondary annoyance factor. Some advertisements contain misleading information about the product or service, so people can't separate facts from images and become vulnerable to deceptive spots.

VOCABULARY

1. benefits – выгода от покупки
2. to stimulate demand for – стимулировать спрос

3. to persuade/ convince – убедить
4. to break through the competitive clutter – сделать прорыв через «мусор» конкурентов
5. to promise – обещать
6. backs of event tickets – обратная сторона билетов на событие
7. word of mouth advertising – устная реклама
8. to be reflected by the high prices – отражается в высоких ценах
9. to charge for commercial airtime – запросить за эфирное время
10. catchy jingles and catch-phrases – запоминающиеся мелодии и фразы
11. to remain in the minds – оставаться в сознании
12. to generate sustained appeal – создать устойчивую привлекательность
13. recognizable techniques – узнаваемые технологии
14. to get on the bandwagon – присоединиться к массовому движению
15. to promote the superior quality – продвигать высокое качество
16. to make rapid sales – сделать быстрые продажи
17. desirable imagery – желаемый образ
18. alluring images – заманчивый образ
19. annoyance – раздражение
20. volume of commercials – объем роликов
21. to be played back-to-back – проигрываться снова и снова
22. overabundance – переизбыток (рекламы)
23. to occur at a cliffhanger moment – появиться в захватывающий/ кульминационный момент
24. to separate facts from – отделять факты от
25. vulnerable to deceptive advertisements – быть уязвимым к обманчивой рекламе

ADDITIONAL TEXT

Public Service Advertising

Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. the sophisticated advertising

techniques are used to inform, educate and motivate the public about serious non-commercial issues, such as AIDS, energy conservation, and deforestation.

The Ad Council in the USA proves that public service announcements are an effective means of communication and education, as they increase awareness, reinforce positive beliefs, intensify personal concern and move people to action. They say "Advertising justifies its existence when used in the public interest - it is much too powerful a tool to use solely for commercial purposes."

Below are some examples of successful campaigns.

Safety belt education 1985- 2003

The single most effective protection against death and serious injury in a car crash is the safety belt. Since the Crash Test Dummies, were introduced to the American public in 1985, safety belt usage has increased from 14% to 79%, saving an estimated 85,000 lives, and \$3.2 billion in costs to society. The campaign tagline, "You Could Learn A Lot From a Dummy," as well as the crash test dummies themselves, was retired in 1999, when the U.S. Department of Transportation revised the campaign.

Domestic violence 1994- present

This campaign raised awareness of domestic violence by emphasizing that it affects everyone. The PSAs encouraged people to get involved in domestic violence prevention efforts and to intervene if they know someone in an abusive relationship. In the first year of the campaign, more than 34,000 calls were made to the Family Violence Prevention hotline. The campaign continues to raise awareness about domestic violence and to encourage constructive involvement in its prevention and intervention.

I am an American 2000- present

The idea for the "I am an American" public service advertisement was conceived on a road trip following the tragedies of September 11th.

Following the tragedies of September 11th, the Ad Council and Austin-based ad agency GSD&M sought to celebrate the ideals that keep this country strong by highlighting the nation's extraordinary diversity. Showing people of all ages, races

and religions stating, "I am an American," the ads helped the country to unite in the wake of the terrorist attacks. On the air just ten days after the tragedies, the ads conclude with the American motto, E Pluribus Unum, or "Out of Many, One." The response to these PSAs received by the Ad Council from Americans all over the world was unprecedented.

VOCABULARY

1. public interest advertising – социальная реклама
2. non-commercial guise – некоммерческое использование
3. a powerful tool – мощное средство
4. to inform, educate about serious non-commercial issues – информировать, просветить о серьезных некоммерческих проблемах
5. awareness - сознательность
6. to reinforce – возродить
7. to move to action – заставить действовать
8. to grab /to attract /to draw attention – привлечь внимание
9. safety belt – ремень безопасности
10. injury in a car crash – травма в автомобильной катастрофе
11. dummy – манекен, кукла
12. domestic violence – насилие дома
13. to encourage – поощрить/подбодрить
14. to intervene – вмешаться
15. to highlight – придавать большое значение
16. extraordinary diversity – чрезвычайное разнообразие

EXERCISES

Exercise 1. Translate the words from the brackets.

Advertising is the (продвижение) of goods, services, companies and ideas. The main purposes of advertising are to (информировать о) a product, services, or

idea, stimulate (спрос на) it, (убедить) to buy it. If you want to be effective you should (принимать во внимание взгляды покупателей), (прорваться через) the competitive clutter, and you should be (настойчивый и креативный). Some commercial advertising media include: (флаеры), radio, cinema and television ads, (баннеры в сети), magazines, advertising on the World Wide Web, (устная реклама). The TV spots are generally (самый эффективный формат), as they use (запоминающиеся мелодии и фразы), animated characters and others that may (оставаться в сознании) for a long time. Though nowadays we are annoyed with advertising because of (переизбыток), its techniques help to (информировать, мотивировать на действия) the public about (серьезных некоммерческих проблемах). Advertising, in its non-commercial guise, is a (мощное средство).

Exercise 2. Find in the text terms which mean the following:

1. The trick implying that the product is widely used, and advertisers hope to convince potential buyers to join the majority and enjoy the usage of the product.
2. A written or spoken statement, sometimes from a public figure, sometimes from a private citizen, praising the virtue of some product, which is used in the promotion and advertising of that product.
3. A widely used memory trick which is based on linking a new item (an object, a picture, a smell or anything else a person may wish to recall) to a more easily-remembered one that can allow you to think of them both.
4. The example of this technique is the motto of Nokia “Connecting people.”
5. A technique attracting attention to a product by making people argue over it.
6. The phenomenon concerned with the бесконечный showing TV spots.

Exercise 3. Insert prepositions where necessary. Which of the following claims do you agree with?

1. Advertising is essential _____ business, especially for promoting a new product.
2. Advertising persuades people to buy things they don't need _____.
3. Large reduction _____ advertising would decrease revenues of TV channels.

4. Advertising does not present _____ us a true picture of products and we are vulnerable _____ deceptive commercials.
5. Advertising has bad influence _____ children.
6. Many people are tired _____ TV spots which occur _____ a cliffhanger moment.
7. Public interest advertising can move people _____ action.

Exercise 4. Which tricks are for which advertising techniques? Sort them into the correct category. Choose one and make a presentation of a product on the basis of the trick.

Community, Make it tough, That's shocking, Buzzwords, Played back-to-back, Tales of true users, Make a metaphor, Say pictures, Create a character, Trigger emotion, Save at the sale, Inject drama, Attack, Promise a benefit if joining us, Tales of celebrities.

Repetition	
Bandwagon	
Testimonials	
Pressure	
Association	
Advertising slogans	
Controversy	

Exercise 5. Study the results of the survey about how various aspects of online ads affected the users' Web experience. Consumers rated attributes most negatively. If you were the head of the advertising department, what conclusions would you make?

Design Element	Users Answering "Negatively" or "Very Negatively"
Pops-up in front of your window	95%
Loads slowly	94%
Tries to trick you into clicking on it	94%
Does not have a "Close" button	93%
Covers what you are trying to see	93%
Doesn't say what it is for	92%
Moves content around	92%
Occupies most of the page	90%
Blinks on and off	87%
Floats across the screen	79%
Automatically plays sound	79%

Exercise 6. Finish up and develop into a monologue of 5-7 sentences.

1. Once I saw an ad it impressed me a lot 'cause of...
2. To grab attention advertisers can use different techniques...
3. My favorite ad is .., 'cause...
4. The most disgusting ad is/was...
5. My favorite ad slogan is...
6. When there is a break of a program at a cliffhanger moment, I...
7. Advertising in the Internet...
8. Advertising contributes to developing business as...
9. Advertising can be devastating when/as...
10. As a matter of fact Public service advertising...

Exercise 7. Read the advertising rules and comment on them. Do the companies in your country follow these rules? What is the penalty for breaking them?

The main principles are:

Advertisements should not mislead.

Advertisements should not cause serious or widespread offence.

Advertisements should not cause harm.

Advertisements should be socially responsible.

Advertisements should have regard for the principles of fair competition.

The advertising standards codes also cover:

Making sure consumers get the mail order goods or refunds when ordering from newspapers and also promotional items.

Making sure that TV commercials are scheduled at an appropriate time, i.e. away from kids' shows or after the watershed.

Exercise 8. Translate from Russian to English. Use Infinitive.

1. Повысить спрос на новый продукт, создать его устойчивый привлекательный образ в сознании потребителя является основной целью нашей рекламной кампании.

2. Попытки продать товар в короткие сроки были бесполезны, т.к. качество продукции не соответствовало цене, и покупатели были готовы приобрести товар только со скидками.
3. Я очень уязвим к рекламе, и тот ролик буквально заставил меня поддаться искушению и купить абсолютно ненужный фен.
4. Тебе бы лучше научиться отделять факты от картинки, иначе ты потратишь деньги впустую.
5. Комитет по рекламе хочет, чтобы общество обратило внимание на социальные проблемы, и они с помощью социальной рекламы они возрождают гражданскую сознательность.
6. Наш новый ТВ ролик создан для того, чтобы сделать прорыв в мире рекламы.
7. Необходимо информировать, просвещать о серьезных некоммерческих проблемах и мотивировать общество на действия.
8. Бесполезно просить снизить цены за эфирное время, ведь это чемпионат мира по футболу.
9. Слоган этого ролика легко запомнить, он остается в сознании надолго.
10. Эта компания была первая, кто использовал прием прерывания программы в кульминационный момент.
11. Мы предлагаем продукт высокого качества, и в этом городе вы первые потребители, кто присоединяться к массовому движению.

Exercise 9. Retell the first text and make the summary about PSA.

Exercise 10. Act out dialogues on the following topics:

1. Advertising on the World Wide Web
2. The most effective and the less successful advertising techniques
3. Public service advertising
4. Overabundance of advertising spots which occur at a cliffhanger moment
5. Deceptive advertisements

6. Limitations for ads

TEAM PROJECT

You work for an advertising agency. An interior design company in your town/city applies to you to decide how to promote themselves.

With your team:

1. Determine the advertising budget with the interior design company.
2. Discuss the ideas in your agency about forms of an advertising campaign:
to distribute flyers round shops and offices and also have some advertising posters at bus stops;
to make stands at trade fairs, or even sponsor a local sports team;
to create a TV spot and advertise on radio.
3. Hold the meeting with the interior design company and present your projects.
Make sure you reach agreement on how to promote it.

UNIT 7. IMPLEMENTATION AND CONTROL IN MARKETING

Marketing implementation

Planning good strategies is only a start toward successful marketing. A brilliant marketing strategy counts for little if the company fails to implement it properly. Marketing implementation is the process that turns marketing plans into marketing actions in order to accomplish strategic marketing objectives. Implementation involves day-to-day, month-to-month activities that effectively put the marketing plan to work.

In an increasingly connected world, people at all levels of the marketing system must work together to implement marketing plans and strategies. It requires day-to-day decisions and actions by thousands of people both inside and outside the organization. Marketing managers connect with people inside the company to get support for their products and programs. They talk with engineering about product design, with manufacturing about production and with finance about funding and cash flows. They also connect with outside people, such as advertising agencies to plan ad campaigns and the media to obtain publicity support. Successful marketing implementation depends on how well the company blends its people, organizational structure, decision and reward systems, and company culture into a cohesive action program that supports its strategies. To be successfully implemented, the firm's marketing strategies must fit with its company culture, the system of values and beliefs shared by people in the organization. At companies such as Wal-Mart, Microsoft, Procter & Gamble, Walt Disney, and Hewlett-Packard, “employees share such a strong vision that they know in their hearts what's right for their company”.

Marketing Control

Because many surprises occur during the implementation of marketing plans, the marketing department must practice constant marketing control. Marketing control involves evaluating the results of marketing strategies and plans and taking corrective action to ensure that objectives are attained. Marketing control involves four steps. Management first sets specific marketing goals. It then measures its performance in the marketplace and evaluates the causes of any differences between

expected and actual performance. Finally, management takes corrective action to close the gaps between its goals and its performance. This may require changing the action programs or even changing the goals.

Operating control involves checking ongoing performance against the annual plan and taking corrective action when necessary. Its purpose is to ensure that the company achieves the sales, profits, and other goals set out in its annual plan. It also involves determining the profitability of different products, territories, markets, and channels.

Strategic control involves looking at whether the company's basic strategies are well matched to its opportunities. Marketing strategies and programs can quickly become outdated, and each company should periodically reassess its overall approach to the marketplace. A major tool for such strategic control is a marketing audit. The marketing audit is a comprehensive, systematic, independent, and periodic examination of a company's environment, objectives, strategies, and activities to determine problem areas and opportunities. The audit provides good input for a plan of action to improve the company's marketing performance.

VOCABULARY

1. a start toward – начало к...
2. to fail to implement – не суметь воплотить что-л.
3. to turn plans into actions – превратить планы в действия
4. to require – требовать
5. to connect with smb. to get support for smth. - связываться с к-л. для того, чтобы получить поддержку
6. to blend ... into a cohesive action program - смешать ... в единую связанную программу действий
7. staff – персонал
8. to fit with the culture – вписываться в культуру
9. the system of values and beliefs shared by people – система ценностей и убеждений (верований), разделяемых людьми

10. to occur/ to happen – происходить/ случаться
11. to practice constant marketing control – практиковать постоянный последовательный маркетинговый контроль
12. to measure performance – измерить деятельность
13. to evaluate the causes of any differences between – оценивать причины любой разницы между...
14. to close the gap – закрывать разницу
15. to check ongoing performance – проверять текущую деятельность
16. to match strategies with opportunities – проверить на совместимость разработанные стратегии и возможности
17. outdated – устаревший
18. examination of environment – изучение среды
19. input – предоставление данных

EXERCISES

Exercise 1. Translate the words from the brackets.

Successful marketing implementation (зависит от) how well the company (смешивает/соединяет) its people, organizational structure, decision and reward systems, and company culture into (единую связанную программу действий) that (поддерживает стратегии компании). At all levels, the company must be staffed by people who have (необходимые навыки и умения), motivation, and personal characteristics and who are content with the job. For example, if a company's compensation system rewards managers for (результаты действий, принесших прибыль за короткий период), they will have little (стимул) to work toward long run market-building objectives. Finally, to be successfully implemented, the firm's marketing strategies must (вписываться в культурную концепцию компании), the system of values and beliefs (разделяемых людьми) in the organization.

Exercise 2. Insert the necessary word.

Strategic control, the causes of any differences, matched, ongoing performance, marketing audit, tool, involves, sets, examination, determine, corrective actions, the gaps.

Marketing control (1) evaluating the results of marketing strategies and plans and taking (2) to ensure that objectives are attained. A major (3) for such strategic control is a marketing audit. The (4) is a comprehensive, systematic, independent, and periodic (5) of a company's environment, objectives, strategies, and activities to (6) problem areas and opportunities.

Marketing control involves four steps. Management (7) specific marketing goals. It then measures its performance in the marketplace and evaluates (8) between expected and actual performance. Finally, management takes corrective action to close (9) between its goals and its performance.

Operating control involves checking (10) against the annual plan and taking corrective action when necessary. (11) involves looking at whether the company's basic strategies are well (12) to its opportunities.

Exercise 3. Insert prepositions where necessary.

1. Our efforts count ____ little because we have failed to break through on the market.
2. The agenda of the meeting is to discuss how to turn marketing plans ____ marketing actions to accomplish objectives.
3. We are engaged _____ day-to-day, month-to-month activities that effectively put _____ the marketing plan to work.
4. When making decisions _____ target segments, pricing, promoting, and distributing you should rely on the marketing research.
5. When connecting _____ people outside the company don't disseminate confidential information.
6. Their success will depend _____ how well the company combines _____ its people, organizational structure, decision and reward systems.
7. On the meeting we blended all the ideas _____ a cohesive action program.

Exercise 4. Translate from English into Russian. Define Participle.

1. When practicing constant marketing, the company is able to respond to many surprises occurring during the implementation of marketing plans.
2. Evaluating the results of marketing strategies and plans and taking corrective action the marketers ensure that objectives are attained, goals are achieved.
3. Being informed about the desirable results, marketers measure the performance and evaluate the causes of any differences between expected and actual performance.
4. Having measured the performance, marketers take corrective action to adjust to the changes and to eliminate waste.
5. Marketers doing operating control check ongoing performance with the purpose of determining the profitability of products, territories, markets, and channels
6. Looking at whether the company's basic strategies are well matched to its opportunities marketers carry out strategic control.
7. While determining problem areas and opportunities marketers have good input for a plan of action to improve the company's marketing performance.
8. Covering all major marketing areas of a business, the marketing audit is the condition to run the company successfully.

Exercise 5. Answer the questions about the text.

1. Why does a brilliant marketing strategy count for little if the company fails to implement it properly?
2. What is marketing implementation?
3. What activities are carried out in the process of implementation?
4. What does successful marketing implementation depend on?
5. Why is control necessary for running the company? What is it?
6. What are the types of marketing control? What is the difference?
7. What actions does marketing audit presuppose?

Exercise 6. Translate from Russian into English. Use Participle.

1. Не вписавшись в культуру компании, он решил уволиться.

2. Связавшись с поставщиками, мы узнали причину, почему выполнение нашего заказа было отложено.
3. Практикуя последовательный постоянный маркетинговый контроль, вы сводите риски убытков к минимуму.
4. Будучи главой отдела, он контролирует текущую деятельность и проверяет на совместимость разработанные стратегии и возможности.
5. Разделяя нашу систему ценностей и убеждений, вы становитесь неотъемлемой частью компании.
6. Поддержка, полученная в процессе создания этой рекламной кампании, показала ваше отношение к нам.
7. Данные о продажах, обнаруженные в процессе аудита, оказались завышенными.
8. Мой коллега, утверждающий, что хороший план это успех, всегда добивается результатов.
9. Информация, собранная благодаря опросу, помогла сделать переоценку потребностей и желаний клиентов и улучшить нашу деятельность.
10. Оценив рекламную кампанию конкурирующих фирм, наша компания выбрала нестандартные решения для привлечения внимания потребителей.

Exercise 7. Retell the text.

Exercise 8. Read this quiz to find out what kind of company culture is the best for you. Circle A for agree or D for disagree.

SECTION A

1. I like taking time to have a chat with colleagues even if this means spending more time at work.
2. It's nice when people at work celebrate birthdays or special occasions.
3. I prefer people to fix a time to meet me rather than come to my office or my desk at any time.
4. I don't like working in an open space with everyone's desk in the same area. I work

better in an office of my own.

5. I like to put photos and personal objects in my workspace.

SECTION B

1. If I disagree with my boss, I can tell him/her.
2. I prefer to receive a formal report about my work, not just casual comments.
3. When my boss gives me something to do, I like to get detailed instructions that I can follow.
4. It's important for me to feel I am involved in the decision-making process at work.
5. A company should have standard procedures and policies that everyone must follow, not ones which change with people's situations or personalities.

Scores			
1	a=1 d=0	6	a=1 d=0
2	a=1 d=0	7	a=0 d=1
3	a=0 d=1	8	a=0 d=1
4	a=0 d=1	9	a=1 d=0
5	a=1 d=0	10	a=0 d=1

Questions 1 to 5 are about your relationship with colleagues. A score of higher than 2 suggests that you like to work for a company where employees are friends and can talk about personal matters. A score of 2 or less means that you prefer to keep your work life separate from your personal life.

Questions 6 to 10 are about your relationship with your managers. A score of higher than 2 suggests you like to work in a company where roles between managers and staff are flexible. A score of 2 or less means that you like to work in a company where people have clearly defined roles and there is more distance between staff and managers.

Exercise 9. Here is the report on the performance of Forest Conference Centre. Put its parts into the correct order and then write the report about the activity of your department to the boss.

Report on the performance of Forest Conference Centre

1. However, the number of delegates per conference has been falling: last year there was an average of 430 delegates per conference, whereas the average was 400 this year. It is predicted that delegates per conference will decrease to just 390 next year.
2. The purpose of this report is to show the performance of the Forest Conference Centre in the last two years and its projected performance next year.
3. While our level of activity is rising, our financial performance is suffering due to increased costs and falling revenue.
4. Turnover rose from just under \$4m last year to \$ 4.5m this year. However, this figure will probably drop to approximately \$4m next year. Profits increased by about \$200,000 from \$1.5m to \$1.7m, although this figure is forecasted to fall to about \$1.25m next year.
5. The number of days that the conference centre is used has increased by 10 % this year from 180 to 200, and this trend is expected to continue next year, with a projected occupancy rate of 210 days.

TEAM PROJECT

You work for Pharmaceutical business. Your department has been asked to prepare a report for the annual meeting of shareholders on the subject of failing to expand the company' activity in the region.

With your team:

1. Measure performance of the each marketing mix.
2. Make a visit to some drugstores and talk with both managers and customers to evaluate the causes of any differences between the expectations and reality.
3. Present the figures of the profits and losses statement.
4. Discuss the ways to close the gap and reduce losses.

UNIT 8. E-COMMERCE

E-business involves the use of electronic platforms—intranets, extranets, and the Internet — to conduct a company's business. The Internet and other information and computer technologies have greatly increased the ability of companies to carry on their business faster, more accurately, and over a wider range of time and space. Companies have set up Web sites to inform about and promote their products and services. They create intranets to help employees communicate with each other and access information found in the company's computers. They set up extranets with their major suppliers and distributors to facilitate information exchange, orders, transactions, and payments.

E-commerce is more specific than e-business. Whereas e-business includes all electronics-based information exchanges within or between companies and customers, e-commerce involves buying and selling processes supported by electronic means, primarily the Internet.

E-commerce includes e-marketing and e-purchasing. E-marketing is the "e-selling" side of e-commerce. It consists of company efforts to communicate about, promote, and sell products and services over the Internet. E-purchasing is the "e-buying" side of e-commerce. It consists of companies purchasing goods, services, and information from online suppliers.

E-commerce and the Internet bring many benefits to both buyers and sellers. Let's review some of these major benefits.

Benefits to Buyers

Internet buying benefits both final buyers and business buyers in many ways. It can be convenient: Customers don't have to find parking spaces, and trek through stores examining products. They can do shopping by browsing through mail catalogs or surfing Web sites. Buying is easy and private: customers don't have to face salespeople or they can learn about and buy products and services without waiting for. The Internet often provides buyers with greater product access and selection. Cyber sellers can offer an almost unlimited selection. Compare the incredible selections offered by Web to the more meager assortments in the real world.

E-commerce channels also give buyers access to product lists, extensive product descriptions, expert and user product reviews, and recommendations based on customers' previous purchases.

Finally, online buying is interactive immediate. Buyers often can interact with the seller's site and download the order on the spot.

Benefits to Sellers

E-commerce also yields many benefits to sellers. First, the Internet is a powerful tool for customer relationship building. Companies can interact online with customers learn more about specific needs and wants. In turn, online customers can ask questions and get feedback. Based on this ongoing interaction, companies can increase customer value and satisfaction through product and service refinements.

The Internet and other electronic channels yield additional advantages, such as reducing costs and increasing speed and efficiency. E-marketers avoid the expense of maintaining a store and the accompanying costs of rent, insurance and so on.

By using the Internet you link directly to suppliers, factories, distributors consequently it often results in lower costs and greater flexibility, allowing the marketer to make ongoing adjustments to its offers and programs.

So the internet is a truly global medium that allows buyers and sellers to click from one country to another in seconds.

VOCABULARY

1. to conduct /to carry on business – управлять бизнесом
2. access – доступ
3. to facilitate exchange – способствовать обмену
4. to bring /yield benefits – принести выгоду
5. to trek through– прогуливаться по
6. to browse through – искать ч/ч
7. to surf Web sites – бродить по сайтам
8. to face smb./smth. – столкнуться с кем-л./ чем-л.
9. incredible selection – невероятным выбор

10. meager assortments – скудный ассортимент
11. extensive descriptions – обширное описание
12. to download the order – скачать заказ
13. to interact – взаимодействовать
14. feedback – обратная связь
15. refinements – улучшения
16. to reduce costs – снизить затраты/издержки
17. to avoid the expense of – избежать расходов на
18. to maintain a store – содержать магазин
19. to result in lower costs – в результате получить снижение затрат
20. flexibility – гибкость
21. ongoing adjustments to – постоянные корректировки чего-л.

EXERCISES

Exercise 1. Explain in English what the following words and word combinations mean.

E-business, e-commerce, e-marketing, e-purchasing, e-market, to surf sites, an unlimited selection, a product review, product and service refinement, to maintain the store, adjustments, a global medium.

Exercise 2. There is the number of different types of E-commerce. Match the name with its description.

B2B—Business to Business, B2C—Business to Consumer, B2E—Business to Employee, C2C—Consumer to Consumer.

1. This is where the consumer accesses the system of the supplier. For example a home user wishes to purchase some good quality wine. The user accesses the Internet site and follows the links to read a report on the recommended wines. After reading the notes he follows the links to payment details. The wine is then dispatched from the suppliers' warehouse and delivered to the consumer.

2. The consumer lists items for sale with a commercial auction site. Other consumers access the site and place bids on the items. The site then provides a connection between the seller and buyer to complete the transaction.
3. This form of E-commerce is more commonly known as an "intranet" - a web site developed to provide employees of an organization with information. The intranet is usually accessed through the organization's network.
4. It is more commonly known as EDI (electronic data interchange). It is conducted on a direct link between the two businesses usually with the help of the Internet.

Exercise 3. Insert prepositions where necessary.

1. Modern technologies increase the ability of companies to carry _____ their business in a more profitable way.
2. Companies set _____ intranets and extranets _____ customers and suppliers or distributors to conduct their business.
3. E-commerce yields many benefits _____ both buyers and sellers.
4. Customers can do shopping by browsing _____ mail catalogs or surfing sites.
5. The Internet often provides buyers _____ greater product access and an almost unlimited selection.
6. Online buying allows consumers to arm themselves _____ information _____ dealer costs.
7. By means _____ the Internet companies can interact online with customers to learn more _____ their needs and wants.
8. Using the computer technologies avoids the expenses _____ maintaining a store and the accompanying costs.
9. Digital catalogs can be adjusted _____ daily and they match market conditions.
10. E-marketers have ready access _____ global markets as the Internet is a global medium.

Exercise 4. Agree or disagree with the following statements.

1. Using electronic technologies in business facilitates to carry it out much faster, more accurately and with more profit.
2. E-commerce is much wider than e-business.
3. E-buying is uncomfortable and difficult for consumer.
4. Cybersellers can offer an unlimited selection.
5. E-buyers are provided with product descriptions and reviews by experts and users.
6. The Internet can not provide interaction b/w customer and seller.
7. E-commerce increases the costs of the seller to run business.
8. E-marketing allows to make ongoing adjustments to its programs.
9. Being the global medium, the Internet facilitates to get access to suppliers in seconds.

Exercise 5. You want to sell something online for example a lamp, book, picture, mug, etc. Write a short description based on the following items:

How old it is.

What it looks like.

Who would like it.

Why you are selling.

Exercise 6. Translate from Russian into English. Use Gerund.

1. Мы настаиваем на изменении ассортимента в этом магазине, он слишком скучный, чтобы привлечь внимание тинэйджеров.
2. Проблемы с электричеством помешали скачать нужную мне информацию.
3. Им удалось избежать значительных расходов на содержание магазина, т.к. они решили создать электронный магазин.
4. Я жду с нетерпением, чтобы прогуляться по магазину, все посмотреть и потрогать.
5. Они поблагодарили нас за то, что мы сделали обзор продукции и составили ее обширное описание раньше, чем планировали.

6. Он бросил идею организовать бизнесом, т.к. не смог найти подходящего финансового инвестора.
7. На собрании она предложила взаимодействовать с клиентами в режиме онлайн, чтобы снизить затраты компании на переговоры.
8. Они хотят отложить заключение этой сделки, пока не получат доступ ко всей информации о финансовых делах компании.
9. Я буду жаловаться на предоставление услуг вашего филиала: обещаете невероятным выбор, а в магазине только устаревшие модели.
10. Наша компания не может позволить тратить деньги впустую, блуждая по сайтам, поэтому мы отключаем социальные сети.

Exercise 7. Retell the text.

Exercise 8. Work in groups of 3 – 4 students.

You all work for a marketing company. Market studies have shown that pregnant women spend a significant amount of their free time surfing the Internet. You have formed a focus group to explore the possibility of marketing to the over-sixties using the Internet. Make notes about you are going to say, think of arguments to support or refute: a) you think it is a fantastic idea, b) you think it is a ridiculous idea, c) you are not sure about this idea, so you listen to the others and ask questions, d) you are a pregnant woman.

Exercise 9. Complete the anecdote. Then comment on the story. Have you ever bought anything on the Internet, what was it like?

Crashed, website, message, security, came, e-mail, complain, online, reply, button, charge, pay, download, clicked.

Why I will never buy anything on the Internet again

Ask most people how shopping will be in the future and they will mention the Internet. Well, the other day I had a bad enough experience shopping (1). I heard about a book you could download from a (2) before it was sold in bookshops. As it

was by an author I adore, I found the page and read the information. They charged sixty Euros for the (3) and you had to use a credit card. I completed the form with the endless details requested, including my (4) address. Finally I entered my credit card number, because they promised that there was no (5) risk. When the payment was authorized, a new screen appeared with a (6) which said 'download now'. I (7) on the button but nothing happened so I clicked again. Then a (8) came up saying “Network overload. Please try again later”. Finally the system (9) and I had to turn off the computer. When I reconnected, the same forms as before (10) up. I wrote an e-mail to the company about the problem. I never got a (11). I assumed that as I never got the book I wouldn't have to (12), but when I got my credit card statement at the end of the month I saw the (13) for sixty Euros was there. It was too late to do anything and there was no one to (14) to. So it will be a long time before I try buying something over the Internet again.

TEAM PROJECT

You are going to set up an online shop.

With your team:

1. Decide what to sell and who to sell it.
2. Create a logo and the design of your future site.
3. Discuss the procedure of registering your store in Internet directories.
4. Think of providing feedback with customers.
5. Show how it works.
6. Assess its advantages and drawbacks.
7. Describe advertising strategies used to attract customers' attention.

TEXTS FOR DISCUSSIONS AND ANNOTATIONS

The texts provide the acute material for discussions and annotations. They contain an up-to-date overview of topics necessary for students studying marketing and related spheres.

The following instructions will help to make a good annotation:

As you read highlight key information.

As you read take marginal notes. These notes can include stars, check marks, phrases, questions, question marks, words, etc.

Keep a list of key information with page numbers on the front cover (students will need guidance on what constitutes key information, which depends on genre, purpose, and reading level.).

Write a summary at the end of each chapter or section.

Write an alternative title for each chapter or section.

List vocabulary words on the back cover.

Five Tips to Generate Word of Mouth Marketing by Laura Lake

We all know that economic times are tough. I always suggest that businesses don't pull their marketing budget. Not all businesses listen, unfortunately. That's why I want to share with you a few tips that will help you generate word of mouth marketing for your business.

Word-of-Mouth marketing is the most difficult to measure, but it's also the most cost effective, because it costs you nothing. Your customers are the best vehicle for positive word-of-mouth marketing, but how can you get them to talk about you?

Ask them to try your product. If you want consumers to talk about your product, ask them to try and then to tell others about it. This is an effective way to build excitement and genuine recommendations.

Find ways to make your customers feel like company insiders. Involve them, ask their opinion and then listen. Make them feel like their feedback and opinion

matters. Create a list that shares with them upcoming events, product or specials that are coming up.

Provide a forum for influencers to have a conversation on behalf of your brand. Give influencers a forum to share their opinion and feedback. This could be a company sponsored cocktail party or as simple as an online forum for selected customers only.

Provide quality service and treat every customer with respect. Give your consumer something good to talk about. Show them quality in service and treat every customer with respect. Do you think Starbucks became popular because of their \$4.00 lattes? No they became popular because they made an effort to know their customers names and remember their favorite drinks. They provide quality and experience, that's why customers paid \$4.00 for a latte. Unfortunately they've gotten a little lax on it lately, but in the beginning they had it down to a science. Perhaps if they were focus on it again they might see a brighter economic future in these tough times.

Stay in touch, provide them with specials that they want to talk about.

Put your consumers in the know. Inform them of specials, send them coupons and by all means stay in touch. This will not only increase their visits, but it will get them talking about you.

Customer Relationships Are Key to Marketing Strategy by Laura Lake

If I could show you how to increase your sales by 50% without increasing your marketing budget, would you be interested? Of course you would, what marketing professional or business owner wouldn't be interested? By the time you have finished this article you will have figured out how to do just that.

Take a few moments and think of all the inactive customer files you have in your file cabinet. Business owners often make the costly mistake of servicing a customer once then assuming "they'll stay" as a customer or client without maintaining and growing that relationship.

A year later that business owner is wondering what happened to that customer and where they went. Why haven't they heard from them? Did they leave? If so, why?

There are many reasons a customer or client may leave you, but the ones you will hear most often are:

They felt your pricing was too high or unfair.

They had an unresolved complaint.

They took a competitor's offer.

They left because they felt you didn't care.

When you consider that the last two make up the majority of why a client or customer will no longer use your service or buy your products - it can be a hard pill to swallow. After all it means they are an inactive client because they felt you didn't care about them and your competitor did.

This makes sense when you consider that customers often purchase your service or product because they have developed a relationship with you, they owned another product or yours, or they were referred to you by a friend or associate.

When faced with the above facts why do businesses spend 80% of their marketing dollars going after new customers and clients rather than nurturing, retaining, and maintaining the customer relationships they already have?

Before you spend your time and money going after new customers and clients you do not currently have a relationship with consider the following statistics:

Repeat customers spend 33% more than new customers.

Referrals among repeat customers are 107% greater than non-customers.

It costs six times more to sell something to a prospect than to sell that same thing to a customer.

As you can see your marketing dollars will go further if you use it to build, nurture, and develop your customer relationships. This isn't as difficult as you think. Building these relationships just means treating your customers and clients as if they truly are your strategic partners and showing them that you truly care about them. It's important to try to satisfy them with the right products and services, supported by the right promotion and making it available at the right time and location. Customers can

easily detect indifference and insincerity and they simply will not tolerate it. Long-term client and customer loyalty is a long-term challenge that you must strive for every day and with every transaction no matter how big or small.

While a growing business needs to constantly capture new customers, the focus and priority should be on pleasing your existing customer base. Companies that fail to nurture and retain their customer base ultimately fail. You will also spend twice as much to get new clients as you will in maintaining your existing customer base. You will also be limited in your ability to attract new clients if you can't hold onto and satisfy your existing customers and clients.

The bottom line is that one of the key components in marketing and business growth is to spend the majority of your time and effort nurturing customer relationships, so that you get business from existing clients and customers. This is a strategy that will move you forward in increasing your sales by 50% without increasing your budget.

Marketing Basics for the Small Business by Laura Lake

The essence of marketing is to understand your customers' needs and develop a plan that surrounds those needs. Let's face it anyone that has a business has a desire to grow their business. The most effective way to grow and expand your business is by focusing on organic growth.

You can increase organic growth in four different ways. They include: acquiring more customers; persuading each customer to buy more products; persuading each customer to buy more expensive products or up selling each customer; persuading each customer to buy more profitable products.

All four of these increase your revenue and profit. Let me encourage you to focus on the first which is to acquire more customers. Why? Because by acquiring more customers you increase your customer base and your revenues then come from a larger base.

How can you use marketing to acquire more customers?

Spend time researching and create a strategic marketing plan.

Guide your product development to reach out to customers you aren't currently attracting.

Price your products and services competitively.

Develop your message and materials based on solution marketing.

The Importance of a Target Market in Small Business

When it comes to your customers keep in mind the importance of target marketing. The reason this is important is that only a proportion of the population is likely to purchase any products or service. By taking time pitch your sales and marketing efforts to the correct niche market you will be more productive and not waste your efforts or time.

It's important to consider your virtual segmentation by selecting particular verticals to present your offerings to. Those verticals will have the particular likelihood of purchasing your products and services. Again, this saves you from wasting valuable time and money.

Small Business Marketing and Large Business Marketing are Different

If you are like the majority of small business owners your marketing budget is limited. The most effective way to market a small business is to create a well rounded program that combines sales activities with your marketing tactics. Your sales activities will not only decrease your out-of-pocket marketing expense but it also adds the value of interacting with your prospective customers and clients. This interaction will provide you with research that is priceless.

Small businesses typically have a limited marketing budget if any at all. Does that mean you can't run with the big dogs? Absolutely not. It just means you have to think a little more creatively. How about launching your marketing campaign by doing one of the following:

Have you thought about introducing yourself to the media? Free publicity has the potential to boost your business. By doing this you position yourself as an expert in your field.

Invite people into your place of business by piggybacking onto an event. Is there a concert coming to town, are you willing to sell those tickets? It could mean

free radio publicity. If that is not your cup of tea, how about a walkathon that is taking place in your area, why not be a public outreach and distribute their material?

When you do spend money on marketing, do not forget to create a way to track those marketing efforts. You can do this by coding your ads, using multiple toll-free telephone numbers, and asking prospects where they heard about you. This enables you to notice when a marketing tactic stops working. You can then quickly replace it with a better choice or method.

Pricing Strategies That Improve Profit by Bobette Kyle

Pricing strategies are a sometimes-overlooked part of the marketing mix. They can have a large impact on profit, so should be given the same consideration as promotion and advertising strategies. A higher or lower price can dramatically change both gross margins and sales volume. This indirectly affects other expenses by reducing storage costs, for example, or creating opportunities for volume discounts with suppliers.

Other factors also determine your optimal pricing strategy. Consider the five forces that influence other business decisions: your competitors, your suppliers, the availability of substitute products, and your customers. Positioning how you want to be perceived by your target audience is also a consideration. Price a premium item too low, for example, and customers will not believe the quality is good enough. Conversely, put too high a selling price on value lines and customers will purchase competitors' lower-price items.

Some pricing strategies to consider are ...

Competitive pricing.

Use competitors' retail (or wholesale) prices as a benchmark for your own prices. Price slightly below, above or the same as your competitors, depending on your positioning strategies. Note you must collect competitor pricing information by observation rather than by asking them. Otherwise it could be seen as collusion, which is illegal in the U.S.

Cost plus mark-up.

This is the opposite of competitive pricing. Instead of looking at the market, look at your own cost structure. Decide the profit you want to make and add it to your costs to determine selling price. While using this method will assure a certain per-unit margin, it may also result in prices that are out-of-line with customer expectations, hurting total profit.

Loss Leader.

A loss leader is an item you sell at or below cost in order to attract more customers, who will also buy high-profit items. This is a good short-term promotion technique if you have customers that purchase several items at one time.

Membership or trade discounting.

This is one method of segmenting customers. Attract business from profitable customer segments by giving them special prices. This could be in the form of lower price on certain items, a blanket discount, or free product rewards.

Bundling and quantity discounts.

Other ways to reward people for larger purchases are through quantity discounts or bundling. Set the per-unit price lower when the customer purchases a quantity of five instead of one, for example. Alternately, charge less when the customer purchases a bundle or several related items at one time. Bundle overstocks with popular items to avoid a closeout. Or, bundle established items with a new product to help build awareness.

Versioning

Versioning is popular with services or technical products, where you sell the same general product in two or three configurations. A trial or very basic version may be offered at low or no cost, for example, with upgrades or more services available at a higher price.

Make smart use of these pricing strategies and your bottom line will soar!

**Marketing Online - Men and Women Use the Internet Differently by
Laura Lake**

When it comes to marketing online, you must understand your consumers. This means learning what they look for, and how they use the internet. This can help you grab their attention and get your marketing message in front of the right audience.

It's also important to realize that when it comes to online habits of men and women - they differ. I know, surprise! In the past there has been a lag with women when it came to the adoption of the internet, that is no longer the case. Truth is, studies show that women under the age of 65 are quicker to use the internet than men. As women we love to use the internet for research, where men prefer to use it as an entertainment tool. Do you see how this information can help?

When we review studies that have been done on the different ways that men and women use the internet, we can gain a greater deal of knowledge on how to position our products online.

Let's take a look at what a past study done by Pew Internet and American Life showed, while this study was done in 2005 I still believe much of the knowledge is applicable and can be used today.

Men are more likely to use the internet to read the news, buy travel services or make reservations, check sports scores and gather sports information, write content to publish online, download music, buy and sell stocks, bonds and mutual funds.

A Forrester study done in 2007 also showed that on the average men tend to stay online longer and devote more time to online entertainment and researching technical gadgets.

Women use the internet to get health information, read spiritual and religious information, gain access and participate in support group websites.

A few other interesting statistics that were provided in a different study done by Burst Media in the beginning of 2009 stated the following:

62.3% of women use the internet as their primary source for information on the products they were considering purchasing.

51.7% of the women studied use the internet as the primary way to keep in touch with their families

As you can see men go online to be entertained and hunt down information, where women tend to go online to gather information that assists them in nurturing, themselves and those around them. Clearly while both men and women generally spend allotments of time online, gender stereotypes are prevalent in what they do with their time online.

Marketing In A Virtual World by Steve Van Yoder

Before the Internet, small business owners like yourself were usually limited to a local market -resorting to expensive advertising and brochures, direct mail, cold-calling, networking at the local Chamber of Commerce or Rotary. You hoped customers found you through word- of- mouth or a Yellow Pages ad. Today, you can work with a consultant, a financial planner, or a business coach across the country as easily as someone across town. In the Internet age, prospects often find you (instead of the other way around).

This is the age of the virtual customer. Yet, although the Internet has made it perfectly reasonable to land a major client you've never met in-person, it has also created new expectations among consumers.

Prospects now "Google" around to find someone with your skills. They expect you to make a good virtual "case" for yourself. If you don't pass the test, or make a bad impression, or appear lackluster compared to your competitors, you will lose the potential client.

The only way to be truly successful in business is by establishing a good reputation. And understanding the way business has shifted in the Internet age can help you bring the potential of marketing your business into the virtual world. The Internet has increased the expectation among consumers that businesses will have a credible online presence.

Many of us now form "first impressions" of people and companies via our Internet browsers. From the moment your name and business appear in a Web browser to the moment your Web site loads, your first impression often means the difference between a shot at your prospect's business, or being shut out. Think about

it. You have probably used the Internet to research a company or a person you're considering doing business with. Certainly potential clients and customers are checking you out online, too. Prospects you've never met are forming opinions about your business at the click of a mouse. Internet first impressions are not just influenced by how your Web site looks, but also by how often your business appears or how high it ranks in a web browser.

We all know people who command rapt attention whenever they speak. Others want to listen to, learn from, and emulate them. They are centers of influence, a distinction you can pursue online by developing the following qualities: share inside knowledge with your target market; participate, listen, contemplate, and offer thoughtful responses; be willing to voice an opinion; assume leadership positions in your industry.

Certainly, experience counts. But this is not the only prerequisite to becoming an online center of influence that will earn you the distinction of 'trusted advisor' within your target market. Start by making your Web site a resource for your industry. Feature lots of useful information, including articles, links, downloadable files, customer resources, and anything else of use to your target market. Be generous and give, give, give!

Internet Marketing Strategy: What Can it Do for You? by Laura Lake

Having an Internet marketing strategy gives you a measurable and definitive way to target your market and position your business so that those looking for what you have to offer are finding you easily. This is only the first level of the sales process, but it is vital to the success of your online business, but remember traffic marketing is not sales.

Traffic can be increased by search engine optimization, using pay per clicks, or marketing your site in advertising campaigns. After completing the marketing step which brings the traffic you must then turn your attention to selling to your visitor once they get there.

How are you approaching those prospective clients and customers that are visiting your site? Are you persuading them to take the action that you want them to take? Have you defined what it is that you want them to do? Perhaps you want them to...

Buy a product? Request more information? Subscribe to your newsletter or request a free report?

There are proven methods and tactics that you can use online to increase your conversion rate and get that prospect to become a customer or client. If you haven't taken time to plan your Internet Marketing Strategy you have made a costly mistake that could be draining to your business and costing you customers.

Consider this "What is the annual worth of one customer to you?" Is it \$25, \$250, or perhaps \$2500? If having an Internet Marketing Strategy would help you cultivate and convert just 1 new customer each week would planning that strategy be worth it to you?

Truth is that Internet Marketing differs in many degrees from traditional brick and mortar marketing, but there are a few strategies that remain the same and must be present in order for your online marketing to be successful. For example consider the following:

What is the Key Missing Component in the Virtual Sales Process?

When marketing virtually you are missing a key component to the sales process. Do you know what one thing is lacking and could cause a potential problem and cost you a loss of sales if not approached with a real solution? The answer is human interaction. This has been the biggest struggle to e-commerce businesses online.

Let's think about this for a moment. When a person enters a physical store they are met with the interaction of a sales person. Face-to-face contact takes place and over 90% of normal communication between the two people is non-verbal.

The key question we must ask ourselves here is "How can you provide that human interaction to potential clients and customers so that you are able to move that client or customer through a successful sales process?"

Best, Inexpensive Ways to Advertise Your Business by Apryl Duncan

Most companies are looking for the best, inexpensive ways to advertise because they don't have millions, or even thousands, to spend on advertising. Make the most out of the ad dollars you do have, no matter how limited you are. These cheap ways to advertise give you a variety of options to choose from when you're on an ad budget diet while giving you a good return on your advertising investment:

Create a Flyer

Creating your own flyer to advertise your business is simple, inexpensive and it's a great way to generate buzz about your company. If you really want to make your flyer an effective advertising tool, offer incentives or discounts to people who bring in your flyer. This also gives you an informal way to track how many people are coming in just because they saw your flyer.

Advertise on Cable

Wait! Before your eyes skip over this section, thinking it's just for those who can afford a TV commercial, keep reading. You can advertise on cable through crawls, full screen ads and above program listings. These alternative advertising methods are very affordable. Crawls can cost under \$10 a day.

Use Your Web Site to Advertise Your Business

Many business owners think they only need a Web site if they sell products online. No matter what type of company you have, you need a Web site. Potential customers hit the Internet looking for companies in their local area. If your competitor's online and you're not, guess who has the advantage. Build a Web site that's beneficial to customers, though. You want to make a positive, lasting impression and having a poorly built Web site is a terrible way to advertise your company.

Cross-Promote Your Business Through Partnering

National companies partner every day because it's an excellent ad tool to reach new customers and cut the advertising costs at the same time. But partnering isn't just for corporate giants. Going in with other businesses helps you save advertising money while increasing your exposure to customers.

Produce a Newsletter

A newsletter helps you keep in touch with your current customers and tap into a market of potential customers. Your newsletter shouldn't be used to send ads to your customers, though. Use your newsletter to provide your customers with valuable information that makes you the company they remember when they're ready to buy.

Podcast Ads

Podcast ads are easy for you to create on your own and podcast ad time is a very reasonable buy. If you can find a popular podcast that's related to the types of products and services your company sells, sponsoring that podcast may also be a good option for you to consider.

Don't let the advertising game intimidate you. There are so many opportunities out there for you to advertise your company that don't involve thousands of dollars. If you're willing to do a little legwork, you'll save money and find the best, inexpensive way to advertise your company.

TV Ads Contribute to Childhood Obesity by Ronny Rabin

Banning fast food advertisements from children's television programs would reduce the number of overweight children in the U.S. by 18 percent and decrease the number of overweight teens by 14 percent, economists have estimated in a new study.

The researchers used several statistical models to link obesity rates to the amount of time spent viewing fast food advertising, finding that viewing more fast food commercials on television raises the risk of obesity in children. The study appears in this month's issue of *The Journal of Law and Economics*.

"There is not a lot of evidence that overweight kids are more likely to watch TV than other kids," said Michael Grossman, professor of economics at the City University of New York. "We're arguing the causality is how many messages are aired -- seeing more of these messages is leading people to put on weight." The study's co-authors are Shin-Yi Chou, an economist at Lehigh College, and Inas Rashad, an economist at Georgia State University.

But the researchers' estimate relies on older data gathered in the late 1990s, according to Elaine Kolish, a spokesman for the Council of Better Business Bureaus. Since then, two of the largest fast food chains -- Burger King and McDonald's -- and more than a dozen other packaged food companies have signed on to the council's Children's Food and Beverage Advertising Initiative, she said, pledging to advertise only their healthier products to children under age 12.

As a result, both Burger King and McDonald's now air ads for children's meals including apple sticks and low-fat milk. "I can't help think that two huge chains advertising apples and milk to kids is going to be affecting children's preferences," Ms. Kolish said.

Kelly Brownell, director of Yale University's Rudd Center for Food Policy, said reliable estimates of television's impact on childhood obesity are hard to calculate because of the many assumptions statisticians must make. "That said, food marketing is a blight on the landscape of our children and has been shown time and again to have a negative impact," he added.

Only three countries -- Sweden, Norway and Finland -- have banned commercial sponsorship of children's programs, and study authors acknowledged that the chances of such a ban in the U.S. are slim.

Advertisements are getting fiercer—and so is the response

EARLIER this year Subway, an international sandwich chain, sent a letter to Domino's, a pizza giant, demanding that it retract advertisements criticizing Subway's sandwiches. In response, Domino's made another advertisement starring its chief executive. In front of the cameras, he took Subway's letter and thrust it into one of the very ovens in which Domino's makes its supposedly superior sandwiches. The letter burst into flames.

These are heated times: the number of comparative (or "attack") advertisements is growing, as companies battle for scarce consumer dollars amid the recession. They are cropping up in almost every product category, from travel to technology. Ads such as the one featuring the incinerated letter attract attention and

project the firm on the offensive as both daring and popular. That in turn can boost sales.

But attack ads can backfire on the firms that make them, just as they sometimes do on pugnacious politicians. Particularly aggressive advertisements give the consumer the impression that the attacker is insecure and desperate for business, says Cindy Gallop, an advertising consultant. That hurts the company's image in the long term, even if the campaign boosts sales for a spell.

Attacks can also lead to counter-attacks. Campbell's, for example, launched a campaign last autumn for a new line of ready-made soups. These asserted that a rival, Progresso, used monosodium glutamate (MSG). Progresso responded with an ad saying that Campbell's also used MSG. In the end, many analysts say, both firms suffered.

Attack ads tend to go down badly in Europe and Asia. Some governments even ban them. In America, the most successful ones are usually those that do not name the target outright. Kodak, a camera company, contrasts its inkjet printers with unnamed "big printer companies" and refers people to a website to calculate how much money they have lost by owning another brand. Similarly, McDonald's does not name Starbucks in ads promoting its new lattes and cappuccinos. But on a website called Unsnobbycoffee.com it does assure customers that they will not need to learn a "second language" to order its drinks—an obvious reference to Starbucks' arcane terminology.

Naming names can also get companies into trouble of a sort that cannot be dispensed with in a pizza oven. The National Advertising Division of the Better Business Bureau, through which the industry polices itself, is busier than it has ever been. The number of complaints rose 35% last year, fuelled mostly by comparative advertising, and is likely to rise again this year. Others have resorted to the courts. Last month Sara Lee filed a lawsuit against Kraft for making false claims in a hot-dog advertisement. Lawyers for Pepsi and Coca-Cola will soon be sparring over claims made in attack ads. It would take a lot of persuasive advertising to make up for an embarrassing setback in court.

Importance of marketing & advertising in Russia

Western companies that, like Xerox, normally rely on their efficient selling forces, are quick to discover that for them to extrapolate their tactics to Russia's open spaces, they would need large selling armies, which is impossible. They have to opt for marketing means. Marketing and advertising in Russia are more important than elsewhere. Analysis of evidence gleaned over years shows that the quality of marketing and advertising is often a make-or-break thing for Russian companies. And not only for Russian ones, for that matter.

Marketing

To be a practitioner of marketing and advertising in Russia is no easy task. Marketingwise, Russia is not a "country"; it is rather a huge sparsely populated landmass to which no unified marketing concept applies. For centuries it has been home for dozens of Slavic, Turkic, Finno-Ugric, and many other peoples, a melting pot of cultures.

If you superimpose that mosaic on a bizarre array of regional differences in traditions, ways of life, values, predominant occupations, buying habits, and what not, you will end up with a fascinating kaleidoscope of marketing patterns and recipes. In practical terms that means that what sells perfectly all right in Moscow, may not impress buyers in St. Petersburg, and even less so in Siberia. The number of possible marketing situations you may find in Russia may baffle description. What is more, Russian markets are so dynamic that selling points that work today may become out of place tomorrow. You might imagine that, with the country being like that, skills of top-notch marketers and advertising agents must be in great demand. Nothing of the sort.

Internet potential

It is clear that in a "country" with eleven time zones the Internet must hold a huge promise. Unfortunately, the Russian Internet is not up to the mark, largely because it is still dominated by designers and programmers, as it was the case in the USA before the dot.com bubble burst of 2000.

Advertising

The Russian advertising scene can be best described by the Biblical phrase: the blind leading the blind. Blind agencies leading blind advertisers.

The quality of ads in Russia is horrible for two reasons. For one thing, most of Russian advertisers don't have the slightest idea of what good advertising is about. For the other, the same pretty much goes for Russian ad-makers (including those who man local branches of Western chain agencies). The ads they produce are all too often a waste of the client's money.

Oddly enough, you stand better chances to find good, down-to-earth, selling advertising not in Moscow, but in other Russia's places. One reason is that provincial agencies are not spoiled by huge ad budgets of the internationals, which is the case in Moscow. Of necessity, they have to supply the goodies to local manufacturers or retailers for their hard earned advertising monies.

BUSINESS CORRESPONDENCE

Any business requires looking and sounding professional. That can be helped by business letters – tools through which views are expressed and ideas or information is communicated in writing in the process of business activities. Business correspondence or business letter is a written communication between two parties. In most cases, the business letter will be the first impression that is made on someone. The samples of business letters given in the book will help you to write business letters required in many different situations, from applying for a job to requesting or delivering information.

Letter of Introduction

November 27, 2006

Professor Andrew Morrissey

Executive Director

Executive MBA Program

University of Ottawa

1350 Sparks St., Suite 725

Ottawa, ON, K1P 1C4

Dear Professor Morrissey:

Please allow me to introduce the bearer of this letter, Ms. Catherine Nasslund. Catherine is the architect that I spoke to you about last week when we talked on the phone.

As I explained, I am working on a feasibility study for one of the university programs here in Montreal that is considering the development of an Executive Management Training Centre. Part of my study involves having to estimate the possible fit-up costs for the proposed new centre.

The client is intent on making sure they get a "state-of-the-art" executive training facility. Naturally I thought of my alma mater at the Ottawa U. Executive MBA Center, as the perfect example as to how it's done.

As we discussed, if you would be kind enough to have one of the staff members there spend about one hour giving Catherine a tour of your facilities there, I would very much appreciate it. Catherine tells me that it is important that she take the tour when the classroom and case rooms will not be in use, since she will need to take various measurements.

As you suggested, Catherine contacted Sharon Hudson of your staff to make sure that she would be traveling there at a time when it would be possible to do everything she needs to do.

Thanks so much Professor Morrissey. I really appreciate your cooperation.

David Cameron, M.B.A. Senior Consultant

Letter of Interest

November 18, 2006

Mr. Raymond Fielding

President

Campus Renaissance Inc.

1850 Highridge Road

Columbus, Ohio 43201

Dear Raymond:

Mitchell-Maxwell and Timberline Properties are pleased to submit herewith our letter of interest to participate in your campus neighborhood redevelopment project.

Since being invited to address this exciting opportunity, our team members have collaborated to produce a preliminary plan that we believe will energize the neighborhood, strengthen the University community, and produce long-term benefits for the entire City of Columbus.

As you know, we are a team of professionals with a proven track record in this region that has the ability to successfully transform our plan into reality. Our team is comprised of members who have worked together on numerous successful projects. They have been assembled for this project because of the enormous trust and

confidence they have in one another. You can be assured that the lead partners in our group will manage the project closely and carefully, and accountability for results will never be delegated.

In the weeks ahead, we look forward to receiving comments from Campus Renaissance and the community at large about our preliminary proposal during the public consultation process. We understand that right now the plan is clearly a 'work in progress' which can only be improved by input from the various stakeholders who care the most about the area in question. We therefore look forward to using their input to develop a comprehensive integrated final development plan.

Thank you for giving us the opportunity to participate.

Sincerely,

Mary Louise Lasser

Roy Gooding

Resignation Letter

22 Tufton Street

London, SW1P 3TL

November 1st, 2007

Josie Waters

Fielders Pharmacy

14 Broadway

London, SE1 7DG

Dear Mrs. Waters,

I am writing to provide formal notice of my resignation from Fielders Pharmacy. My last day will be November 14th, 2006.

I trust that two weeks is sufficient notice for you to find a replacement for my position. I would be pleased to help train the individual you choose to take my place.

Thank you for employing me for the past three years. My experience as clerk, supervisor, and floor manager has been very positive and I'm confident that I will use many of the skills I have learned at Fielders in the future.

If you have any concerns, please contact me at my personal email address.

All the best,

Annie Wright

Payment Request

Sampson's Stationary

30 Silverstone Ave

Kamloops, BC

V2A 8B1

February 21st, 2010

Mr. Ken Davis

Hanson's Montessori School

15 Main St.

Kamloops, BC

V2A 7B5

Our ref: #223

Dear Mr. Davis:

Our records show that you have an outstanding balance dating back to January, 200-. Your January invoice was for \$445.00 and we have yet to receive this payment. Please find a copy of the invoice enclosed.

If this amount has already been paid, please disregard this notice. Otherwise, please forward us the amount owed in full by March 1st, 2009. As our contract indicates, we begin charging 5% interest for any outstanding balances after 30 days.

Thank you in advance for your cooperation. We hope to continue doing business with you in the future.

Sincerely,

Maria McPhee

Enclosure: Invoice #223

Price Change Notice

Symphony of Sound

12 Main Street, Arrington, Tennessee, 37014

November 21st, 2009

Alicia Hathoway

14 Sparks Rd

Arrington, Tennessee, 37014

Dear Ms. Hathoway:

Forthcoming Price Change

Season tickets for this year's symphony are going on sale next month and we wanted you to be among the first to know.

As you probably know, rental prices have skyrocketed throughout Tennessee this year. Due to our increase in rent at the Arrington Forum, we are finding it necessary to raise the price of our season tickets from \$228 to \$275. Single viewing tickets will also be subject to a price increase.

We hope that you will consider purchasing season tickets for next year despite this change. The Arrington Symphony has been together for 23 years, and relies on season-ticket holders to fill 25% of the seating at each event. Without your support the Arrington Symphony could be forced into retirement before its 25th anniversary.

To purchase tickets for the 20-- season, please visit our website at www.arringtonsymphony.net, or call the ticket agent representative at (615) 395-8750.

We look forward to having you in our audience again next year.

Yours truly,

Colin Fairchild

Letter of apology

June 20, 2003

Ms. Rebecca Quinlan

2595 Dewhurst Circle

Unit No. 16

Birmingham, AL 35233

Dear Ms. Quinlan:

The purpose of this is to convey to you my sincere apologies for any inconvenience you may have experienced last month with respect to the installation of your Internet high speed service.

I just returned from vacation this week and found your file in my in-basket. As soon as I reviewed your case it was clear that somehow your May 12th request for a change in service had somehow slipped through the cracks. The only possible explanation I can give is that we have recently had a number of key staff changes which might have resulted in your letter being overlooked.

Consequently, I have directed our Installation Group to contact you by the end of this week to set up a time convenient to you when they could go to your house and install your new router and make the necessary adjustments to your software.

Because of this serious oversight, and as a testament to our appreciation of you as our customer, we are going to provide you with your first three months of high speed service free of charge. Therefore, your account will not be billed until October of this year.

Ms. Quinlan, let me assure you that what happened in your case is not typical of CableNet's level of customer service. We continue to be committed to providing you and all of our customers with the highest standards of service in the industry.

If you have any questions please don't hesitate to call me at 754-9785.

Yours in service,

Paulo Colanzi

Manager, Customer Solutions

Requesting Information

Dreamtime Movies Universal Ltd

54 Oxford Road, Skagnes SK3 4RG

27.04.2009

Lingua Services Galactic Ltd
69 Milk Street
LONDON SW7 6AW

Dear Sirs

Translation Brochure

I should be grateful if you would send us your brochure and price list about your translation services.

We are currently developing our sales literature and web sites and are interested in translating these into five languages apart from English.

I look forward to hearing from you.

Yours faithfully

Andrea Philips

Marketing Manager

Letter of complaint

Flat 303 Lucky Mansions
856 Cheung Sha Wan Road
Cheung Sha Wan
Kowloon
16 February 2010
The Administrative Officer
Exhibition Services
Exhibitions International
33 Kadoorie Avenue
Kowloon

Dear Sir/Madam

I attended your exhibition Sound Systems 2010 at the Fortune Hotel from 5 - 9 February and found it informative and interesting. Unfortunately, my enjoyment of the event was spoiled by a number of organizational problems. I explain each of the problems below.

Firstly, I had difficulty in registering to attend the event. You set up an on-line registration facility, but I found the facility totally unworkable. Even after spending several wasted hours trying to register in this way, the computer would not accept my application. I eventually succeeded in registering by faxing you.

Secondly, the exhibition was held at one of Hong Kong's most prestigious hotels, but frankly the venue was better suited to a medium-sized business conference than to a large exhibition open by registration to the public. The lack of space led to serious overcrowding in the venue, particularly at peak visiting times (i.e. lunch times and early evening). On one or two occasions I was also seriously concerned about the physical safety of attendees.

The final point I want to make concerns product information. It is very enjoyable to see and test a range of excellent sound systems, but it is also important to be able to take away leaflets on interesting products, so that more research can be done before deciding which system to buy. However, by the time I attended the exhibition all the leaflets had been taken.

Could I please ask you to look into these matters - not only on my behalf but also on behalf of other attendees, and in fact on behalf of your company, too.

I look forward to hearing from you.

Yours faithfully, Michael Leung

Enquiry letter

Golden Gate Engineering

Prince Square, Prince Street, Kowloon

17 February 2010

ProSkills Training Centre

Jubilee Building

Silver Road

Wan Chai

Dear Sir or Madam,

Enquiry about Quality Control Course

I am writing to enquire whether your company could offer a course on Quality Control for our managers.

I saw your advert in the HK Daily on Monday, 15 February 2010, and the Quality Control Training Course (Ref.: QC 101) mentioned in the advert might be suitable for us. I would like to know if it is possible for you to offer a 3-month training course starting before or, at the latest, on Monday, 8 March 2010, for a group of 20. Could you send us some information about the teaching staff and the possible schedule for this course?

I am looking forward to receiving your reply.

Yours faithfully,

Chapmen

Managing Director

Covering Letter for Resume or CV

26 rue Washington

75008 PARIS, France

25.10.2009

The Principal

Interplay Languages

77 bd Saint Germain

75006 PARIS

Dear Madam

Director of Studies

I am interested in working as Director of Studies for your organisation. I am an EFL language instructor with nearly 10 years' experience to offer you. I enclose my resume as a first step in exploring the possibilities of employment with Interplay Languages.

My most recent experience was implementing English Through Drama workshops for use with corporate clients. I was responsible for the overall

pedagogical content, including the student coursebook. In addition, I developed the first draft of the teacher's handbook.

As Director of Studies with your organization, I would bring a focus on quality and effectiveness to your syllabus design. Furthermore, I work well with others, and I am experienced in course planning.

I would appreciate your keeping this enquiry confidential. I will call you in a few days to arrange an interview at a time convenient to you. Thank you for your consideration.

Yours faithfully

Rachel King

Заключение

Учебное пособие «**Introduction to Marketing: Basic Concepts**» позволяет реализовать задачи по изучению иноязычного лексического и грамматического материала, требуемого по образовательному стандарту в условиях компетентного подхода, и одновременно происходит насыщение и дополнение компетенций полученных в ходе освоения предметов по специальности. Моделирование на занятии иностранного языка ситуаций, аналогичных будущей трудовой деятельности, означает не только иноязычное общение, но и возможность выработки стратегий поведения, адаптации к разным условиям; помогает студентам повысить уровень профессионального мастерства, реализовать творческий потенциал, т.е. служит оптимизацией для совершенствования социально-профессиональной компетентности.

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