



ДОНСКОЙ ГОСУДАРСТВЕННЫЙ ТЕХНИЧЕСКИЙ УНИВЕРСИТЕТ
УПРАВЛЕНИЕ ДИСТАНЦИОННОГО ОБУЧЕНИЯ И ПОВЫШЕНИЯ
КВАЛИФИКАЦИИ

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Учебно-методическое пособие к лабораторной работе №1 по дисциплине

«Иностранный язык профессиональный (английский)»

по теме «Marketing»

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Аннотация

Лабораторная работа по английскому языку предназначена для студентов 2 курса направления «Экономика» и содержит разнообразные лексические упражнения, направленные на контроль навыков устной и письменной речи. Упражнения построены на материале современной употребительной лексики и подобраны с учетом принципов современной коммуникативной методики. Основная цель работ – помочь студентам организовать самостоятельную работу по английскому языку, расширить активный словарь, развить навыки делового общения, активизировать работу с лексикографическими источниками.

Выполнение лабораторной работы относится к внеаудиторной самостоятельной работе студентов, осуществляемой без участия преподавателя. Они могут быть использованы в качестве рубежного контроля, который помогает проверить результаты деятельности студента по освоению модуля или темы дисциплины. Количественная оценка результатов лабораторной работы по иностранному языку устанавливается на основе положения о рейтинговой системе.

Автор

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Порядок выполнения лабораторной работы:

1. Лабораторные задания следует выполнять в отдельной тетради. На титульном листе укажите курс, номер группы, фамилию, имя и отчество.

2. Лабораторные задания следует выполнять четким почерком с соблюдением полей, оставленных для замечаний.

3. Строго соблюдайте последовательность выполнения заданий.

Для того чтобы выполнить данные лабораторные работы нужно усвоить *лексический материал* по темам: «Marketing». В качестве учебно-методического материала можно использовать разнообразные аутентичные тексты в учебниках (The Business, Market Leader, Business Result) и лексикографические источники.

ЛАБОРАТОРНАЯ РАБОТА ПО ТЕМЕ «Marketing»

1. Read and translate the text.

Marketing

In modern terms, marketing is defined as the movement of goods and services from manufacturer to consumer in order to satisfy the customer and to achieve the company's objectives. It can be considered as dynamic field that involves a wide variety of activities.

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

The purpose of **marketing** is to persuade more clients to buy from you or to persuade existing clients to stay with you and buy more.

The ABC of marketing is the so-called marketing mix. It includes the four P's: product, price, placement, and promotion.

Product (service) is often connected with development of a new product or service, searching the potential markets, and, finally, introduction it to the market. Target market selection is the most important task for any firm. A target market is a group of individuals who will probably buy the product. That involves the development of a marketing strategy. A successful marketing mix depends on the knowledge about customers and their buying habits, gained through market research as well as correct identification of the target market.

Price is the most changeable element of all the four P's. Its definition is exchange of something of value for something else. There

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are three pricing options the company may take above, with or below the prices its competitor are charging. For example, if the average price for blue jeans is \$50, a company that charges \$50, has priced with the market, and a company that charges \$47 has priced below the market, and a company that charged \$53 has priced above the market. Most companies price with the market, selling their goods and services for average prices established by major producers in the industry known as price leaders.

Placement involves getting the product or service to the customer. This takes place through the channels of distribution. A common channel of distribution is:

Manufacturer → wholesaler → retailer → customer.

Promotion includes all kinds of communication with individuals, groups, or organizations to directly or indirectly facilitate exchange by informing and persuading them to accept an organization product or service. There are two major ways promotion occurs: through personal selling, as in a store; and through advertising, as in a newspaper. One should distinguish advertising campaign which can be developed by personnel within the firm or in conjunction with advertising agencies, and publicity, that is the means of communication transmitted through a mass media at no charge.

All marketing activities must be oriented toward creating and sustaining satisfying exchanges. Both the buyer and the seller must be satisfied. The first should be satisfied with goods, services or ideas obtained in the exchange. The seller should receive something of value, usually financial reward. All marketing variables are highly interrelated.

Before entering the marketplace it is essential to carry out a SWOT analysis. This identifies the strengths and weaknesses of a product, service or company, and the opportunities and threats facing it. Strengths and weaknesses refer to the product itself and are considered as internal factors. The external factors, referring to the marketplace, are opportunities and threats.

Marketing helps companies generate profit, the lifeblood of economy. About half of each consumer dollar is spent on marketing activities.

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2. A marketing manager is talking about the marketing mix for a brand of cleaning products. Choose the correct words from the brackets to complete the text.

1)Our (tools / range / support) includes detergent, toilet cleaner and sponges.

2)We use a lot of (advertising / presence / promotional), usually in women's magazines.

3)You can find the brand in supermarkets and local shops. The (tangible / accessibility / process) of our (staff / mix / outlets) is important.

4)We need to be in a lot of (locations / supports / distributions) so that we are easy to find.

5)We are more (accessibility / reputation / expensive) than our (competitors / staff / sales) but we offer good credit terms and we sometimes run special (deals / processes / support).

3. Complete the text using words below

Advertising mix price products promotional

Marie Curie Cancer Care is reviewing its marketing strategy in an attempt to attract a wider audience. It will stop using (___1) techniques, such as mailings and events. Television (___2) and face-to-face marketing are both being tested in a bid to supplement the charity's typical over-60s donor base with younger supporters. If tests prove successful, they will become part of Marie Curie's marketing (___3). In addition, Marie Curie Cancer Care is expanding its online shop. Stylish handbags at a (___4) of £10 are attractive to younger customers. Marie Curie Cancer Care says it is responding to customers' needs and wants by selling elegant fashion wear (___5)

4. Do the following words and expressions refer to product, price, place, promotion, or people?

Accessibility customers discounts location sales force
Branding delivery distribution quality special deals
competitors direct marketing launch reputation

5. Complete the article about a supermarket in-store event using words from the box.

awareness customers identified meet promotional

This week, Tesco launches its biggest ever 'Health Event' – illustrating its commitment to helping (1) lead a healthy and active life-style. The supermarket has (2) health as an important customer concern and is working to (3)the needs of its customers. Hundreds of (4) operations for healthy products will run all over the store, from fresh produce through to grocery and healthcare lines. Tesco hopes that (5) of its initiative will be high.

6. Replace the underlined words and expressions with alternative words and expressions given below

*afford high quality revenue objectives
convenient price socially acceptable*

1. Mobile phones are fashionable and attractive to the youth market.
2. We have a reputation for providing good standard mobile phones.
3. The cost to user of mobile phones is kept down because they are subsidized by the network providers.
4. This means more people can have the money to buy the product.
5. More and more, customers buy mobile phones online because it is more accessible.
6. Expected earnings from 3G phones were not met when the products were first launched.

7. The extracts below are from a SWOT analysis. Do they describe strengths, weaknesses, opportunities or threats?

1. Competition is growing in this market, which could lead to a price war. There are now a lot of sites that offer the same service and product categories as Amazon. Amazon is a global brand but in some local markets the main competitor could be stronger and preferred by consumers.
2. Amazon has added a lot of new categories, but this may damage the brand. For example, offering automobiles may be confusing for customers. Due to increased competition, the offer is undifferentiated.
3. In 2004 Amazon moved into the Chinese market. There is huge potential here. In 2005 Amazon launched a new loyalty pro-

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gramme, Amazon Prime, which should maximize purchases from the existing client base.

4. Amazon is a global brand, operating in over ten countries. It was one of the first online retailers and today it has an enormous customer base. It has built on early successes with books, and now has product categories that include jewellery, toys and games, food and more. It has an innovative Customer Relationship Management programme.

8. Make word combinations with *market and marketing* using words below. Then match the word combinations with the definitions below.

Methods mix plan segments strategy target

- 1 groups of consumers with similar needs or purchasing desires
- 2 the consumers, clients or customers you want to attract
- 3 a definition of the company, the product / service and the competition
- 4 detailed information about how to fulfill the marketing strategy
- 5 the techniques you can use to communicate with your consumers
- 6 the combination of different elements used to market a product or service

9. Give definitions to the following

- a) marketing
- b) Promotional activity
- c) channels of marketing
- d) marketing management strategies

10. Read the following statements about the role of marketing and give answers to the questions below:

1) «Marketing is too important to be left to the marketing department». (David Packard).

2)

In a truly great marketing organization, you can't tell who is in the marketing department. Everyone in the organization has to make decisions based on the impact on the consumer». (Professor Stephen Burnett).

3) «The aim of marketing is to make selling superfluous. The aim is to know and understand the customers so well that the product or service fits him and sells itself». (Peter Drucker).

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4) «Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer».

5) «Marketing is getting the right goods and services to the right place at the right time at the right price with the right communication and promotion».

6) «Marketing is the creation and delivery of a standard of living».

Questions:

1. Which statement suggests that everybody in a company is a marketer?

2. Which statement completely discounts the importance of selling?

3. Which statement emphasizes the role of the four P's (product, price, place, promotion)?

4. Which statement sees marketing more in a sociological role?

5. What could be your definition of marketing?

11 For each definition choose the correct word or phrase

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

a) promotion b) grant aid c) sponsorship

2) A business which specializes in giving advice and support to companies about marketing and marketers

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

3) An economy which allows open and reasonable free exchange between private companies

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

4) A specific promotional activity over a limited period of time

a) campaign b) season c) trend

5) The activity of moving goods from the producer to the consumer

a) selling b) distribution c) orientation

6) The proportion of the total market which one company controls

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a) dominion b) market place c) market share

7) The activity of selling goods to other countries

a) multinational b) exporting c) exchange distribution

12. Peter Bowen of Citimetal Inc. is talking to Anna James, a marketing consultant. Complete Anna's part of the conversation. Choose from the following:

a) And then the fourth area is physical evidence.

b) It covers both goods and services offered by the company.

c) Exactly-and then the desire to buy the product. And, finally, people which means colleagues, employees, agents and customers. The idea is to keep everyone happy, make personal contact.

d) Yes. This means any visual presence or signs suggesting the company.

e) The second area is place-also called distribution-meaning the movement of goods from the producer to the consumer.

f) Well, we identified six areas where improvement is necessary.

g) After place, process. Process is the interaction between people and systems at all stages, from market research, design, production, delivery and after-sales.

h) The first is product.

i) Promotion.

Peter: So, what have you got to the report?

Anna: _____

Peter: Really? What are they?

Anna: _____

Peter: And what exactly does that term cover?

Anna: _____

Peter: I see. What else?

Anna: _____

Peter: And after place, what's next?

Anna: _____

Peter: yes, I understand-co-ordination of systems.

Anna: _____

Peter: Physical evidence?

Anna: _____

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

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Anna: _____

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

Anna: _____

13. On the left of the page there are the first halves of sentences. On the right there are second halves of the sentences, though not in the same order. Pair the halves.

1. The first objective of marketing ...

a) has caused massive restructuring of many American industries and businesses, and the trend continues.

2. Since the organization obviously can't satisfy all consumer needs, ...

b) provides important input for designing marketing strategies.

3. Today American firms are spending millions of dollars in both advertising and court cases ...

c) to distinguish between physical products and intangible ones

4. Outstanding marketing companies conduct consumer research, focus groups ...

d) it must concentrate its efforts on certain needs of a specific group of potential customers.

5. The intensity of competition in both domestic and global markets ...

e) is critical to the success of every organization — whether large or small, for-profit or non-profit, domestic or global.

6. Understanding customer needs, wants and demands in detail ...

f) their perceptions of the value that various products and services deliver.

7. Marketers often use the expressions «goods» and «services» ...

g) is discovering the needs of prospective consumers.

8. Consumers make buying choices based on ...

h) to protect their important brand names.

9. Exchange allows a society ...

i) the abundance of products that line the store shelves in your nearby shopping mall.

10. Some people think that only large business organizations operating in highly developed economies use marketing, but sound marketing ...

j) the principle of division of labor, where each person specializes in producing something, receives payment, and buys needed things with this money.

11. Modern economies operate on ...

k) to produce much more than it would with any alternative system.

12. You see the results of marketing in ...

l) to learn about and understand their customers' needs, wants and demands.

14. Find the closest synonym for the words on the left. Select from a-k on the right.

- | | |
|---------------------|----------------|
| 1) purpose | a) drift |
| 2) goal | b) narrow |
| 3) plan | c) reduce |
| 4) reinvest | d) mission |
| 5) wander aimlessly | e) overall |
| 6) sensible | f) objective |
| 7) general | g) increase |
| 8) limited | h) broad |
| 9) wide | i) plough back |
| 10) raise | j) sound |
| 11) cut | k) strategy |

15. Fill in the missing words

verb	agent	general noun
market	marketer	
distribute		
		competition
		advertising
	supplier	
consumer		
	analyst	
import		
	researcher	

16. Translate the following words and word combinations

Needs and wants, appropriate products, isolated function, to create customer satisfaction, value-delivery system, wholesalers and retailers, performing art groups, need-satisfying products and services, a broad range of skills, commercials, direct mail, «me-too» products, managerial process, to satisfy individual and organizational objectives, cultural phenomenon, to shape, potential exchange relationship, to be proficient, to establish a market system.

17. Translate into English

Удовлетворять потребности покупателя, получать прибыль; достичь цели; сотрудничать; обеспечивать потребителя тем, что имеет высшую ценность; обязывать каждого думать о потребите-

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ле; влияние; узнавать; компания, производящая; управлять спросом; получать необходимые голоса; разработки и внедрения маркетинговых планов; определять рынок и распределять его на сегменты; целевой рынок; устанавливать цену; продукция, которую потребитель способен приобрести; рекламировать и продвигать товары на рынок; проводить маркетинговые исследования; визиты коммивояжеров; сбыт; выявлять потребности потребителя; товары, пользующиеся повышенным спросом; маркетинговый комплекс; влиять на рынок; осуществлять учет; потенциальный покупатель; оценивать (положительно); уровень благосостояния; избыток; уровень жизни.

18. Synonyms and antonyms. Complete the following table:

Word	Synonym	Antonym
satisfying (Adjective)		
efficiency (Noun)		
obtain (Verb)		
satisfy (Verb)		
reduce (Verb)		
core (Adjective)		
accept (Verb)		
occur (Verb)		
profit (Noun)		
expand (Verb)		
agent (Noun)		
encourage (Verb)		
popular (Adjective)		
demand (Noun)		
buy (Verb)		
emerge (Verb)		
manage (Verb)		
stable (Adjective)		

19. Action problem.

One of your friends who is a sociology major, has asked why you are studying marketing. Write a 100-word essay describing the benefits you expect to receive from studying marketing.