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Кафедра іноземних мов

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Розробив: ст. викладач кафедри іноземних мов Кравець О.О.

Рецензенти: к.е.н, доц.каф. «Маркетингу»

І.В. Колокольчикова

к.філол.н., доцент кафедри англійської філології та методики викладання англійської мови МДПУ ім. Б.Хмельницького
Насалевич Т.В.

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Передмова

Даний навчальний посібник призначений для студентів факультету економіки та бізнесу за спеціальністю «Маркетинг». Посібник розрахований на студентів, які вже мають знання нормативної граматики англійської мови та словниковий запас лексики.

Посібник розрахований на студентів, які вже мають знання нормативної граматики англійської мови та словниковий запас науково-професійної лексики. Матеріали посібника пов'язані з матеріалами навчального посібника для студентів вищих навчальних закладів «First steps in business » Зубченко Н.В., Личко Л.Я. і дають додаткову інформацію до тем, викладених у посібнику.

Навчальний посібник «General Marketing» має на меті забезпечення у студентів розвитку навичок самостійного читання, розуміння і перекладу наукових текстів на англійській мові в галузі маркетингу, а також розвинення навичок усного мовлення, формування широкого професійного словника та навичок ведення бесіди у рамках професійної тематики.

Методичний посібник складається з 3 частин, що включають наукові тексти пов'язані з питаннями стимулювання збуту товарів та послуг, теорії маркетингу, теорії маркетингових комунікацій.

При підготовці посібника були використані матеріали різних спеціалізованих видань, що містять сучасні оригінальні тексти.

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UNIT 1

ABOUT MARKETING

Marketing is the term given to those activities which occur at the interface between the organisation and its customers. It comes from the original concept of a marketplace, where buyers and sellers would come together to conduct transactions (or exchanges) for their mutual benefit.



The aim of marketing as a discipline is to ensure that customers will conduct exchanges with the marketer's organisation, rather than with the other 'stallholders'. To do this effectively, marketers must provide those customers with what they want to buy, at prices which represent value for money.

The two most widely used definitions of marketing are these:

Marketing is the management process which identifies, anticipates, and supplies customer requirements efficiently and profitably. (UK Chartered Institute of Marketing)

Marketing is the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchange and satisfy individual and organisational objectives. (American Marketing Association)

To the non-marketer, marketing often carries negative connotations; there is a popular view that marketing is about persuading people to buy things they do not want, or about cheating people. In fact, marketing practitioners have the responsibility for ensuring that the customer has to come first in the firm's thinking, whereas other professionals might be more concerned with getting the balance sheet to look right or getting the production line running smoothly.

Marketers are well aware that the average customer will not keep coming back to a firm that does not provide good products at an acceptable price, and without customers there is no business.



Competition in many markets is fierce. If there is room for four companies in a given market, there will be five companies in there, each trying to maximise their market share; the customer is king in that situation, and the firms that ignore the customer's needs will go to the wall. Marketers therefore focus their attention entirely on the customer, and put the customer at the centre of the business.

THE DEVELOPMENT OF THE MARKETING CONCEPT

The marketing concept is a fairly recent one, and has been preceded by other business philosophies.

Production orientation

During the nineteenth century it was often thought that people would buy anything, provided it was cheap enough. This belief had some truth in it, since the invention of the steam engine allowed very much cheaper mass-produced items to be made. If an item was on sale at around one-tenth the price of the hand-made equivalent, most customers were prepared to accept poorer quality or an article that didn't exactly fit their needs.

The prevailing attitude among manufacturers was that getting production right was all that mattered; this is called production orientation. This paradigm usually prevails in market conditions under which demand greatly exceeds supply, and is therefore still found in some Third World and Eastern European countries.

Product orientation

Manufacturers began to look more closely at what they were producing. This led to the view that an ideal product could be made, one that all (or most) customers would want. Engineers and designers developed comprehensively equipped products, with more and 'better' features, in an attempt to please everybody. This philosophy is known as product orientation.

Sales orientation

As manufacturing capacity increases, supply will tend to outstrip demand. During the 1920s and 1930s in Europe and the USA manufacturers began to take the view that a 'born salesman' could sell anything to anybody and therefore enough salesmen could get rid of the surplus products. This is called sales orientation, and relies on the premise that the customer can be fooled, the customer will not mind being fooled and will let you do it again later, and that if there are problems with the product these can be glossed over by a fast-talking sales representative.

Up until the early 1950s, therefore, personal selling and advertising were regarded as the most important (often the only) marketing activities.

Sales orientation takes the view that customers will not ordinarily buy enough of the firm's products to meet the firm's needs, and therefore they will need to be persuaded to buy more. Sales orientation is therefore concerned with the needs of the seller, not with the needs of the buyer.

Consumer orientation

Modern marketers take the view that the customers are intelligent enough to know what they need, can recognise value for money when they see it, and will not buy again from the firm if they do not get value for money. This is the basis of the marketing concept.

Putting the customer at the centre of all the organisation's activities is easier said than done. The marketing concept affects all areas of the business, from production (where the engineers and designers have to produce items that meet customers' needs) through to after-sales services (where customer complaints need to be taken seriously).

The marketing concept is hard to implement because, unlike the sales orientation approach which seeks to change the mass of customers to fit the organisation's aims, the marketing concept seeks to change the organisation's aims to fit one or more specific groups of customers who have similar needs. This means that marketers often meet resistance from within their own organization.

In practice, the marketing concept means finding out the needs and wants of a particular group of customers, finding out what price they would be willing to pay, and fitting the organisation's activities towards meeting those needs and wants at the right price. These are the main responsibilities of the marketing director or marketing managers of a firm.

At this point, it is useful to draw a distinction between customers and consumers.

Customers are the people who buy the product; consumers are those who consume it. Customers could therefore be professional buyers who are purchasing supplies for a company, or possibly a parent buying toys for a child. The consumer might also be the customer, of course, but could equally be the recipient of a gift or the user of a service which is paid for by others.

MARKETING ON A DAY-TO-DAY BASIS



Marketers deal with the marketing mix, which was described by McCarthy as the four Ps of marketing. These are:

- **Product.**

The product should fit the task the target consumers want it for, it should work, and it should be what the consumers expected to get.

- **Place**

The product should be available from wherever the firm's target group of customers find it easiest to shop. This may be a high street shop, it may be mail order through a catalogue or from a magazine coupon, or it may even be doorstep delivery.

- **Promotion**

Advertising, public relations, sales promotion, personal selling and all the other communications tools should put across the organization's message in a way that fits what the particular group of consumers and customers would like to hear, whether it be informative or appealing to the emotions.

- **Price**

The product should always be seen as representing good value for money. This does not necessarily mean that it should be the cheapest available; one of the main tenets of the marketing concept is that customers are usually prepared to pay a little more for something that really works well for them.

The 4-P model has been useful when applied to the manufacture and marketing of physical products, but with the increase in services provision the model does not provide a full enough picture. In 1981 Booms and Bitner proposed a 7-P framework to include the following additional factors:

- People**

Virtually all services are reliant on people to perform them, very often dealing directly with the consumer: for example, the demeanour of waiters in restaurants forms a crucial part of the total experience for the consumers. In a sense, the waiter is part of the product the consumer is buying.

- Process**

Since services are usually carried out with the consumer present, the process by which the service is delivered is, again, part of what the consumer is paying for. For example, there is a great deal of difference between a silver service meal in an upmarket restaurant, and a hamburger bought from a fast-food outlet. A consumer seeking a fast process will prefer the fast-food place, whereas a consumer seeking an evening out might prefer the slower process of the restaurant.

- Physical evidence**

Almost all services contain some physical elements: for example, a restaurant meal is a physical thing, even if the bulk of the bill goes towards providing the intangible elements of the service (the decor, the atmosphere, the waiters, even the dishwashers). Likewise a hairdressing salon provides a completed hairdo, and even an insurance company provides glossy documentation for the policies it issues.

MARKETING JOBS

In a sense, everybody in the organization is responsible to some extent for ensuring that the consumers' needs are met. Clearly, though, some individuals will have greater responsibility than others for this; some of the job titles which marketers hold are shown in Table 1.1.

Marketing jobs

TABLE 1.1 Marketing job titles and descriptions

Job title	Job Description
Brand manager	Responsible for all the decisions concerning a particular brand. This concept was originally introduced at Mars; brand managers compete with each other as well as with other firms for the market share at the chocolate bar market, even though they are all working for the same firm. This tends to result in greater efforts and greater corporate share all round.
Product manager	Responsible for all the decisions around a group of similar products within a firm. For example, a biscuit manufacturer might have one product manager in charge of chocolate-covered snack biscuits, and another in charge of savoury biscuits for cheese.
Sales manager	Responsible for controlling, training and motivating the salesforce and the sales back-up team. Sales managers often also have a role in credit control, since they are in the best position to know the individual consumers and can give an opinion on the customer's creditworthiness on the least damaging way to get the customer to pay up.
Salesperson	Find out what each customer needs, and tries to arrange for it to be delivered. Salespeople do this by selecting from the range of products which the company has an offer, and explaining those products in terms of how they will meet the client's needs.
Advertising	Controls media purchases, deals with advertising agencies, generally handles the flow of information to

manager	the company's customers and consumers.
Public relation manager	Monitors the company's public image and applies corrective measures if the company is acquiring a bad reputation. Organizes events and activities that will put the company in a good light, and tries to ensure that the company's behaves responsibly towards its wider publics.
Market research manager	Collects evidence about what it is that consumer really need, and what they would really like to buy. Sometimes this also includes monitoring competitor's activity so that the company can take action early to counteract it.

In market-orientated companies it is the customer who has the major say in what happens, and it is the marketing team that works within the company to ensure that everything is geared to the customer's (and consumer's) needs. Not all companies are market-orientated in the sense of putting customer satisfaction at the core of everything the business does; even some marketing managers see marketing as being purely a departmental responsibility rather than an organisational one.

In fact everyone within the firm has some responsibility for ensuring customer satisfaction; those who have contact directly with the firm's customers have a particular role to play (for example secretaries, delivery drivers, receptionists, telephonists and credit controllers).

The marketing orientation is adopted because it works better than any other orientation; customers are more likely to spend money on goods and services that meet their needs than on those that do not. In other words, looking after customers is good for business, and organisations which adopt a customer orientation are more likely to meet their objectives than those which do not.

DEFINITIONS OF SOME MARKETING TERMS

Customers are the people or firms who buy products; consumers actually use the product, or consume it. Frequently customers are also consumers, so the terms might be used interchangeably, but often the person who buys a product is not the one who ultimately consumes it.

A **need** is a perceived lack of something. This implies that the individual not only does not have a particular item, but also is aware of not having it. This definition has nothing to do with necessity; human beings are complex, and have needs which go far beyond mere survival.

In wealthy Western countries, for example, most people eat for pleasure rather than from a fear that they might die without eating – the need for enjoyment comes long before there is a necessity for food.

A **want**, on the other hand, is a specific satisfier for a need. An individual might need food (hunger being awareness of the lack of food) and want a curry. Wants become demands when the potential customer also has the means to pay for the product.

Some marketers have made their fortunes from finding ways for people to pay for the products, rather than from merely producing the product. The demand for a given product is therefore a function of need, want, and ability to pay.

A product is a bundle of benefits. This is a consumer-orientated view, because consumers will buy a product only if they feel it will be of benefit. Diners in a restaurant are not merely buying a full stomach; they are buying a pleasant evening out.

Publics are any organisations or individuals that have actual or potential influence on the marketing organisation. This is an important definition for public relations practitioners, because they have the task of monitoring and adjusting the firm's activities relative to all the firm's publics, which can include government departments, competitors, outside pressure groups, employees, the local community, and so forth.

Markets are all the actual and potential buyers of the firm's products. Few firms can capture 100% of the market for their products; marketers more commonly aim for whichever portions of the market the firm can best serve. The remainder of the customers would go to the competition, or just be people who never hear of the product and therefore do not buy it. Even giant firms such as Coca-Cola have less than half of the market for their product category. For this reason marketers usually break down the overall market into segments (groups of customers with similar needs and characteristics) or even niches (very specific need and product categories).

Price is the amount of money a product is sold for.

Value is what the product is worth to the customer or consumer. The value is always higher than the price, or no business would result, but individual customers will make a judgment as to whether the product is good value or poor value. If the product is poor value, the customer will try to find alternatives; if the product is good value, the customer will remain loyal. The decision about value for money is, of course, subjective: what one customer considers a great bargain, another customer might see as a waste of good money.

Summary

This chapter has been about the terms and concepts of marketing. Here are some key points from this chapter:

- Marketing is about understanding what the consumer needs and wants, and seeing that the company provides it.
- A need is a perceived lack; a want is a specific satisfier.
- Customers buy things; consumers use them.
- Price is what something costs; value is what it is worth.
- A product is a bundle of benefits; it is only worth what it will do for the consumer.

- Consumer (or customer) orientation is used because it is the most profitable in the long run.

Talking Points.

1. In a situation where supply exceeds demand, which orientation would you expect most firms to have?
2. Why might a consumer feel that paying £150 for a pair of designer jeans represents good value for money?
3. What needs are met by buying fashionable clothes?
4. What needs might a mother meet by buying child sweets?
5. Why should marketers always refer back to the consumer when making decisions?

Draw up the thesis to the contents of the text «Consumer orientation»

Single out the main points of the texts. Use the following opening phrases:

- 1) The text looks at (the problem of...)
- 2) The text deals with the issue of..
- 3) It is clear from the text that...
- 4) Among other things the text raises the issue of...
- 5) The problem of...is of great importance
- 6) One of the main points to be singled out is
- 7) Great importance is also attached to...
- 8) In this connection, I'd like to say...
- 9) It further says that...
- 10) I find the question of...very important because...
- 11) We shouldn't forget that...
- 12) I think that...should be mentioned here as a very important...mechanism of...

Make a summary or resume according to the contents of the texts.



Multi-Choice Questions

Use these questions to check your understanding of the chapter. For each question, there is only one right answer: (A), (B) or (C).

1. ...is the term given to those activities which occur at the interface between the organisation and its customers.

- a) marketing b) finance c) accounting

2. ...should fit the task the target consumers want it for, it should work, and it should be what the consumers expected to get.

- a) product b) place c) promotion

3. ...represents good value for money.

- a) price b) place c) promotion

4. Advertising, public relations, sales promotion, personal selling and all the other communications tools are...

- a) place b) promotion c) process

5.... are the people or firms who buy products.

- a) customers b) consumers

6... use the product, or consume it.

- a) customers b) consumers

7. ...is a perceived lack of something.

- a) need b) want

8.... is a specific satisfier for a need

- a) need b) want

9. ...are any organisations or individuals that have actual or potential influence on the marketing organization.

- a) publics b) markets

10... are all the actual and potential buyers of the firm's products.

- a) publics b) markets