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**АНГЛІЙСЬКА МОВА
МАРКЕТИНГУ ТА РЕКЛАМИ**

**BASIC ENGLISH
OF MARKETING AND
ADVERTISING**

*Навчальний посібник для студентів
закладів вищої освіти*

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Навчальний посібник має на меті формування у студентів професійно орієнтованої англомовної комунікативної компетенції. Він допоможе виробити уміння та навички спілкування англійською мовою з фаху, набутти досвід самостійної роботи з фаховою літературою та розвинути навички мовленнєвої комунікації.

Посібник призначено для студентів закладів вищої освіти, які вивчають маркетинг та рекламну діяльність, а також для тих, хто бажає поглибити та вдосконалити знання англійської мови за професійним спрямуванням.

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ПЕРЕДМОВА

Загальна стратегія навчання іноземних мов для спеціального вжитку визначена потребами сучасного суспільства та рівнем розвитку лінгвістичних, психолого-педагогічних і суміжних наук. Реалії сьогодення вимагають від закладів вищої освіти якісно нового підходу до підготовки високопрофесійних спеціалістів сфери маркетингу та реклами, яким притаманні не лише відмінні фахові знання, а й готовність до співпраці з представниками інших держав, існування в полікультурному просторі, що неминуче вимагає володіння професійно-спрямованою іноземною мовою.

Пропонований посібник якісно доповнює існуючі підручники для студентів економічних спеціальностей, оскільки його зміст орієнтовано на поглиблене навчання професійної англійської мови маркетингу, реклами та зв'язків з громадськістю. Цільова аудиторія посібника – це студенти 1-2 курсів із достатнім початковим рівнем володіння мови. Матеріал книги систематизовано відповідно до професійних потреб і побудовано з орієнтацією на цілісність фахових (фонових) знань та лінгвістичної вправності. Він сприятиме продукуванню інтегративного особистісного ресурсу майбутніх професіоналів маркетингової сфери.

Мета посібника – формування у студентів англійської комунікативної професійної компетенції в сфері маркетингу та реклами. Вона зrealізована через розвиток та вдосконалення:

- мовленнєвої та мовної компетенції, що передбачає вміння здійснювати усне спілкування в типових професійних ситуаціях, читати і адекватно розуміти автентичні фахові тексти, фіксувати та передавати письмово необхідну інформацію;

- соціокультурної та соціолінгвістичної компетенції з виробленням уміння використовувати мовленнєві форми для здійснення комунікативних прагматичних намірів, орієнтуватися на полікультурні особливості та правила вербальної та невербальної поведінки в типових професійних ситуаціях спілкування;

- дискурсивної компетенції, важливої для керування мовленням, структурування його за допомогою тематичної організації, зв'язності, логічності;

- стратегічної компетенції, необхідної для вибору ефективних стратегій для розв'язання комунікативних завдань, а також для самостійного здобуття та використання знань.

Структурно навчальний посібник представлений загальними частинами (модулями), поділеними на відповідні параграфи. Зміст і структура кожного параграфу зцементовані навколо автентичного фахового тексту – універсальної дидактичної одиниці професійно-спрямованого навчання. Текстовий матеріал, умотивований майбутньою спеціальністю студентів, є інформативним, актуальним за змістом, прагматично спрямованим.

Розроблена комплексна система вправ і завдань навчально-інформаційного, виховного й діагностувального характеру корелює зі змістом фактологічних текстів і спрямована на безпосереднє й опосередковане формування активного фахового вокабуляру, навичок усного монологічного та діалогічного мовлення, перекладу та функціонального читання.

Подані після основної частини завдання для індивідуального виконання та самоперевірки систематизують опрацьований матеріал та виконують оцінно-діагностувальну функцію.

Навчальний посібник містить глосарій термінів маркетингової сфери, теоретичний зміст і контекстне вживання яких реалізовані у фахових текстах і в післятекстових вправах.

Змістова та структурна репрезентація навчального посібника є варіативною і може бути адаптована до конкретних робочих програм та навчальних планів, а також розподілу аудиторного та самостійного складників кредитів.



UNIT 1.

THE CONCEPT OF MARKETING

Part I. DEFINING MARKETING

Change is occurring at an accelerating rate; today is not like yesterday, and tomorrow will be different from today. Continuing today's strategy is risky; so is turning to a new strategy. Therefore, tomorrow's successful companies will have to heed three certainties:

- Global forces will continue to affect everyone's business and personal life.
- Technology will continue to advance and amaze us.
- There will be a continuing push toward deregulation of the economic sector.

These three developments—globalization, technological advances, and deregulation — spell endless opportunities. But what is marketing and what does it have to do with these issues?

Marketing deals with identifying and meeting human and social needs. One of the shortest definitions of marketing is “meeting needs profitably.” In fact, we can distinguish three stages through which marketing practice might pass:

1. Traditional marketing: Most companies are started by individuals who visualize an opportunity and knock on every door to gain attention. Jim Koch, founder of Boston Beer Company, whose Samuel Adams beer has become a top-selling “craft” beer, started out in 1984 carrying bottles of Samuel Adams from bar to bar to persuade bartenders to carry it. For 10 years, he sold his beer through direct selling and grassroots public relations. Today his business pulls in nearly \$200 million, making it the leader in the U.S. craft beer market.

2. Formulated marketing: As small companies achieve success; they inevitably move toward more formulated marketing. Boston Beer recently began a \$15 million television advertising campaign. The company now employs more than 175 salespeople and has a marketing department that carries on market research, adopting some of the tools used in professionally run marketing companies.

3. Entrepreneurial marketing: Many large companies get stuck in formulated marketing, poring over the latest ratings, scanning research reports, trying to

fine-tune dealer relations and advertising messages. These companies lack the creativity and passion of the guerrilla marketers in the entrepreneurial stage. Their brand and product managers need to start living with their customers and visualizing new ways to add value to their customers' lives.

We can distinguish between a social and a managerial definition for marketing. According to a social definition, **marketing** is a societal process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products and services of value freely with others.

As a managerial definition, marketing has often been described as “the art of selling products.” But Peter Drucker, a leading management theorist, says that “the aim of marketing is to make selling superfluous. The aim of marketing is to know and understand the customer so well that the product or service fits him and sells itself. Ideally, marketing should result in a customer who is ready to buy.”

The American Marketing Association offers this managerial definition: **Marketing (management)** is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals.

Marketers use numerous tools to elicit the desired responses from their target markets. These tools constitute a marketing mix: **Marketing mix** is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market. McCarthy classified these tools into four broad groups that he called the four Ps of marketing: product, price, place, and promotion.

Marketing-mix decisions must be made to influence the trade channels as well as the final consumers. Typically, the firm can change its price, sales-force size, and advertising expenditures in the short run. However, it can develop new products and modify its distribution channels only in the long run. Thus, the firm typically makes fewer period-to-period marketing-mix changes in the short run than the number of marketing-mix decision variables might suggest.

Winning companies are those that meet customer needs economically and conveniently and with effective communication.

Philip Kotler “Marketing, Management Millennium Edition”

Vocabulary notes

strategy	стратегія
to occur	відбуватися, траплятися, ставатися
successful	успішний
to turn to	звернутися до
to affect	впливати
to advance	прогресувати, робити успіхи
to amaze	дивувати, вражати
opportunity	можливість
issue	питання, проблема
to distinguish	розрізняти, характеризувати
to persuade	переконувати
advertising campaign	рекламна кампанія
market research	дослідження ринку
guerrilla marketers	«маркетологи - партизани»
to obtain	отримати
to offer	запропонувати
superfluous	зайвий
to satisfy	задовольняти
expenditures	витрати
target market	цільовий ринок

Task 1. Answer the following questions:

1. What will tomorrow's successful companies have to heed?
2. What does marketing deal with?
3. What is one of the shortest definitions of marketing?
4. How many stages of marketing practice are generally distinguished?
5. Characterize the stage of Traditional marketing.
6. What are the main features of Formulated marketing?
7. Characterize the stage of Entrepreneurial marketing.
8. What is a social definition of marketing?
9. How did Peter Drucker define marketing?
10. What is Marketing mix?

Task 2. Study the following definitions. Make sure you understand them and can reproduce them from memory.

Market – the area within which buyers and sellers interact to affect economic exchanges. The estimated or realized demand for a good or service may also be referred to as its “market”.

Exchange – the process of giving or receiving something in return for something else.

Goods – inherently useful and relatively scarce articles or commodities – distinct from services – produced by the manufacturing, mining, construction and agricultural sectors of the economy.

Services – economic activity – such as transportation, banking, insurance, tourism, telecommunications, advertising, the entertainment industry, data processing, and consulting – that are normally consumed as they are produced, as contrasted with economic goods that are more tangible.

Consumers – individuals or groups who consume or use economic goods, thus deriving utility from them.

Consumption – the purchase and utilization of goods and services for the gratification of human desires or in the production of other goods or services.

Marketing communication – a two-way exchange of information between buyers and sellers.

Marketing mix – the combination of four marketing activities – product development, pricing, promotion and distribution aimed at creating demand among the target market.

Target market – the market that appears most promising in terms of highest and most probable profit margins.

Price	– the value of something expressed in terms of money, or the amount of money paid for it.
Distribution	– the dissemination of goods and services in a market through the ordinary channels of trade.
Promotion	– one-way attempt by marketers to persuade others to participate in exchange relationship with them.

Task 3. a) Figure 1 illustrates McCarthy's concept of 4Ps. Make sure you understand the following marketing terms and make up your own vocabulary:

Marketing mix- 4P's (1)



b) Study Marketing Mix of L'Oréal analysis which covers 4Ps (Product, Price, Place, Promotion) and explains the L'Oréal marketing strategy.

L'Oréal S.A is a French cosmetics and beauty company founded by Eugène Paul Louis Schueller in the year 1909 with headquarters in Clichy, Hauts-de-Seine and the main office in Paris. It is the 1st cosmetics group worldwide. L'Oréal started with its own hair-color business but expanded into cleansing and beauty products like hair care, skin care, sun protection, cleansers and perfumes as well as in dermatological, toxicology, tissue engineering and biopharmaceutical research fields. L'Oréal has its operations in over 130 countries on five continents, operates 42 manufacturing plants, 6 research and development centers throughout the world and own almost 40 different subsidiaries.

<p style="text-align: center;">PRODUCT</p>	<p>L'Oréal has a wide portfolio of brands under them. The marketing mix product strategy can be understood by analyzing their entire portfolio. They produce products related to all beauty and cosmetics under four major divisions namely:</p> <ul style="list-style-type: none"> • L'Oréal Luxe : Kiehl's, Lancôme, Yves Saint Laurent, Ralph Lauren, Giorgio Armani, Diesel, Clarisonic • Consumer Products division : L'Oréal Paris, Garnier, Maybelline New York, Shampoo • Active Cosmetics division: Vichy, La Roche-Posay, Sanoflore • Professional Products division : L'Oréal Professionnel Paris, Kerastase, Matrix, The Body Shop <p>Under these product divisions L'Oréal have products like eye-liner, mascara, eye shadow, nail polish, nail polish remover, lipstick, lip-liner, lip gloss, cleanser, foundation, concealer, blush for face, hair color in various shades, hair care, shampoos, conditioner, toners, hair spray and serum. All these are produced and innovated based on customer preferences and needs. These are available in different sizes and price ranges. L'Oréal products are properly tested as per international testing standards without harming any animals in the process.</p>
<p style="text-align: center;">PRICE</p>	<p>L'Oréal is one of the leading global cosmetic brands. The consumer products division brands are distributed in retail channels making it available to the mass market. As a result, they earn huge profits from this division. The professional products are available at salons worldwide so when a customer visits these salons they are ready to pay for these products as they are not priced very high. The Luxe division products are available at supermarkets, cosmetics stores, own brand outlets and even online. However, these products have a premium price and customers are even ready to pay a premium for these products owing to quality and reliability over competitors. L'Oréal prefers to maintain value based pricing strategies for most of their products. L'Oréal always brings about innovations across their various product divisions thereby penetrating the market with different price levels. Thus, the pricing strategy in the marketing mix of L'Oréal is based on premium pricing, competition, geography served and product demand.</p>
<p style="text-align: center;">PLACE</p>	<p>Based on their different product divisions their products are made available to the customers worldwide. L'Oréal also makes sure they have vast distribution networks to enable a strong market presence. They have acquired many different companies worldwide to make increase their brand presence. Over the years, L'Oréal has grown and is now present in 130 countries in 5 continents. Each of their products are available at department stores, retail outlets, pharmacies, salons, cosmetics stores, own brand boutiques and even e-commerce websites.</p>

PROMOTION	L'Oréal being an international brand has its promotions done at various levels in different countries. They also have a very strong ad slogan “Because we’re Worth It” with a strong message to attract customers. The brand has an aggressive marketing mix promotional strategy. Attractive models are their brand ambassadors like Jennifer Lopez, Naomi Watts, Eva Longoria, Cheryl etc for various campaigns all over the world. L'Oréal even use word-of-mouth marketing strategy which has become viral especially in India.
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c) Browse 4Ps Analysis of more brands and companies similar to L'Oréal Marketing Mix (<https://www.mbaskool.com/marketing-mix.html#products>).

Task 4. Read the passage. Match the terms with their characteristics.

For many business owners, theirs is a service based business. Yet the marketing theory tends to focus on product-based businesses – the ability of consumers to taste, touch, see, smell a product. Services can be quite the reverse. If you deliver intangible services such as those by law firms, marketing consultants, management consultants, education providers and much more, then more than likely, you are almost selling the invisible. So how do you give your services the ‘product’ factor? How can you make your customers truly see, smell, taste and touch your service? The answer lies in your approach to services and using good marketing techniques. There are four characteristics that separate services marketing from product marketing. **4 I’s for services** include:

- Intangibility
- Inconsistency
- Inseparability
- Inventory

Intangibility

- it is impossible to distinguish between the service and the server. The production of the service can’t be separated from its consumption. A good example is a hair dresser. You can’t really separate the hair dresser from the cut/colour/blow-dry. Similarly with a lecture, you can’t separate the lecture from the lecturer.

Inconsistency

- services can not be stored. Unlike warehouses full of products, service providers can’t store services for future uses.

Inseparability

- there is nothing to take home. In essence, services aren't physical so they can't be owned. As services can't be seen or touched, then assessing their value can be quite difficult.

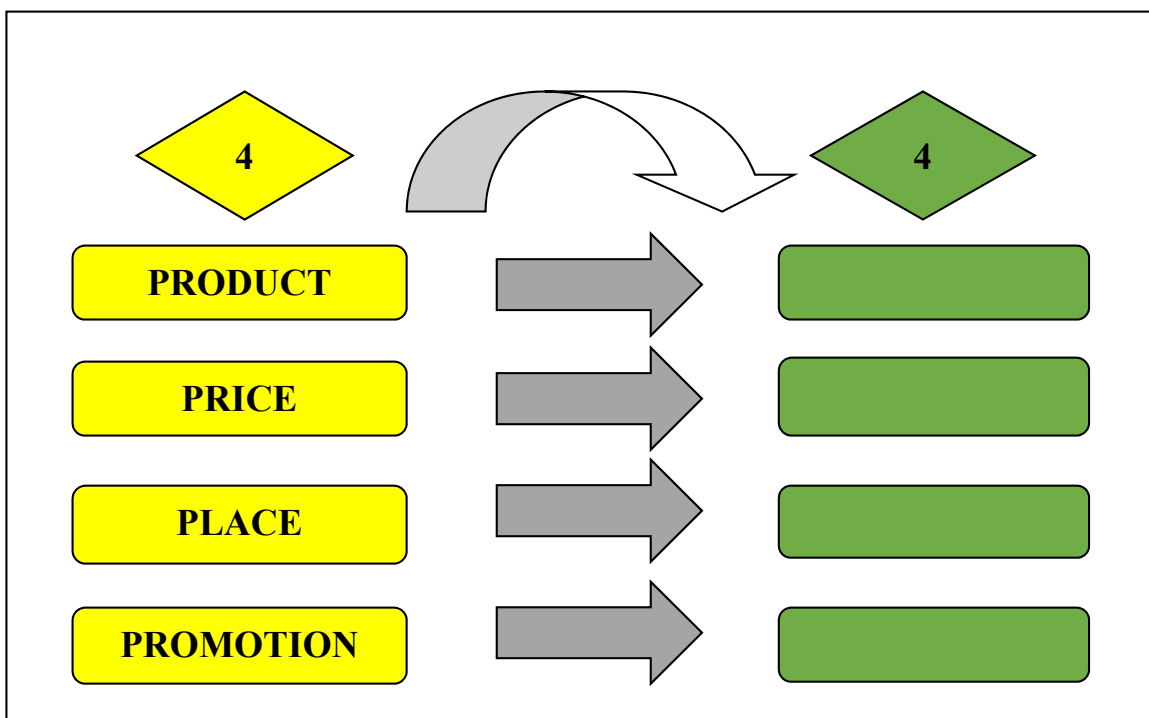
Inventory

- developing, pricing, promoting and delivering services is challenging because the quality of a service is often inconsistent. Services depend on the people providing them.

Task 5. Robert Lauterborn suggested that the sellers' four Ps correspond to the customers' four Cs.



Match the corresponding Customer's element to the Seller's one:



Part II. THE SCOPE OF MARKETING

Marketing people are involved in marketing 10 types of entities: goods, services, experiences, events, persons, places, properties, organizations, information, and ideas.

Goods. Physical goods constitute the bulk of most countries' production and marketing effort. The United States produces and markets billions of physical goods, from eggs to steel to hair dryers. In developing nations, goods — particularly food, commodities, clothing, and housing—are the mainstay of the economy.

Services. As economies advance, a growing proportion of their activities are focused on the production of services. The U.S. economy today consists of a 70–30 services-to-goods mix. Services include airlines, hotels, and maintenance and repair people, as well as professionals such as accountants, lawyers, engineers, and doctors. Many market offerings consist of a variable mix of goods and services.

Experiences. By orchestrating several services and goods, one can create, stage, and market experiences. Walt Disney World's Magic Kingdom is an experience; so is the Hard Rock Cafe.

Events. Marketers promote time-based events, such as the Olympics, trade shows, sports events, and artistic performances.

Persons. Celebrity marketing has become a major business. Artists, musicians, CEOs, physicians, high-profile lawyers and financiers, and other professionals draw help from celebrity marketers.

Places. Cities, states, regions, and nations compete to attract tourists, factories, company headquarters, and new residents. Place marketers include economic development specialists, real estate agents, commercial banks, local business associations, and advertising and public relations agencies.

Properties. Properties are intangible rights of ownership of either real property (real estate) or financial property (stocks and bonds). Properties are bought and sold, and this occasions a marketing effort by real estate agents (for real estate) and investment companies and banks (for securities).

Organizations. Organizations actively work to build a strong, favorable image in the mind of their publics. Philips, the Dutch electronics company, advertises with the tag line, "Let's Make Things Better." Universities, museums, and performing arts organizations boost their public images to compete more successfully for audiences and funds.

Information. The production, packaging, and distribution of information is one of society's major industries. Among the marketers of information are schools and universities; publishers of encyclopedias, nonfiction books, and specialized magazines; makers of CDs; and Internet Web sites.

Ideas. Every market offering has a basic idea at its core. In essence, products and services are platforms for delivering some idea or benefit to satisfy a core need.

Another core concept is the distinction between marketers and prospects. A marketer is someone who is seeking a response (attention, a purchase, a vote, a donation) from another party, called the *prospect*. If two parties are seeking to sell something to each other, both are marketers.

The successful marketer will try to understand the target market's needs, wants, and demands. *Needs* describe basic human requirements such as food, air, water, clothing, and shelter. People also have strong needs for recreation, education, and entertainment. These needs become wants when they are directed to specific objects that might satisfy the need. An American *needs* food but *wants* a hamburger, French fries, and a soft drink. A person in Mauritius *needs* food but *wants* a mango, rice, lentils, and beans. Clearly, wants are shaped by one's society.

Demands are wants for specific products backed by an ability to pay. Many people want a Mercedes; only a few are able and willing to buy one. Companies must measure not only how many people want their product, but also how many would actually be willing and able to buy it.

However, marketers do not create needs: Needs preexist marketers. Marketers, along with other societal influences, influence wants. Marketers might promote the idea that a Mercedes would satisfy a person's need for social status. They do not, however, create the need for social status.

Philip Kotler "Marketing, Management Millennium Edition"

Vocabulary notes

to be involved	бути залученим
events	події
to constitute	складати
marketing effort	маркетингове зусилля
mainstay	опора, підтримка
to orchestrate	створювати, вигадувати
experiences	переживання, досвід

celebrity	знаменитість, видатна людина
CEO (chief executive officer)	виконавчий директор
to compete	конкурувати
to attract	приваблювати
rights of ownership	право власності
to boost	підштовхувати, підтримувати
core	серцевина
benefit	вигода, користь
requirements	вимоги
needs	потреби
demands	запити, вимоги
wants	бажання
to preexist	існувати до

Task 1. Answer the following questions:

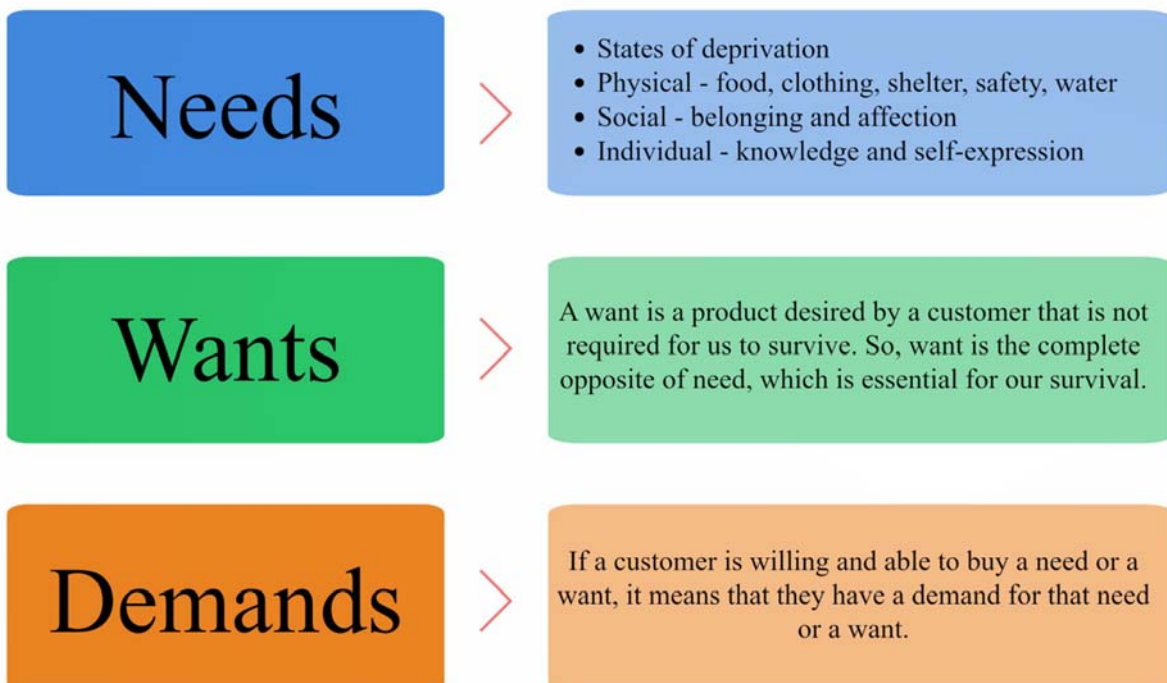
1. Which types of marketing entities are marketing people involved in?
2. What entity constitutes the bulk of most countries' production and marketing effort? Why?
3. How do marketers create, stage and market experience?
4. What is celebrity marketing?
5. What do place marketers include?
6. What are properties?
7. Explain the difference between marketers and prospects.
8. Explain the concept of Needs. How do marketers create needs?
9. What do specialist understand under the concept of Wants?
10. What are Demands?

Task II. Say what is true and what is false. Correct the false sentences:

1. Marketing people are involved in marketing 12 types of entities.
2. The U.S. economy today consists of a 50/50 services-to-goods mix.
3. By orchestrating several services and goods, one can promote time-based events, such as the Olympics, trade shows, sports events, and artistic performances.
4. Place marketers include artists, musicians, CEOs, physicians, high-profile lawyers and financiers, and other professionals.

5. Properties are bought and sold, and this occasions a marketing effort by real estate agents (for real estate) and investment companies and banks (for securities).
6. Organizations actively work to build a strong, favorable image in the mind of their publics.
7. Among the marketers of events are schools and universities; publishers of encyclopedias, nonfiction books, and specialized magazines; makers of CDs; and Internet Web sites.
8. In essence, products and services are platforms for delivering some information or benefit to satisfy a core need.
9. If two parties are seeking to sell something to each other, both are prospects.
10. Marketers, along with other societal influences, influence wants.

Task 3. a) Make sure you understand the concepts of Needs, Wants and Demands.



b) Divide the following products into groups:

<i>NEEDS</i>		<i>WANTS</i>	
...			...
...			...
salt	bread		rice
iPhone	headphones		croissant
clothes	Himalayan salt		snickers
shoes	brown sugar		chocolate
iPod	dryer		Coca-Cola
big screen TV	satellite		Starbucks Coffee

Task 4. Fill in the gaps with the appropriate words:

1. Whenever you try _____ somebody to do something, you are performing a marketing activity.
2. If you want to participate in the _____, you must offer something of value to another person.
3. One condition of an exchange is the ability for the parties _____.
4. The category of _____ includes both types of organizations – business and nonprofit organizations.
5. The _____ of marketing is a transaction – an exchange.
6. Marketing consists of all activities designed _____ human needs or wants.
7. We consider _____ as anything that can be marketed.
8. Each party taking part in the exchange must believe it will _____ from the transaction.
9. Such organizations as hospitals, universities, churches, museums are called _____.
10. A firm's _____ may include government regulatory agencies, environmentalists, and local tax assessors.

KEY WORDS: to communicate; heart; product; nonprofit organizations; markets; to persuade; exchange; benefit; marketers; to satisfy.

Task 5. Comment on the following quotes:

✓ The earth has everything for all human needs, but nothing for his greed.
Mahatma Gandhi

✓ At the intersection where your gifts, talents, and abilities meet a human need; there in you will discover your purpose.
Aristotle

✓ No matter what part of the world we come from, we are basically the same human beings. We all seek happiness and try to avoid suffering. We have the same basic human needs and concerns. All of us human beings want freedom and the right to determine our own destiny as individuals and as peoples. That is human nature.
Dalai Lama



UNIT 2.

KEY MARKETERS' FUNCTIONS

Part I. THE DECISIONS THAT MARKETERS MAKE

Marketing managers face a host of decisions in handling marketing tasks. These range from major decisions such as what product features to design into a new product, how many salespeople to hire, or how much to spend on advertising, to minor decisions such as the wording or color for new packaging. Among the questions that marketers ask are:

- How can we spot and choose the right market segment(s)?
- How can we differentiate our offering?
- How should we respond to customers who press for a lower price?
- How can we compete against lower-cost, lower-price rivals?
- How far can we go in customizing our offering for each customer?
- How can we grow our business?
- How can we build stronger brands?
- How can we reduce the cost of customer acquisition and keep customers loyal?
- How can we tell which customers are more important?
- How can we measure the payback from marketing communications?
- How can we improve sales-force productivity?
- How can we manage channel conflict?
- How can we get other departments to be more customer-oriented?

A marketing analysis is a study of the dynamism of the market. It is the attractiveness of a special market in a specific industry. Marketing analysis is basically a business plan that presents information regarding the market in which you are operating in. It deals with various factors. A marketing analysis is done so that you can formulate a strategy on how to run your business. By taking into consideration certain factors, you will know how to operate your business.

What are the factors? The most common factors are the SWOT which is

an acronym for: Strengths, Weaknesses, Opportunities, and Threats. By assessing the company's strengths and weaknesses, you can make a strategy on which factors to focus upon. You also look at external factors like situations which may provide you with opportunity or threat. Considering all these factors will give you a marketing analysis from which you can implement your decisions.

There are certain dimensions which help us to perform a marketing analysis. These things help us to understand the market we operate in better. These dimensions include:

- Market size
- Growth rate of the market
- Market trends
- Market profitability
- Key success factors
- Distribution channels
- Industry cost structure

The size of the market is a key factor in a marketing analysis. The bigger the market the more competitors you are likely to have. For a big market, you need to make sure your products and services stand out. Otherwise, the customers can easily switch to a rival product. If the market size is small then you can get away with charging a high price. Based on that you go ahead with your marketing plan.

The market growth rate is a huge factor in any sort of marketing analysis. This is because you get the idea of how long the said market will last. Before you make an investment you need to analyze the market's growth rate. If it is likely to grow over time then you can invest more in it. If it has no growth then you are likely to be discouraged from investing anything at all. How much time and importance you give to the market depends on its growth rate.

Market trends are a significant part of the marketing analysis. Having knowledge about the trends help you to decide what kind of product you are going to sell. When you are starting off a business you need to know what the current trend is. On the other hand, market trends can change any day. This can turn out to be an opportunity for your business. If that's the case then you can seize it and make the most of it. Changes in trend can also be a threat for you. If you are comfortable producing one kind of good then a market trend change will affect you the most.

Market Profitability – Most companies’ motive to get into the business is to make a profit. In other words, they are profit-motive businesses. So before getting into a business you need to analyze the profitability of the market. In order to calculate the profitability of the market, there are a few things one has to consider: buyer power, supplier power, barriers to entry and so on.

The key success factors are those elements which help the business to achieve great success in the market. Such elements are required to stand out among the rest of the competition. These are things which you did well that have enabled you to produce great results. Key success factors include:

1. Technology progress
2. Economies of scale
3. Efficient utilization of resources

Distribution channels are very important for a business. Without those, you won’t be able to get your products to your customers. So it becomes a big factor in a marketing analysis. Sometimes you come up with brand new channels like online marketing.

The industry cost structure is a significant factor while running a business. It basically sees how much cost is required to get your products for sale. Sometimes firms can come up with ways to decrease that cost and thereby make a bigger profit without increasing the market price. Doing a marketing analysis will help you to come up with newer ways to reduce cost. At the same time, it helps to create strategies for developing a competitive advantage of your rivals.

Source:<http://pestleanalysis.com/what-is-marketing-analysis/>

Vocabulary notes

to spot	визначати
to press a lower price	вимагати нижчу ціну
rival	конкурент
to customize	налаштовувати
to measure	вимірювати
to be customer-oriented	орієнтуватися на клієнта
SWOT (strengths, weaknesses, opportunities, threats)	аналіз SWOT (сильні / слабкі сторони, можливості, загрози)
to assess	оцінювати
dimension	розміри

to switch to	переключатися на
to charge a price	встановлювати ціну
to be discouraged	бути зневіреним
the current trend	сучасна тенденція
to seize	заволодіти
profitability	рентабельність
buyer power	купівельна спроможність
marketing analysis	маркетинговий аналіз
profit-motive businesses	підприємства, орієнтовані на отримання прибутку
utilization	використання
distribution channels	канали розповсюдження

Task 1. Answer the following questions:

1. What is marketing analysis?
2. What factors must be taken into consideration when you operate your business?
3. Which things help us to understand the market we operate in better?
4. Characterize the size of the market as a key factor in a marketing analysis.
5. Describe the market growth rate as a huge factor in any sort of marketing analysis.
6. What is understood under the term "market trends"?
7. What is market profitability?
8. Describe the key success factors in the market.
9. Why are distribution channels very important for a business?
10. What is the industry cost structure?

Task 2. Find in the text the words similar in meaning:

- | | |
|----------------------------|--------------------------|
| 1. marketing investigation | 6. to shift, to change |
| 2. to operate a business | 7. to depress, to dismay |
| 3. market scope | 8. a market tendency |
| 4. a rival | 9. market effectiveness |
| 5. business plan | 10. marketing routes |

Task 3. a) Place phases of the Marketing Research Process in a correct order:

1.

2.

3.

4.

5.

6.

7.

Analysis of research data

Setting research questions

Setting research brief

Setting research methodology

Deciding on sampling procedures

Review of research undertaken: assessment of lessons learnt

Preparation of report and final presentation

b) Characterize each phase using the following word combinations:

- ✓ to summarize the objectives of the research
- ✓ to describe the nature of the research
- ✓ to provide a framework of questions to be used
- ✓ to detail the proposed research methodology to be used
- ✓ to decide what type of information is required
- ✓ to use a combination of desk and field research
- ✓ to define areas for investigation
- ✓ to obtain background market information

- ✓ to conduct post-research investigations
- ✓ to determine the most appropriate marketing mix components
- ✓ to take a representative sample of the total population of potential customers
- ✓ the selection of a sample frame, the selection of the method of sampling
- ✓ quality controls to manage the ethical issues related to marketing research practice

Task 4. a) Study and comment on SWOT analysis of Adidas:

STRENGTHS	<ol style="list-style-type: none"> 1. Adidas company has a long heritage and high brand value since 1924. 2. Adidas sponsors major sporting events including Olympics and major sportsmen and teams. 3. The company has worldwide presence and is internationally recognized. 4. Adidas has a very diversified product portfolio ranging from sports shoes, equipment to clothing and accessories. 5. Strong and innovative marketing since years have created a strong brand retention of Adidas in the minds of customers 6. A workforce of over 45,000 employees 7. Excellent advertising of Adidas products through TVCs, online ads, print media, hoardings etc. 8. The brand is associated with several sport stars as their brand ambassadors
WEAKNESSES	<ol style="list-style-type: none"> 1. The products by Adidas can sometimes be costly due to innovative technology or production method 2. Stiff competition and similar big brands means customers have high brand switching

OPPORTUNITIES	<ol style="list-style-type: none"> 1. To keep up with the competition, Adidas generates close to 60 new foot-friendly designs each year. 2. The company can venture into making more stylish designs and cuts 3. Tie-up with emerging sports teams/clubs/players internationally can boost Adidas's brand presence 4. Brand building by setting up sponsored sports academies 5. Adidas should focus on budget range designed especially for college students, young professionals
THREATS	<ol style="list-style-type: none"> 1. Other brands offering more styles and varieties, thus more competition 2. Threat from other competitive brand who produce sports equipment and accessories at a lesser cost 3. Pirated/fake imitations affect brand image of Adidas 4. Local brands in individual countries lead to more competition to Adidas

b) Browse SWOT analyses of famous brands in the fast moving consumer goods category (<https://www.mbaskool.com/brandguide/fmcg.html>).

Task 5. Make sure you understand the details of marketing analysis. Give the title to the following descriptions of marketing factors:

1. If you have a good labor force, ample investment and good advertising experts then you are going to make your marketing strategy focusing on those things. Similarly if your technology is comparatively poorer and you lack online presence then you are going to avoid those things.
2. A bigger market makes you rethink your pricing policy. Set your price too high then you are going to lose your customer base to other competitors. Set it too low and people will think that you are just providing cheaper poor quality goods. If the market size is small, then you can get away with charging a high price.
3. When you are starting off a business you need to know what the current trend is. On the other hand, market trends can change any day. This can turn out to be an opportunity for your business. Changes in trend can also be a threat for you.
4. What is the thing that the customers like? How much they are willing to spend? What other trends may capture their attention?

5. Without those, you won't be able to get your products to your customers. So it becomes a big factor in a marketing analysis. Sometimes you come up with brand new channels like online marketing.
6. If the market has a good profitability then only you are going to invest heavily. Otherwise, it would be a waste of your time and capital.

Part II. CAREERS IN MARKETING

Sooner or later, you will graduate from the university. Then you'll need a job that not only pays well but also matches your interests and talents. In addition, your first postgraduation job should serve as a springboard to a successful career.

To find a suitable postgraduation job, you should launch your search at least one term, and preferably 9 months, prior to graduation. One of the most significant decisions you will ever make is choosing a career. This career decision will influence your future happiness, self-fulfillment, and well-being. Yet, unfortunately, career decisions often seem to be based on insufficient information, analysis, and evaluation of alternatives.

One key to a wise career decision is to get as much information about as wide a variety of career alternatives as is reasonably possible. By broadening your search you may discover some interesting fields about which you knew nothing or had gross misconceptions.

A key point to assess is whether you are more interested in people or in things. In the field of marketing, for example, a people-oriented person might be attracted to a career in personal selling. A things-oriented person might prefer a job in advertising, marketing research, or physical distribution.

Career Factors to Consider. You should consider several major factors when evaluating a job or career in any given field:

- Will you be happy in your work? Normally, half or more of your waking hours will be spent at work, commuting to and from work, or doing job-related work at home. So you should look for the job and career that you will enjoy during that big chunk of your waking time. Also keep in mind that many people in society do not seem to be happy with their jobs. We speak of "Blue Monday" (the wonderful weekend is finished and I have to go back to work). The saying "TGIF" (Thank God it's Friday) did not enter our vocabulary because people love their work.

- Does the career fit your self-image? Are the job and career in line with your goals, dreams, and aspirations? Will they satisfy you? Will you be proud to tell people about your job? Will your spouse (and someday your teenage children) be proud of you in that career?
- What demands or pressures are associated with the career? Some people thrive on pressure. They constantly seek new challenges in their work. Other people look for a more tranquil work experience. They do not want a job with constant demands, deadlines to meet, and heavy pressures.
- Do the financial factors meet your needs? How does the starting salary compare with those of other jobs? Consider what the job is likely to pay after you have been there 3 to 5 years. Some engineering jobs, for example, have high starting salaries, but soon hit a salary ceiling. In contrast, some marketing jobs have lower starting salaries but no upper limits.
- Are there opportunities for promotion? You should evaluate the promotion patterns in a job or in a firm. Try to find out how long it normally takes to reach a given executive level. Study the backgrounds of presidents in a number of large companies. Did they come up through engineering, the legal department, sales or marketing, accounting, or some other area?
- Are the travel considerations suitable? Some jobs involve a considerable amount of travel whether you are an entry-level worker or an executive. Other jobs are strictly in-house, with no travel at all. You need to assess which situation would meet your needs.
- Is there job or career “transportability”? Are there similar jobs in many other geographic areas? If you and your spouse both are career-oriented, what will happen to you if your spouse is transferred to another city? One nice thing about such careers as teaching, retailing, nursing, and personal selling is that generally these jobs exist in considerable numbers in many different locations.
- What qualifications are needed? Determine what qualifications are needed to enter (and later to prosper in) a given field. Then review your own background to see whether there is a close fit between the job requirements and your qualifications.
- What is the supply and demand situation in this field? Determine generally how many job openings currently exist in a given field, as compared with the supply of qualified applicants. At the same time, study the future prospects regarding this supply and demand condition. Determine whether a present shortage or overcrowding of workers in a field is a temporary situation or is likely to exist for several years.

As we know about one-quarter to one-third of all civilian jobs are in the

field of marketing. These jobs cover a wide range of activities. Furthermore, this variety of jobs also covers a great range of qualifications and aptitudes. For instance, jobs in personal selling call for a set of qualifications that are different from those in marketing research. A person likely to be successful in advertising may not be a good prospect in physical distribution. Consequently, the personal qualifications and aptitudes of different individuals make them candidates for different types of marketing jobs.

Vocabulary notes

springboard	трамплін, плацдарм
to graduate	закінчити університет
misconception	помилкова думка
approach	підхід
to launch	розпочинати
deadline	кінцевий термін
self-fulfillment	самореалізація
well-being	благополуччя
insufficient information	недостатня інформація
evaluation of alternatives	оцінка альтернатив (варіантів)
shortage of workers	нестача працівників
big chunk	великий шматок
self-image	власний імідж (уявлення про себе)
a salary ceiling	«стеля» зарплатні
promotion patterns	схеми (моделі) просування
career transportability	«транспортабельність» кар'єри
background	освіта
job requirements	вимоги до претендента на посаду
job openings	вакансії
applicants	претенденти на робочі місця

Task 1. Answer the following questions:

1. How do you understand the expression “a springboard to a successful career”?
2. What spheres of your future life will your career decision influence?
3. Why is it important to understand what kind of person you are?
4. Which significant career factors must be considered?
5. Explain the role of personal qualifications and aptitudes of different individuals for different types of marketing jobs.
6. How do you understand the phrase “Blue Monday”?

7. Explain the meaning of the expression “Thank God it’s Friday”.
8. How to evaluate the promotion patterns in a job or in a firm?
9. What is job (career) transportability?
10. How to determine the supply and demand situation in the career field?

Task 2. To answer the broad questions “What do you want out of life?” or “What is important to you in life?” you first must answer several more specific ones, such as the following:

- Are you looking for a career with high financial rewards?
- How important is the social prestige of the career?
- Do you want your career to be the main thing in your life? Or do you see a career only as the means of financing leisure-time activities?
- How important are the climate and other aspects of the physical environment in which you live?
- Would you take less money and a less prestigious job in order to live in a “pleasant environment”?
- Would you prefer to work for a large company or a small organization?
- Would you prefer living and working in a small town or in a major urban center?

Task 3. We have described the major jobs in marketing, grouping them by title and activity. Make a proper selection, matching the words in column Job title with their descriptions in column Comments:

Eight entry-level marketing jobs for graduates

Job title	Comments
<i>Sales representative</i>	Responsible for selling the organization’s goods or services to customers. Customers may be ultimate consumers, middlemen, or other organizations.
<i>Sales (or marketing) support person</i>	Assists sales manager and staff in implementing programs, such as trade shows and dealer or sales force incentive programs. Position may be broader and report to a marketing executive.

<i>Customer service representative</i>	Assists customers after the sale, often by handling complaints and requests for information and/or service. Particularly common in the business-goods sector.
<i>Retail management executive trainee</i>	Position is common in department-store chains. After training, usually moves through rotating assignment in buying and management of selling department. Ultimately, person focuses on either buying or store management.
<i>Assistant store manager</i>	Position is common in chains that have small specialty stores in shopping centers. Assists in overseeing day-to-day activities of the store, especially staffing and display. In effect, is a trainee position.
<i>Assistant media buyer</i>	Common starting position in advertising agency. Assists buyer in purchasing advertising space and time for business firms that are the agency's clients. Another entry-level position, working for either an agency or an advertiser, is junior copywriter.
<i>Research trainee</i>	Found in various large organizations and in marketing research firms. After or during training, assists with one or more phases of the research process such as data collection, data analysis, or report preparation.
<i>Assistant (or assistant to) product manager</i>	Assists in planning and, especially, implementing marketing program for a specific brand or product line. Most commonly found in large companies that sell consumer goods or services.

Task 4. Complete the sentences using correct forms of expressions:

expenditure
spending
under budget

overspending
over budget
budget for

1. She felt the organization was ___ and wasting money on entertainment and luxury travel.
2. UK tobacco companies have an advertising ___ of £50 million a year.
3. Orson Welles was supposed to make a film version of Heart of Darkness, but he ran _____, and the project was cancelled.

4. The repair budget for Windsor Castle after the fire was £40 million. In fact, the repairs were completed six months ahead of schedule and £3 million ____.
5. Planning the concert, they found they had forgotten to ____ the singers, and could only pay the orchestra.
6. Spending on books is rising as a proportion of total consumer ____ .

Task 5. Comment on the following quotes:

- ✓ Great marketers don't make stuff. They make meaning.

Seth Godin

- ✓ As marketers, we should be changing the mantra from always be closing to always be helping.

Jonathan Lister

- ✓ The best marketers are always creating relationships. Relationships with customers, brands and other marketers.

Kurt Uhler

UNIT 3.



MARKETING ENVIRONMENT

Part I. IMPORTANCE OF MARKETING ENVIRONMENT

The marketing environment is changing at an accelerating rate. Given the following changes, the need for real-time market information is greater than at any time in the past:

From local to national to global marketing: As companies expand their geographical market coverage, their managers need more information more quickly.

From buyer needs to buyer wants: As incomes improve, buyers become more selective in their choice of goods. To predict buyers' responses to different features, styles, and other attributes, sellers must turn to marketing research.

From price to nonprice competition: As sellers increase their use of branding, product differentiation, advertising, and sales promotion, they require information on these marketing tools' effectiveness.

Some firms have developed marketing information systems that provide company management with rapid and incredible detail about buyer wants, preferences, and behavior. For example, the Coca-Cola Company knows that we put 3.2 ice cubes in a glass, see 69 of its commercials every year, and prefer cans to pop out of vending machines at a temperature of 35 degrees. Kimberly-Clark, which makes Kleenex, has calculated that the average person blows his or her nose 256 times a year. Marketers also have extensive information about consumption patterns in other countries. On a per capita basis within Western Europe, for example, the Swiss consume the most chocolate, the Greeks eat the most cheese, the Irish drink the most tea, and the Austrians smoke the most cigarettes.

Nevertheless, many business firms lack information sophistication. Many lack a marketing research department. Others have departments that limit work to routine forecasting, sales analysis, and occasional surveys. In addition, many managers complain about not knowing where critical

information is located in the company; getting too much information that they can't use and too little that they really need; getting important information too late; and doubting the information's accuracy. In today's information-based society, companies with superior information enjoy a competitive advantage. The company can choose its markets better, develop better offerings, and execute better marketing planning.

Every business, no matter how big or small, operates within the marketing environment. Its present and future existence, profits, image, and positioning depend on its internal and external environment. The business environment is one of the most dynamic aspects of the business. In order to operate and stay in the market for long, one has to understand and analyze the marketing environment and its components properly.

An understanding of the external and internal environment is essential for planning for the future. A marketer needs to be fully aware of the current scenario, dynamism, and future predictions of the marketing environment if he wants his plans to succeed.

A thorough knowledge of the marketing environment helps marketers acknowledge and predict what the customer actually wants. In-depth analysis of the marketing environment reduces (and even removes) the noise between the marketer and customers and helps the marketer to understand the consumer behavior better.

Breaking into new markets and capitalizing on new trends requires a lot of insight about the marketing environment. The marketer needs to research about every aspect of the environment to create a foolproof plan.

A sound knowledge of the market environment often gives a first mover advantage to the marketer as he makes sure that his business is safe from the future threats and taps the future opportunities.

Every niche has different players fighting for the same spot. A better understanding of the marketing environment allows the marketer to understand more about the competitions and about what advantages do the competitors have over his business and vice versa.

Source: <https://www.feedough.com/marketing-environment>

Vocabulary notes

marketing environment	маркетингове середовище
accelerating rate	швидкість, що збільшується
to predict	передбачати
buyers' responses	відповіді (реакції) покупців
market coverage	охоплення ринку
per capita	на душу населення
average person	звичайна людина
sophistication	витонченість
forecasting	прогнозування
survey	опитування
information's accuracy	точність інформації
competitive advantage	конкурентна перевага
spot	місце
internal environment	внутрішнє середовище
external environment	зовнішнє середовище
insight	в полі зору
foolproof plan	надійний, зрозумілий план
to tap	прописати, зазначити
to break into	увірватися
to capitalize	використати для своєї вигоди

Task 1. Answer the following questions:

1. Why is marketing environment changing at an accelerating rate?
2. What changes have caused the greater need for real-time market information?
3. Which details do marketing information systems provide company management with?
4. How do marketers get extensive information about consumption patterns in other countries?
5. Why do many firms lack information sophistication?
6. Why do managers complain about the marketing information?
7. What advantage do companies with superior information enjoy?
8. What is business environment?
9. How does a thorough knowledge of the marketing environment help marketers?
10. Which marketing activities require a lot of insight about the marketing environment?

Task 2. Make sure you understand the functions of marketing environment analysis. Give the description to the following titles of marketing factors:

1. Essential for planning.
2. Understanding Customers.
3. Tapping Trends.
4. Threats and Opportunities.
5. Understanding the Competitors.

Task 3. Make a proper selection: match the headings with their descriptions:

Business Environment

External Environment

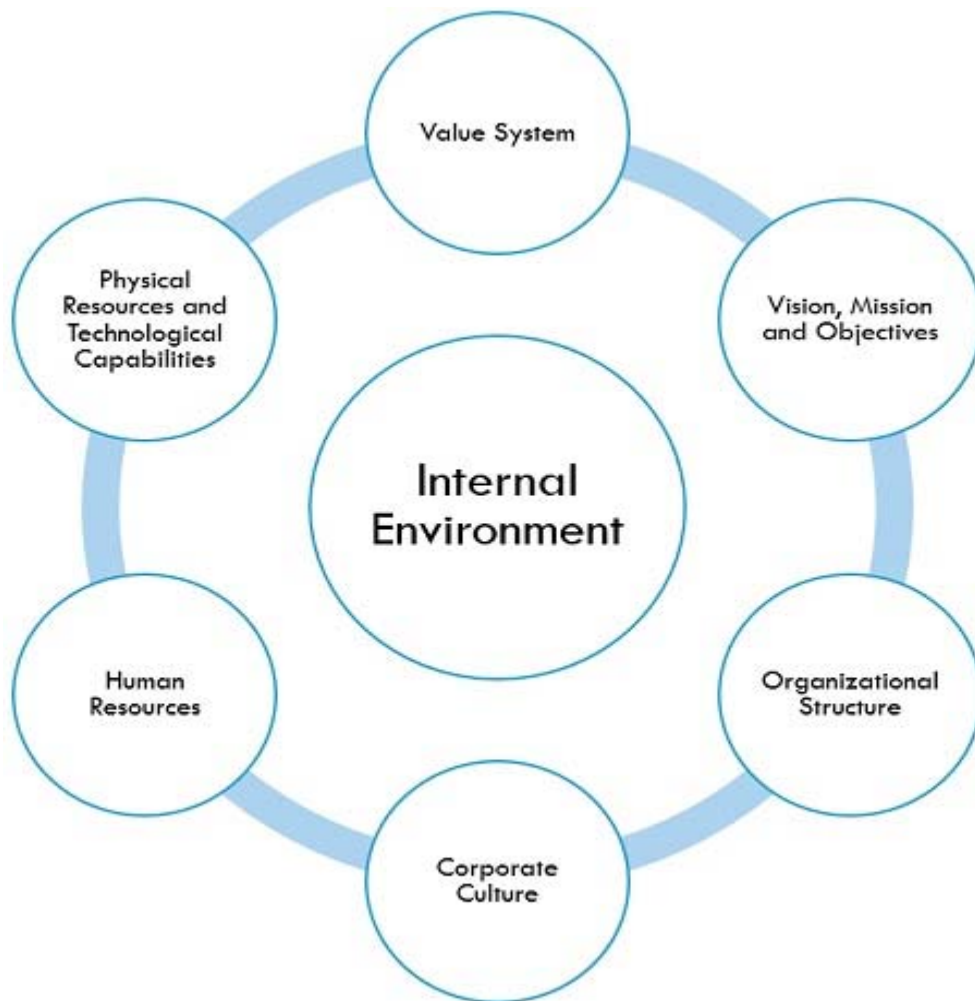
Internal Environment

- is a component of the business environment, which is composed of various elements present inside the organization, that can effect or can be effected with, the choices, activities and decisions of the organization.

- is composed of all the outside factors or influences that impact the operation of business. The business must act or react to keep up its flow of operations. It can be broken down into two types: the microenvironment and the macroenvironment.

- a collection of all individuals, entities and other factors which may or may not be under the control of the organization, but can affect its performance, profitability, growth and even survival. Such an environment influences business and also gets affected by its activities.

Task 4. Make sure you understand the factors influencing Internal Environment. Give the definition to the following terms.



Task 5. a) Study the definition of Environmental Analysis:

Environmental Analysis is described as the process which examines all the components, internal or external, that has an influence on the performance of the organization. The internal components indicate the strengths and weakness of the business entity whereas the external components represent the opportunities and threats outside the organization.

b) Discuss advantages of Environmental Analysis.

c) Study the steps involved in Environmental Analysis. Make a proper selection: match the headings with their descriptions:

1. Identifying	a) In this step, a careful analysis of all the environmental factors is made to determine their effect on different business levels and on the business as a whole. Different tools available for the analysis include benchmarking, Delphi technique and scenario building.
2. Scanning	b) After identification, examination and analysis, lastly the impact of the variables is to be forecasted.
3. Analyzing	c) First of all, the factors which influence the business entity are to be identified, to improve its position in the market. The identification is performed at various levels, i.e. company level, market level, national level and global level.
4. Forecasting	d) Scanning implies the process of critically examining the factors that highly influence the business, as all the factors identified in the previous step effects the entity with the same intensity. Once the important factors are identified, strategies can be made for its improvement.

Environmental analysis is an ongoing process and follows a holistic approach that continuously scans the forces effecting the business environment and covers 360 degrees of the horizon, rather than a specific segment.

Part II. EXTERNAL MARKETING ENVIRONMENT

The marketing firm operates within a complex and dynamic external environment. It is the task of the marketing-oriented organization to link the resources of the organization to the requirements of customers. This is done within the framework of opportunities and threats in the external environment. The marketing environment refers to the internal and external influences that affect the marketing function. The marketing environment is defined as follows: *A company's marketing environment consists of the actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with target customers (Philip Kotler).*

Factors outside the organization could be from the micro and the macro environments.

The Microenvironment consists of the actors close to the company that affect its ability to serve the company, suppliers, marketing intermediaries, customer markets, competitors, and publics and its customers. These factors are controllable to some extent.

The Company

In designing marketing strategies, marketing division must take other company's divisions into account (R&D, purchasing, operations, finance, production etc.). All of these interrelated groups form the internal environment. All groups should work in harmony to provide superior customer value and relationships.

Suppliers

Suppliers are other business organizations and individuals who provide the organization with raw materials, parts, components, supplies or services required to produce and supply products to customers. Suppliers form an important link in the organizations overall customer value delivery system. Supplier problems can seriously affect marketing.

Intermediaries

Many organizations rely on marketing intermediaries to ensure that their products reach the final consumer. Marketing intermediaries help the company to promote, sell, and distribute its products to final buyers. Some organizations supply directly to the retailer whilst others use a complex "chain" including intermediaries such as wholesalers, agents and distributors. Like suppliers, marketing intermediaries form an important component of the organization overall value delivery system.

Competition

The marketing concept states that to be successful, an organization must provide greater customer value and satisfaction than its competitors. Marketers must gain strategic advantage by positioning their offerings strongly against competitors' offerings in the minds of consumers.

Publics

The organization's microenvironment also includes various publics. A public is any group that has an actual or potential impact on an organization's ability to achieve its objectives.

Customers

As discussed previously, Customers are crucial and most important actors in the organization's microenvironment. In a commercial environment, no customers means no business. An organization should be concerned about the constantly changing requirements of its customers and should keep in touch with these changing needs by designing and implementing an appropriate information gathering system.

The Macroenvironment includes the major societal forces that affect not only the organization, but also on its competitors and on elements in the microenvironment. The macroenvironment tends to be harder to influence than the microenvironment, but this does not mean that organizations must simply remain passive; the inability to control does not imply the inability to influence. These factors majorly include Social, Economic, Technological Forces, Political and Legal Influences.

Political

The political environment revolves around the current government in a particular country in which we manufacture or trade, and also laws/legislation operate within your home market as well as overseas. If your government is socialist then perhaps there is a policy to tax more and to invest in the public sector. On the other hand, if you have a more conservative or republican government then the free-market is left to take control, taxation is less and there is often a smaller public sector.

Economic

The economic environment is a direct influence on all businesses. Obviously if you are studying marketing there is a huge element of economics within the topic itself, and you should be no stranger to the principles of economics.

Sociocultural

The sociocultural environment embodies everything which is social and cultural within a nation or society. Some notable examples would include the influence of learning, memory, emotion and perception, motivation, lifestyle and attitude and consumer culture. In a more general sense consider influences such as the increase in life expectation of Western consumers, and demographics which is the study of populations.

Technological

Technological factors are a multifaceted influencer. Let's just think about the sorts of technology that you come in touch with almost daily. Smart phones such as Android and iPhone are now common – all – garden, and we are used to being able to access information and communication technology instantly no matter where we are. During studies or at work we have access to information on quick PCs and over the Internet, with faster broadband connections arriving in many parts of the world.

Environmental

Environmentalism and marketing connect where marketing may affect the environment when serving consumers with products and services. There is an environmental movement which puts pressure on businesses, governments and everyday people to be green. There are a number of examples of how companies can be greener internally and externally, from addressing manufacturing today, to designing a much more sustainable future. A manufacturer might reduce the amount of waste produced as a result of the manufacturing process or a restaurant might reduce the amount of packaging or food waste. An environmental approach is set in today's tactics, but will eventually be embedded in the strategic vision of the business.

Legal

When marketing overseas your business will need to take into account laws in the local market. For example, cars sold in mainland Europe and the United States tend to be left-hand drive, whilst cars which are marketed in Japan and the United Kingdom right-hand drive. This is a local requirement. Different countries have different laws in relation to maximum speed limits and safety ratings on vehicles, as well as many other bylaws and codes.

Source: www.marketingteacher.com/pestel/

Vocabulary notes

target customers	цільові клієнти
management's ability	здібності керівництва
to adapt strategies	приспособувати стратегії
new market challenges	виклики нових ринків
intermediaries	посередники
publics	громадськість
interrelated groups	взаємопов'язані групи
to rely on	покладатися на
to ensure	гарантувати
wholesalers	оптові продавці
customer value	цінність клієнта
to keep in touch	підтримувати зв'язок
to implement	втілювати
a multifaceted influencer	впливова людина
access	доступ

environmentalism	екологізм
to be embedded	бути вбудованим
strategic vision	стратегічне бачення
overseas	за кордоном
safety ratings	рейтинги безпеки

Task 1. Answer the following questions:

1. What do specialists understand under the term "marketing environment"?
2. Which parts can marketing environment be broadly classified into?
3. What does the external marketing environment include?
4. What is marketing microenvironment?
5. Which actors constituent marketing microenvironment?
6. Explain the importance of intermediaries.
7. Why are Customers considered crucial and most important actors in the organization's microenvironment?
8. What is marketing macroenvironment?
9. Which factors constituent marketing macroenvironment?
10. What does acronym PESTEL mean?

Task 2. Characterize each of the microenvironment factors:



Task 3. Make a proper selection: match the headings with their descriptions:

Types of Publics	
1. Financial publics	a) carry news, features, and editorial opinion.
2. Media publics	b) a company's marketing decisions may be questioned by consumer organizations, environmental groups, etc.
3. Government publics	c) include neighborhood residents and community organizations.
4. Citizen-action publics	d) influence the company's ability to obtain funds.
5. Local publics	e) include workers, managers, volunteers, and the board of directors.
6. General publics	f) management must take government developments into account.
7. Internal publics	g) the general public's image of the company affects its buying

Task 4. Study a number of acronyms which are popular for evaluating factors influencing marketing operations. Decode them:

- | | | |
|-----------|----------|--------------|
| - PEST | - PESTEL | - STEP |
| - PESTEEL | - SLEPT | - SPECTACLES |

Task 5. Divide the following factors among major groups forming PESTEL:

<ul style="list-style-type: none"> • freedom of press • stock market trends • education laws • cultural norms and values • level of innovation • buying habits 	<ul style="list-style-type: none"> • birth rates • special tariffs • lobbying activities • social classes • access to new technology • defense expenditures • natural disaster 	<ul style="list-style-type: none"> • air and water pollution • racial equality • Internet infrastructure • trade control • religion and beliefs • price fluctuations
--	---	--

- family size and structure
- data protection laws

- availability of credit
- recycling standards
- number of marriages

- communication infrastructure
- crime levels
- support to renewable energy

P	E	S	T	E	L
<ul style="list-style-type: none"> - Government policy - Political stability - Corruption - Foreign trade policy - Tax policy - Labour law - Trade restrictions 	<ul style="list-style-type: none"> - Economic growth - Exchange rates - Interest rates - Inflation rates - Disposable income - Unemployment rates 	<ul style="list-style-type: none"> - Population growth rate - Age distribution - Career attitudes - Safety emphasis - Health consciousness - Lifestyle attitudes - Cultural barriers 	<ul style="list-style-type: none"> - Technology incentives - Level of innovation - Automation - R&D activity - Technological change - Technological awareness 	<ul style="list-style-type: none"> - Weather - Climate - Environmental policies - Climate change - Pressures from NGO's 	<ul style="list-style-type: none"> - Discrimination laws - Antitrust laws - Employment laws - Consumer protection laws - Copyright and patent laws - Health and safety laws



UNIT 4.

TYPES OF PRODUCTS

Part I. CLASSIFICATION OF PRODUCTS

I

Classifying products into meaningful categories helps marketers decide which strategies and methods will help promote a business’s product or service. Many types of classification exist. For example, marketers might categorize products by how often they are used. One-time-use products, such as vacation packages, require completely different marketing strategies than products customers use repeatedly, such as bicycles. Product classification helps a business design and execute an effective marketing plan. No simple recipe exists for categorizing products and services, but there are some common product classifications in marketing: convenience, shopping, specialty and unsought products.

Convenience Products

Convenience products involve items that don’t require much customer effort or forethought. Food staples often fall into this category, because customers can buy them nearly everywhere and at roughly the same prices. Marketing convenience products can be a challenge if there are many similar products competing for the customer’s attention and driving down the price.

Shopping Products

Customers are willing to invest time and effort to buy shopping products. For example, a customer might compare ingredients, prices and safety information for a variety of deodorants before making a final purchase. Often, the most effective marketing approach is to use advertising and heavy promotions to develop brand preference and loyalty among customers.

Specialty Products

Specialty products require significant thought or effort. For example, a well-known luxury car model might be available at just a few local dealerships, meaning an interested customer has restricted options. Specialty products tend to be expensive, durable goods, often involving authorized dealerships and personal selling.

Unsought Products

Unsought products are items customers aren't aware of or don't often think about. New products that have no brand recognition fall under this classification, as do certain types of insurance. The marketing problems presented by an unsought product are as follows. First, you must convince customers they need the product or service. Second, you must convince customers to buy the product or service from you and not your competitor.

II

Business products are sold to other businesses, as opposed to convenience, shopping, and specialty products, which are sold to consumers. Business products represent a very important product category, and in the case of some manufacturers, they are the only product sold. These are goods that are sold to other businesses, and used to produce other goods. Industrial products can either be categorized from the perspective of the producer and how they shop for the product, or from the perspective of the manufacturer, how they are produced and how much they cost. The latter criterion offers a more insightful classification for industrial products.

Manufactured products are those that have undergone some processing. The demands for manufactured industrial goods are usually derived from the demands for ultimate consumer goods. There are a number of specific types of manufactured industrial goods. Semi-manufactured goods are raw materials that have received some processing but require some more before they are useful to the purchaser. Lumber and crude oil are examples of these types of products.

Parts are manufactured items that are ready to be incorporated into other products. For instance, the motors that go into lawn mowers and steering wheels on new cars are carefully assembled when they arrive at the manufacturing plant. Since products such as these are usually ordered well in advance and in large quantities, price and service are the two most important marketing considerations.

Process machinery (sometimes called "installations") refers to major pieces of equipment used in the manufacture of other goods. This category would include boilers, lathes, blast furnaces, elevators, and conveyor systems. The marketing process incorporates the efforts of a professional sales force, supported by engineers, technicians, and personalized service.

Equipment is made up of portable factory equipment and office equipment (e.g., computers, copier machines). Although these products do not

contribute directly to the physical product, they do aid in the production process. These products may be sold directly from the manufacturer to the user, or a middleman can be used in geographically dispersed markets. The marketing strategy employs a wide range of activities, including product quality and features, price, service vendor deals, and promotion.

Supplies and service are consumed in conjunction with making the product. Supplies include paper, pencils, fuel, oil, brooms, soap, etc. These products are normally purchased as convenience products with a minimum of effort and evaluation. Business services include maintenance, repairs, and advisory. Because the need for services tends to be unpredictable, they are often contracted for a relatively long period.

Sources: <http://smallbusiness.chron.com/classification-products-marketing-65394.html>
<http://courses.lumenlearning.com/boundless-marketing/chapter/types-of-products/>

Vocabulary notes

meaningful categories	змістовні категорії
to categorize	класифікувати
one-time-use products	товари одноразового використання
convenience goods	товари повсякденного попиту
shopping goods	товари попереднього вибору
specialty products	товари особливого попиту
unsought products	неочікувані товари
forethought	передбачливість
brand loyalty	вірність бренду
significant effort	значні зусилля
durable goods	товари довготривалого використання
to be aware	бути знайомим з
brand recognition	визнання бренду
to convince	переконувати
insightful classification	вичерпна класифікація
semi-manufactured goods	продукти-напівфабрикати
to assemble	збирати, складати
geographically dispersed markets	географічно розпорошені ринки
supplies	допоміжні товари
to be unpredictable	бути непередбаченим

Task 1. Answer the following questions:

1. Why is it important to classify products?
2. How may marketers categorize products?
3. Explain the difference between convenience and shopping products.
4. Characterize the specialty products.
5. What are unsought products?
6. Which categories are business products classified into?
7. Characterize the manufactured products.
8. What are parts?
9. Explain the difference between process machinery and equipment.
10. Why are supplies and service considered to be business products?

Task 2. Match each statement to a word pair from the list, write the letter of your chosen answer next to the statement. There is one word pair that you don't have to use.

- A product catalogue D product placement F brand recognition*
B consumer durables E brand image G product lifecycle
C generic products

1. If you want a big Hollywood star to wear a shirt with your company's logo on in a film, it will cost you over one million dollars.	
2. The latest edition contains pictures, descriptions and prices of everything that we sell.	
3. In a survey, 72 % of shoppers identified our product before those of our competitors.	
4. The dishwashers, washing machines and dryers we produce have three-year guarantees.	
5. We aim to sell 500,000 units in the first year. Then sales will drop quickly to about 15,000 a year. We'll have to launch a new model in four years' time.	
6. Customers buy supermarket own-label versions rather than branded products because they offer better value for money.	

Task 3. Say what is true and what is false. Correct the false sentences.

1. One-time-use products require completely different marketing strategies than products customers use repeatedly, such as bicycles.
2. Convenience products involve items that require much customer effort or forethought.
3. Customers are willing to invest time and effort to buy shopping products.
4. Specialty products tend to be inexpensive, fast-moving goods, often involving authorized dealerships and personal selling.
5. New products that have no brand recognition fall under the classification of unsought products.
6. Business products represent a very important product category, and in the case of some manufacturers, they are the only product sold.
7. Consumer goods are goods that are sold to other businesses, and used to produce other goods.
8. Semi-manufactured goods are raw materials that have received some processing but require some more before they are useful to the purchaser.
9. Parts (sometimes called “installations”) refer to major pieces of equipment used in the manufacture of other goods.
10. Supplies and service are normally purchased as convenience products with a minimum of effort and evaluation.

Task 4. a) Read the abstract. Explain the meaning of each point and illustrate them with your own facts.

b) Write down slogans, mottos and advertisements, illustrating pp. 4, 6, 10.

Impulse goods have been defined as commodities that individuals buy randomly without thinking things through. Impulse goods have no connection with planning, budget, or need of a particular item. In every retail store, encouraging customers to buy on impulse is a tried-and-true way to boost average purchase value. Impulse buying goes way back, and it’s still overwhelmingly common — some 77% of shoppers say they’ve made a spontaneous impulse purchase in the past three months.

Successfully encouraging impulse buying comes down to a few main factors:

- Choosing the right products,
- Putting them in the right place, and
- Grabbing shopper attention.

Kiera Abbamonte pulled together 10 trusty tactics you can use to boost the frequency and value of impulse purchases in your retail store (<https://www.shopify.com/retail/10-tactics-for-impulse-buying>):



Task 5. Study the following definitions. Make sure you understand them and can reproduce them from memory.

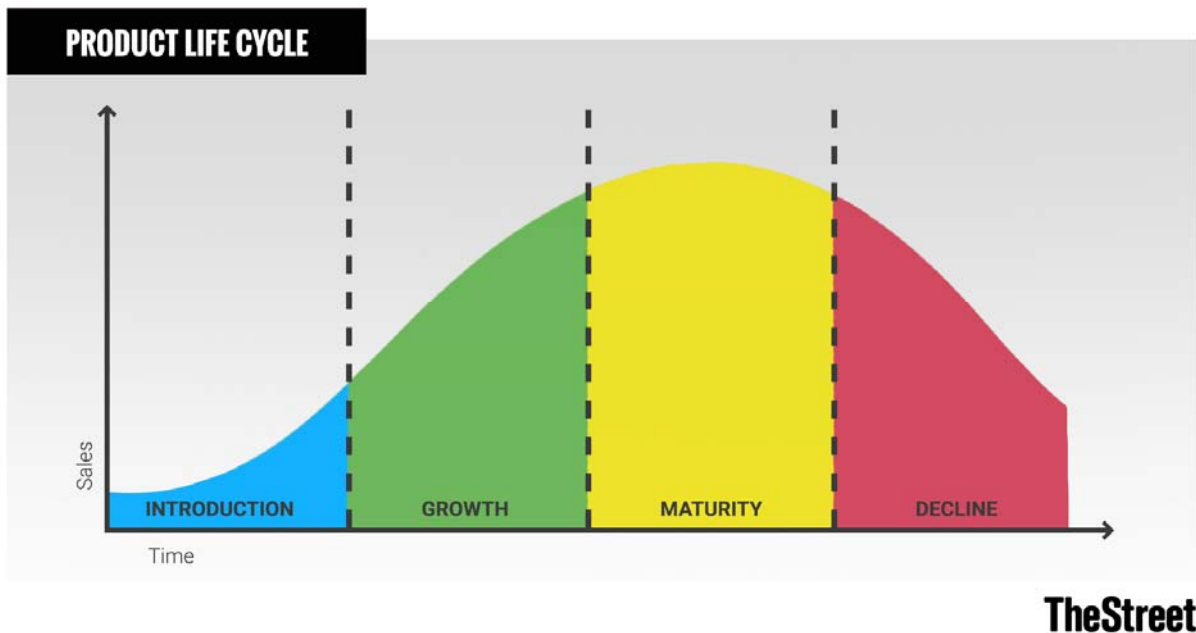
Brand	- is a name a company gives to its products so they can be easily recognized.
Brand name	- is one of the brand elements which helps the customers to identify and differentiate one product from another.
Branding	- is creating brands and keeping them in customer's minds through advertising, packaging, etc.
Brand positioning	- refers to "target consumer's" reason to buy your brand in preference to others.

<i>Brand identity</i>	- is a bundle of mental and functional associations with the brand. Associations are not “reasons-to-buy” but provide familiarity and differentiation that’s not replicable getting it.
<i>Brand image</i>	- is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers.
<i>Brand awareness</i>	- is the probability that consumers are familiar about the life and availability of the product. It is the degree to which consumers precisely associate the brand with the specific product.
<i>Brand loyalty</i>	- is a scenario where the consumer fears purchasing and consuming product from another brand which he does not trust.
<i>National brand</i>	- the brand name of a national manufacturer.
<i>Own-brand product</i>	- is a product with the retailer’s own name on it .
<i>Generics</i>	- are products that are not branded, those that do not have a brand name.

Part II. PRODUCT LIFE CYCLE

All products and services have a distinct life span that is measured by the chronological history of sales from the launch of the product until its withdrawal from the market.

After a product is launched there will be times when its sales levels will grow, times when they will be relatively static and other times when sales will decline, particularly if it is superseded by a new product that satisfies consumer needs better. Consider, for example, the disappearance of launderettes in town centers following the introduction of domestic washing machines. The Product Life Cycle (PLC) is a model that helps describe the common levels of sales growth and decline that can be observed over the lifetime of a product.



The model helps marketers determine the level of support that is required to secure the present and future success of the product. There are four main stages in the PLC: introduction, growth, maturity and decline. The PLC illustrates the four key stages that a product is likely to experience between its launch and disappearance from the market. These stages are discussed below.

Introduction. When a product enters the market, sales will begin slowly and profit, if any, will be small owing to the lead time required for marketing efforts to take effect. As the product is new and untested, potential customers may be unwilling or reluctant to buy it. Another reason for low profitability is that the firm is unlikely to be making full use of its production capacity and will be unable to enjoy the economies of scale that are associated with higher levels of output. Low profitability is also a result of the need to recoup development and launch costs. The marketer’s main priority at this stage is to generate widespread awareness of the product among the target segment and to stimulate trial. If the product is truly innovative, the absence of competitors means that primary demand will have to be established.

Many products fail to progress beyond the introduction stage of the PLC. Customers who are dissatisfied with their first purchase will fail to make the repeat purchases and recommendations that are essential for sales increases. It is crucial to ensure that the products offer genuine benefits to the consumer if survival and growth are to follow.

Growth Stage. If the product meets market needs or stimulates previously untapped needs, it will enter a growth stage, in which sales will start

climbing quickly. Profits are generated as sales revenues increase faster than costs. Competitors will have had time to assess the product and predict its impact on the market.

Maturity. The stage at which a product's sales growth slows down is known as maturity. During this time there is a tendency for firms to poach customers from their competitors by offering cheaper prices and increasing their promotional efforts. As competitive rivalry intensifies, the least effective competitors are forced out of the market (known as the shake-out point), leaving only the strongest players to dominate a more stable market. The maturity stage lasts longer than the previous stages and poses the strongest challenges to marketing management. At this stage there is likely to be heavy price competition and increased marketing expenditure from all competitors in order to retain brand loyalty.

Changes to one or more of the marketing mix elements can be used during the mature phase. Price cuts can attract new users and competitors customers. Advertising campaigns, sales promotions and trade deals can sustain consumer interest. This is the stage when sales of a product start to fall, often because substitute products offer the consumer superior benefits.

Decline. The slow decline of the product gives the organization time to adjust to the declining cash flow and to find other means of generating revenue. Phased withdrawal involves setting a cut-off date for the product. While phased withdrawal enables the organization to plan the introduction of replacement products, it can be a source of displeasure to consumers, who can sometimes be disappointed when they discover the sudden disappearance of their favored product.

There are significant differences between the length of the PLC from market to market and from brand to brand within the same market. Some board games, e.g. Monopoly, Scrabble are long-term sellers while other games such as Rubik's cubes and 'Tamagotchi' pets have a much shorter life span.

In order to anticipate and plan for key transition stages of the PLC, the pace of change in the external environment should be monitored closely. The effectiveness of promotional campaigns, the organization's support of the product in the introductory phase and its approach to defending and refreshing its products will also affect how the PLC develops

M.A.Stone, J.Desmond "Fundamentals of Marketing"

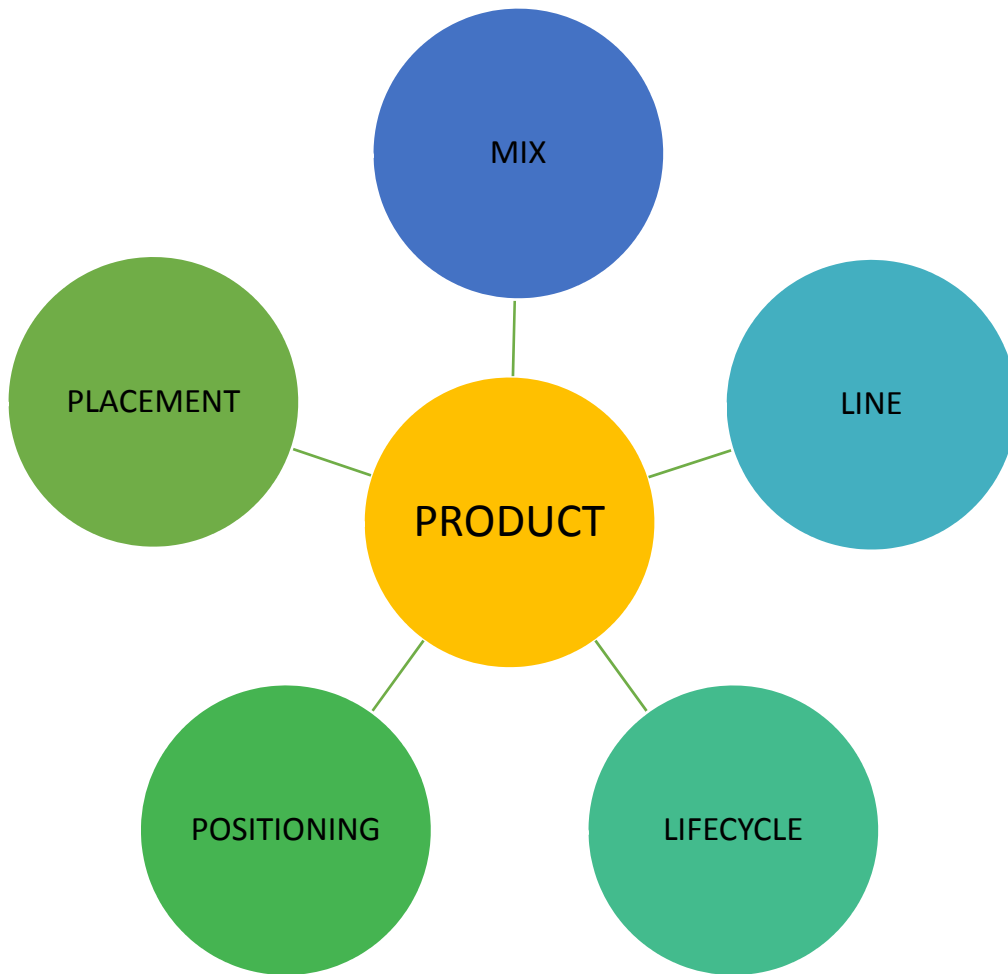
Vocabulary notes

product life cycle	життєвий цикл продукту
launch of a product	запуск продукту
withdrawal	виведення з ринку
to be superseded	бути заміненим
the level of support	рівень підтримки
introduction stage	етап введення
growth stage	стадія зростання
maturity	зрілість
decline	занепад
to be reluctant	не мати бажання
to recoup	відшкодувати
target segment	цільовий сегмент
to stimulate trial	заохочувати першу покупку
primary demand	початковий попит
previously untapped needs	раніше невідомі потреби
to poach	полювати, відбивати
shake-out point	точка виштовхування
to sustain interest	підтримувати зацікавленість
a cut-off date	граничний термін
life span	тривалість життя

Task 1. Answer the following questions:

1. What is product life cycle?
2. What is the main function of the PLC model?
3. Which stages are determined in product life cycle?
4. Characterize the Introduction Stage of the PLC.
5. What are the reasons for low profitability during the Introduction Stage of the PLC?
6. Characterize the Growth Stage.
7. What are the main features of the Maturity Stage?
8. Which marketing techniques can sustain customer interest during the Maturity Stage?
9. Characterize the Decline Stage of the PLC.
10. Which factors could influence the length of the PLC?

Task 2. The words in the picture frequently occur after “product”. Find combinations that mean:



1. a company's products as a group
2. a company's products of a particular type
3. the stages in the life of a product and the number of people who buy it at each stage
4. how a company would like the product to be seen in relation to its other products, or to competing products
5. when a company pays for its products to be seen in films and TV programs

Task 3. Match the headings of PLC stages with recommended marketing strategies:



- 1) Price skimming involves charging a high initial price, with a view to reducing it once the market grows.
- 2) A strategy of feature improvement adds new features that expand the product's usefulness, safety or convenience. The Japanese have used this strategy effectively in the manufacture of watches, calculators and copying machines.
- 3) Some competitors may be tempted to respond with modifications or improvements to their existing products or launch a new product on to the market.
- 4) Price penetration involves setting a lower price than is likely to be maintained over the long-term, so as to expand the market as quickly as possible.
- 5) As the total size of the market is growing, the new competitors can increase their sales by attracting new customers rather than undercutting each other on price.
- 6) During this stage product managers can choose between innovating in the market (market development), modifying the product (product development) and altering the marketing mix (marketing innovation).
- 7) Quality improvement aims at increasing product performance, e.g. durability, reliability, speed, taste. This strategy is most appropriate when buyers believe the claim of improved quality and when there is sufficient demand for higher quality.
- 8) Prior to the cut-off date there may be interim stages at which the product is either pulled from certain channels of distribution or geographic areas.
- 9) Style improvement is used when the manufacturer wants to increase the attractiveness of the product. For example, car manufacturers often modify car designs to attract new buyers.
- 10) When this strategy is used, the product is given little or no marketing support. This strategy enables the firm to maximize the life of the product, as well to generate the cash and the time to help establish new products.

Task 4. Choose the best word to fill the gap:

1. Our product ____ includes tables, chairs and cupboards.
a) group b) portfolio c) package
2. I've always bought Ford cars and I love their new ____ .
a) mark b) make c) model
3. We will be launching a new product ____ early next year.
a) brand b) cycle c) line
4. We want our brand ____ to be young, fast and exciting.
a) picture b) image c) logo
5. Fast-moving ____ goods, such as fresh food, have to be sold quickly.
a) consumer b) customer c) client
6. The purple color we use on all our labels is a key part of our ____ .
a) branding b) marking c) positioning
7. Research shows that people have very positive ideas about our product:
it has a very positive ____ .
a) brand image b) product mix c) brand loyalty
8. Supermarkets have their ____ products, usually sold cheaper than
national brands.
a) own-brand b) generic c) self-made
9. By the ____ stage, consumers are already taking to the product and
increasingly buying it.
a) introduction b) growth c) maturity
10. When a product reaches _____, its sales tend to slow or even stop -
signaling a largely saturated market.
a) decline b) growth c) maturity

Task 5. Comment on the following Philip Kotler quotes:

- ✓ The art of marketing is the art of brand building. If you are not a brand, you are a commodity. Then price is everything and the low-cost producer is the only winner.
- ✓ Watch the product life cycle; but more important, watch the market life cycle.
- ✓ Every company should work hard to obsolete its own product line - before its competitors do.

popular among many retailers and wholesalers. For example, in the case of retailers, the purchase price of the product is added to the product's share of the operating expenses and a desirable margin, determined by the type of product under consideration, is then added to determine the selling price.

Demand-based pricing looks outwards from the production line and focuses on customers and their responsiveness to different price levels. Even this approach may be insufficient on its own, but when it is linked with competition-based pricing (see below), it provides a powerful market-oriented perspective that cost-based methods ignore. Demand-based pricing allows the price to go up when demand is strong and, vice versa, for the price to go down when demand is weak. Examples of demand-based pricing can be found within the package holiday industry where prices are highest during the school summer holidays and in the travel industry where prices vary according to the level of demand, e.g. highest during the morning rush hour and cheapest during off-peak times. This method requires decision makers to make volume forecasts for different price levels and calculations of production and marketing costs at different levels to cover overheads.

Competition oriented pricing. This method involves setting prices on the basis of what competitors are charging. Once the firm identifies its competitors, it conducts a competitive evaluation of its product. Competitive factors that must be considered include:

- ✓ The 'market price' charged by the market leader.
- ✓ Price sensitivity.
- ✓ Market position.
- ✓ Product differentiation.
- ✓ The type of competition, i.e. whether this is monopoly or oligopoly.

When a firm considers introducing a price change it has to consider carefully the reactions of its customers and those of its competitors. A price cut in a consumer durable might be interpreted as a signal of the introduction of a new model. It might induce the customer to wait. Alternatively, it might be seen as an indication that the product is flawed and not selling well, or the company is in financial trouble and may not be able to honor its guarantees. The messages conveyed by price changes in these circumstances have to be carefully considered.

Generally, it is acknowledged that pricing decisions are the most difficult to make because of the complexity of the interaction between three groups involved in the marketing process: consumers, the trade and competitors. In addition, pricing decisions often have to be made quickly and with limited, or even no, test marketing. They almost invariably have a direct effect on profit.

M.A.Stone, J.Desmond "Fundamentals of Marketing"

Vocabulary notes

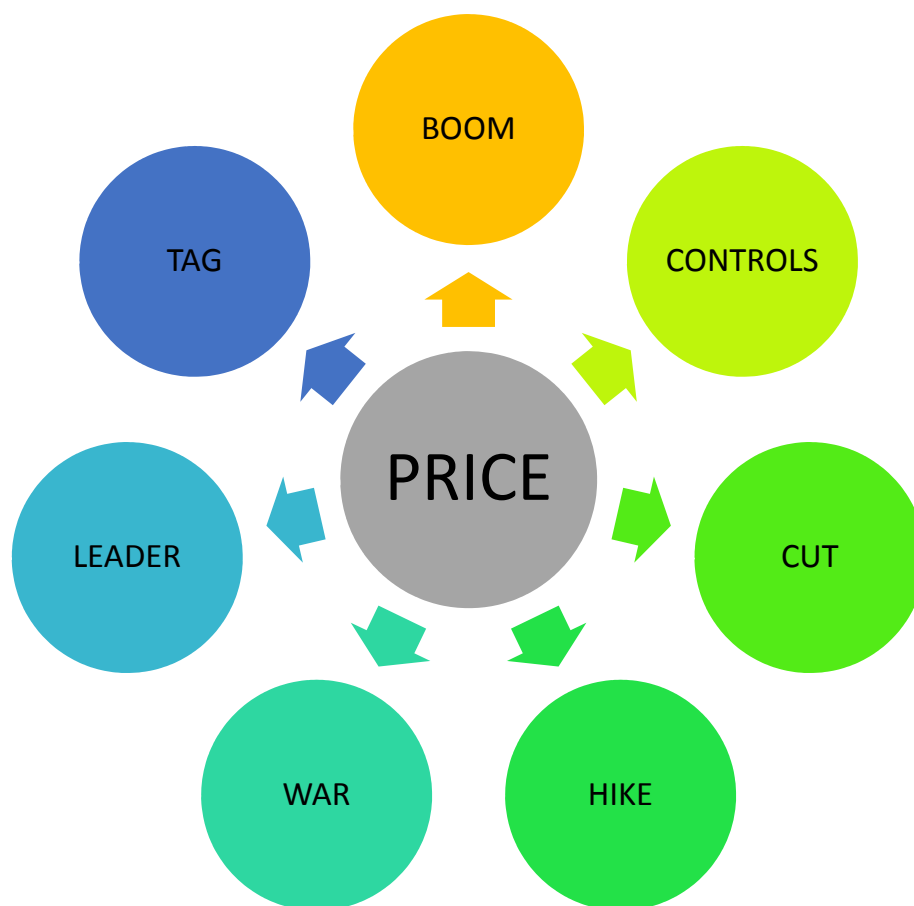
to perceive	сприймати
viability	життєздатність
successful implementation	успішне втілення
consumer perception	сприйняття споживача
to treat	розглядати
marketing variable	маркетингова змінна
cost-based pricing	ціноутворення на основі витрат
demand-based pricing	ціноутворення на основі попиту
competition oriented pricing	орієнтоване на конкурентів ціноутворення
relevant costs	відповідні витрати
mark-up	націнка
cost-plus pricing	ціна, що перекриває витрати
desirable margin	бажана маржа
forecasts	прогнози
to cover overheads	покривати накладні витрати
price sensitivity	цінова чутливість
price cut	зменшення ціни
to induce	спонукати
to be flawed	бути хибним
to honor	вшановувати

Task 1. Answer the following questions:

1. What does price element of marketing mix affect?
2. What does the concept of pricing mean?
3. What are the commonest pricing approaches?
4. What is the essence of cost-based pricing?
5. Explain the simplicity of cost-based pricing.
6. What does “cost-plus pricing” mean?
7. What is the essence of demand-based pricing?
8. What does competition oriented pricing involve?
9. Which competitive factors must be considered in competition oriented pricing?
10. Why are pricing decisions are the most difficult to make?

Task 2. The words in the picture frequently occur after “price”.

a) Find combinations that mean:



1. a good period for sellers, when prices are rising quickly
2. government efforts to limit price increases
3. a reduction in price
4. an increase in price
5. when competing companies reduce prices in response to each other
6. a company that is first to reduce or increase prices
7. label attached to goods, showing the price; also means ‘price’

b) Complete the sentences with the appropriate form of words:

1. A price ____ by Mills may indicate the start of price increases by other producers.

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

Task 3. Match the terms with their definitions:

Price	a) is the method of determining the value a producer will get in the exchange of goods and services.
Pricing	b) is the tactic that company use to increase sales and maximize profits by selling their goods and services for appropriate prices.
Pricing strategy	c) are the goals that guide your business in setting the cost of a product or service to your existing or potential consumers.
Mark up	d) is a critical element of the marketing mix; is the amount of money charged for a product or a service.
Pricing model	e) someone who is price-conscious knows how much things cost and avoids buying things that are considered too expensive.
Price-conscious customer	f) is the difference between the selling price of a good or service and cost. It is often expressed as a percentage over the cost.

Price-sensitivity

g) is the current price at which an asset or service can be bought or sold; it converges at a point where the forces of supply and demand meet.

Price elasticity

h) is a structure and method for determining prices.

Market price

j) is a measure of how consumers react to the prices of products and services.

Pricing objectives

k) the consciousness of the customers to cost windows or range within which they make dealings.

Task 4. Make a proper selection: match the headings with their descriptions:

Cost-Plus Pricing

Value-Based Pricing

Hourly Pricing

Fixed Pricing

Performance Based Pricing

1. This model charges the client a set price for a service offered. For example, a project-based company may charge a client price of \$25,000 to complete a project regardless of how many hours are expended or how many resources are involved.

2. You invoice your customer based on the performance of the product or service you deliver. Such a pricing model might only be used for certain clients and in specific situations as it requires significant agreement (in writing) between you and your client. 3. In such a situation you invoice the client for all expenses (such a mileage to client site, etc.) and for each hour of work at a set hourly price depending on the services being offered.

3. This model entails setting your price for your products and services based on the perceived value for the customer. The price to one customer may be different than the price offered to another customer.

4. This model is frequently used to maximize profits within the business. It entails adding up all of your costs associated with offering a product or delivering a service and adding on a percentage for profit.

5. In such a situation you invoice the client for all expenses (such a mileage to client site, etc.) and for each hour of work at a set hourly price depending on the services being offered.

Task 5. Increase your vocabulary. Translate the expressions and make sentences of your own with them:

- ✓ At any price
- ✓ Cheap at twice the price
- ✓ The price is right
- ✓ Price out of the market
- ✓ To drive a price down
- ✓ A pearl of great price
- ✓ Cutthroat prices
- ✓ Cut prices to the bone
- ✓ Price one has to pay
- ✓ Roll prices back
- ✓ China price
- ✓ Thing you don't want is dear at any price
- ✓ What's that got to do with the price of eggs?

Part II. DIFFERENT PRICING STRATEGIES: WHICH IS RIGHT FOR YOUR BUSINESS?

It's no secret that small businesses play a vital role in the US economy. However, most non-employer small businesses average just \$44,000 a year in annual revenue, with many of these companies earning \$25,000 or less. While various factors can affect a business' revenue potential, one of the most important is the pricing strategy utilized by its owners. Good pricing strategy helps you determine the price point at which you can maximize profits on sales of your products or services. When setting prices, a business owner needs to consider a wide range of factors including production and distribution costs, competitor offerings, positioning strategies and the business' target customer base.

While customers won't purchase goods that are priced too high, your company won't succeed if it prices goods too low to cover all of the business' costs. Along with product, place and promotion, price can have a profound effect on the success of your small business. Here are some of the various strategies that businesses implement when setting prices on their products and services.

1. Pricing at a Premium

With premium pricing, businesses set costs higher than their competitors did. Premium pricing is often most effective in the early days of a product's life cycle, and ideal for small businesses that sell unique goods. Because customers need to perceive products as being worth the higher price tag, a business must work hard to create a value perception. Along with creating a high-quality product, owners should ensure their marketing efforts, the product's packaging and the store's décor all combine to support the premium price.

2. Pricing for Market Penetration

Penetration strategies aim to attract buyers by offering lower prices on goods and services. While many new companies use this technique to draw attention away from their competition, penetration pricing does tend to result in an initial loss of income for the business. Over time, however, the increase in awareness can drive profits and help small businesses to stand out from the crowd. In the long run, after sufficiently penetrating a market, companies often wind up raising their prices to better reflect the state of their position within the market.

3. Economy Pricing

Used by a wide range of businesses including generic food suppliers and discount retailers, economy pricing aims to attract the most price-conscious of consumers. With this strategy, businesses minimize the costs associated with marketing and production in order to keep product prices down. As a result, customers can purchase the products they need without frills. While economy pricing is incredibly effective for large companies like Wal-Mart and Target, the technique can be dangerous for small businesses. Because small businesses lack the sales volume of larger companies, they may struggle to generate a sufficient profit when prices are too low. Still, selectively tailoring discounts to your most loyal customers can be a great way to guarantee their patronage for years to come.

4. Price Skimming

Designed to help businesses maximize sales on new products and services, price skimming involves setting rates high during the introductory phase. The company then lowers prices gradually as competitor goods appear on the market. One of the benefits of price skimming is that it allows businesses to maximize profits on early adopters before dropping prices to attract more price-sensitive consumers. Not only does price skimming help a small business recoup its development costs, but it also creates an illusion of quality and exclusivity when your item is first introduced to the marketplace.

5. Psychology Pricing

With the economy still limping back to full health, price remains a major concern for American consumers. Psychology pricing refers to techniques that marketers use to encourage customers to respond on emotional levels rather than logical ones. For example, setting the price of a watch at \$199 is proven to attract more consumers than setting it at \$200, even though the true difference here is quite small. One explanation for this trend is that consumers tend to put more attention on the first number on a price tag than the last. The goal of psychology pricing is to increase demand by creating an illusion of enhanced value for the consumer.

6. Bundle Pricing

With bundle pricing, small businesses sell multiple products for a lower rate than consumers would face if they purchased each item individually. Not only is bundling goods an effective way of moving unsold items that are taking up space in your facility, but it can also increase the value perception in the eyes of your customers, since you're essentially giving them something for free. Bundle pricing is more effective for companies that sell complimentary products. For example, a restaurant can take advantage of bundle pricing by including dessert with every entrée sold on a particular day of the week. Small businesses should keep in mind that the profits they earn on the higher-value items must make up for the losses they take on the lower-value product.

<https://quickbooks.intuit.com/r/pricing-strategy/6-different-pricing-strategies-which-is-right-for-your-business/>

Vocabulary notes

annual revenue	річний дохід
to utilize	використовувати
the price point	визначена ціна
distribution costs	витрати на розповсюдження
competitors offerings	пропозиції конкурентів
a profound effect	глибокий, відчутний ефект
premium pricing	преміум-ціна
market penetration	проникнення на ринок
to wind up	ліквідувати, завершувати
price-conscious consumers	ощадливі клієнти
frills	забаганки
to skim	«знімати вершки»
to limp back	кульгати
to encourage	заохочувати
price tag	цінник
enhanced value	посилена ціна
bundle pricing	ціна комплекту
multiple products	кілька продуктів
for free	безкоштовно
complimentary products	товари у якості подарунка

Task 1. Answer the following questions:

1. How can pricing strategy affect a business' revenue potential?
2. Which factors should be considered when setting a price?
3. What is the essence of premium pricing?
4. How is the customer's value perception created?
5. Explain the penetration pricing strategy.
6. What is the aim of economy pricing?
7. Why is economy pricing strategy dangerous for small businesses?
8. What are the benefits of price skimming?
9. What does psychology pricing strategy refer to?
10. Explain the effectiveness of bundle pricing.

Task 2. Explain the interrelation between price and quality given in the following Price Strategy Matrix:

Pricing Strategy Matrix

	Low Quality	High Quality
Low Price	Economy	Penetration
High Price	Price Skimming	Premium

Task 3. Draw a line from each phrase on the left to its meaning on the right. Make sentences of your own with 5 of them:

1. That's a bit steep / pricey.

2. It cost a fortune / an arm and a leg.

3. I'm paying through the nose.

4. That's a little outside my budget / I can't afford it.

a) It means you are *paying too much for something, and it's painful*

b) You think it's *a fair price* for what you will receive

c) Common phrases used to describe a special offer when you buy one product at normal price, and *get another one of the same product for free*

d) Use these phrases to say that something is *a little bit expensive*

5. *That's quite reasonable.*

6. *It's 20% off.*

7. *I got two for the price of one /
It was buy one, get one free.*

8. *It was a real bargain.*

9. *I got it for a song.*

10. *It's dirt cheap.*

e) Use this phrase to say that something is *extremely inexpensive*

f) Use this phrase to describe something that was *a very good price for the value*

g) Use this phrase when you bought something for *a very low price*

h) Use these phrases to say that something was *very expensive*

j) It means *a discount*

k) You *don't have enough money* to buy something

Task 4. Choose the best word to fill each gap from the alternatives given below:

One of the secrets to business success is (1) _____ your products properly. (2) _____ your products correctly and that can enhance how much you sell, creating the foundation for a business that will prosper. Get your pricing (3) _____ wrong and you may create problems that your business may never be able to overcome.

"It's probably the (4) _____ thing there is to do," says Charles Toftoy, associate professor of management science at George Washington University. "It's part art and part science."

There is a (5) _____ of different types of pricing strategies in business. However, there's no one surefire, formula-based approach that (6) _____ all types of products, businesses, or markets. Pricing your product usually (7) _____ considering certain key factors, including pinpointing your target customer, tracking how much competitors are charging, and understanding the relationship between quality and price. The good news is you have a great deal of (8) _____ flexibility in how you set your prices. That's also the bad news. The biggest mistake many businesses make is to believe that price alone (9) _____ sales. Your ability to sell is what drives sales and that means (10) _____ the right sales people and adopting the right sales strategy.

- | | | |
|-----------------|---------------|----------------|
| 1. a) pricing | b) value | c) cost |
| 2. a) produce | b) price | c) trade |
| 3. a) policy | b) strategy | c) behavior |
| 4. a) toughest | b) easiest | c) least |
| 5. a) variety | b) monotony | c) alternative |
| 6. a) spoils | b) suits | c) resists |
| 7. a) involves | b) excludes | c) denies |
| 8. a) stability | b) immobility | c) flexibility |
| 9. a) drives | b) slows down | c) stops |
| 10. a) hiring | b) retiring | c) firing |

Task 5. Comment on the following quotes:

- ✓ Pricing is actually a pretty simple and straight forward thing. Customers will not pay literally a penny more than the true value of the product.

Ron Johnson

- ✓ You know you're priced right when your customers complain—but buy anyway.

John Harrison

- ✓ Price is what you pay. Value is what you get.

Warren Buffet

Each type of intermediary represents a channel, with its own distinct characteristics. Consultants may not resell solutions at all but rather influence sales through product recommendations to customers. A vendor develops a channel strategy, also known as a distribution channel strategy, to determine what types of intermediaries to target and how to optimize partner relationships to increase sales and improve distribution.

The various channels of distribution play a critical role in a vendor's go-to-market strategy. If successfully executed, any distribution channel model -- whether focused entirely on one mode, such as direct sales, or embracing multiple outlets, such as multichannel distribution -- can open or expand markets, generate sales and grow a vendor's top line.

Small business also should take into account how their buyers want to receive their products. Do they want to buy online, talk to direct sales reps or browse in a store? Once that's determined, the company should figure out whether to sell directly or through a marketing intermediary such as retailers or wholesalers by estimating which one would bring in the most profit. They can do so by using market data that shows the number of potential sales, plus the price per product minus the cost of distribution.

Source: <http://searchitchannel.techtarget.com/definition/distribution-channel>

Vocabulary notes

distribution function	функція розподілу
comparable	порівнянний
path / route	шлях / маршрут
logistical considerations	логістичні міркування
business-to-business distribution	розподіл між підприємствами
a logging company	лісозаготівельна компанія
a lumber manufacturer	виробник пиломатеріалів
direct channel	прямий канал
indirect channel	непрямий канал
vendor	продавець
intermediaries	посередники
wholesaler	оптовий продавець
retailer	роздрібний продавець
value-added resellers	продавець, який створює додану вартість
systems integrators	системні інтегратори

to embrace	охоплювати
multichannel distribution	багатоканальний розподіл
to figure out	обчислювати
market data	ринкові дані
multiple outlets	чисельні крамниці

Task 1. Answer the following questions:

1. What component from marketing mix are distribution channels comparable to?
2. What is a distribution channel?
3. Explain the details of business-to-business model of distribution.
4. How does business-to-customer distribution work?
5. Which are primary channels of distribution in marketing?
6. What does direct channel approach require?
7. What does indirect channel approach mean?
8. Give your examples of intermediaries.
9. How does each type of intermediary choose a channel with its own distinct characteristics?
10. Why do various channels of distribution play a critical role in marketing strategy?

Task 2. a) Read the text, translate it into Ukrainian:

My name's John, and I own a chain of sports shops. Last year, I started an e-commerce operation, selling goods over the Internet. We've done well. Visitors don't have trouble finding what they want, adding items to their shopping cart and paying for them securely by credit card. Last year we had two million unique users (different individual visitors) who generated 35 million hits or page views. That means our web pages were viewed a total of 35 million times!

E-commerce or e-tailing has even acted as a form of advertising and increased levels of business in our traditional bricks-and-mortar shops! Pure Internet commerce operations are very difficult. To succeed, I think you need a combination of traditional retailing and e-commerce: clicks-and-mortar. In our case, this has also helped us solve the last mile problem, the physical delivery of goods to Internet customers: we just deliver from our local stores!

b) Find expressions in the text with the following meanings:

- 1) traditional shops (two possibilities)
- 2) selling on the Internet (two possibilities)
- 3) where you put your items before you purchase them
- 4) physical delivery of goods to Internet customers
- 5) how many times a web page is viewed

Task 3. a) Explain the meaning of each abbreviation:



b) Decide whether each statement is about B2B, B2C or B2G. Tick (✓) the right box:

	<i>B2B</i>	<i>B2C</i>	<i>B2G</i>
1. Members of the public can buy train tickets online.			
2. Last year we paid our business tax directly over the Internet.			
3. We order all our office stationery from our supplier on the web.			
4. All our workshops use e-procurement for the spare parts they need.			
5. We applied for the contract after seeing the details on the Ministry's website.			
6. I order my contact lenses over the Internet and pay with my credit card.			
7. Private individuals can rent a car without going through a call center.			
8. The city is looking for construction companies to build a new airport. There are hundreds of pages of specifications you can obtain from the city authorities.			
9. Car companies are getting together to buy components from suppliers in greater quantities, reducing prices.			
10. It can seem very convenient, but if you're out when the goods you ordered arrive at your house, you're in trouble!			

Task 4. Here are three examples of distribution channels in marketing. Place the explanation under the appropriate heading:

Direct to End Users	Sell through a Dealer Network	Sell through a VAR
• ...	• ...	• ...

1. You sell a product through a geographical network of dealers who sell to end-users in their areas. The dealers may service the product as well.
2. You have a second product line for small businesses. Instead of using your sales team, you sell this line directly to end-users through your website and marketing campaigns.
3. You sell a product to a company who bundles it with services or other products and resells it.
4. Your dealers are essentially your customers, and you have a strong program to train and support them with marketing campaigns and materials.
5. Your dealers are essentially your customers, and you have a strong program to train and support them with marketing campaigns and materials.

Task 5. Match the sentence beginnings (1-5) with the correct endings (a- e). Translate them into Ukrainian:

1. To create a good distribution program,	a) you can create an e-commerce website and fulfillment system and sell direct.
2. If users need personalized service,	b) when you're going after a new customer segment, releasing a new product, or looking for ways to aggressively grow your business.
3. If your users prefer to buy online,	c) they're natural partners.

4. It's especially important to think about distribution	d) focus on the needs of your end-users.
5. If you want to grow beyond the direct model,	e) you can utilize a local dealer network or reseller program to provide that service.
6. If consultants, wholesalers or retailers already reach your customer base,	f) look for companies that have relationships with your end-users.

Part II. TYPES OF MIDDLEMEN

Products purchased from your favorite stores often involve distribution from a variety of sources. Getting a product to the market largely requires an effective marketing channel for companies that manufacture durable goods and other products. A supply chain typically features various middlemen between the manufacturer and the consumer, such as distributors, wholesalers and retailers.

Distributors frequently have a business relationship with manufactures that they represent. Many distributors maintain exclusive buying agreements that limit the number of participants or enables distributors to cover a certain territory. The distributor becomes the manufacture's direct point of contact for prospective buyers of certain products. However, distributors rarely sell a manufacture's goods directly to consumers. Wholesale representatives and retailers generally find distributors to buy products for resale.

A distribution business operates in two main areas: buying products in bulk from manufacturers and reselling them to retailers or other resellers who sell to consumers; or buying products from manufacturers and selling directly to consumers or businesses. A distribution business also carries out functions such as logistics and warehousing for manufacturers. The prices a distribution business charges may be lower or higher than wholesale prices, depending on the arrangement with the manufacturer.

Wholesale refers to a type of business that buys products in bulk from one or more manufacturers and sells them at prices that are typically lower than those available in retail outlets. Distribution refers to the activities of a business that acts as a middleman between manufacturers or wholesalers and retailers who sell the products to consumers. However, the difference between

wholesale and distribution is sometimes blurred, with commentators using the terms interchangeably or combining them in a phrase such as “wholesale distribution business.”

Wholesalers generally buy a large quantity of products directly from distributors. High-volume purchase orders typically improve a wholesaler’s buying power. Many distributors provide discounts for a certain number of items purchased or the total amount spent on merchandise. Wholesalers acquire merchandise, such as telephones, computers, bicycles, clothing, televisions and furniture. The goods are frequently destined for retailers. A wholesale business can specialize in one type of product, such as electrical wholesaling, or offer a wide range of products to many different types of customer. A wholesale business sells products at wholesale prices to business and institutional customers -- such as other businesses, government agencies or hospitals -- who use the products in their own day-to-day operations.

A cash and carry wholesaler is a specialist type of wholesale business. Cash and carry outlets sell products on a self-service basis to small businesses such as hotels, restaurants or grocery stores. Customers purchase goods from a warehouse run by the wholesaler, pay in cash and take the goods away themselves. Some cash and carry wholesalers offer the same facilities to clubs and charity organizations or even members of the public.

Retailers consist of small and large for-profit businesses that sell products directly to consumers. To realize a profit, retailers search for products that coincide with their business objectives and find suppliers with the most competitive pricing. Generally, a retailer can buy small quantities of an item from a distributor or a wholesaler. For instance, a retail merchant who wanted to purchase a dozen lamps could contact lighting distributors to inquire about pricing.

The main differences among wholesalers, distributors and retailers are based on the entity’s business model and objectives toward merchandising. Some business operations may manufacture and sell products on a retail basis directly to consumers. Using market research, communications skills and established business relationships, wholesalers, distributors and retailers can create strategies for business success. Many of the services that distribution and wholesale businesses provide to customers are similar. Both provide storage and delivery, financing to help customers purchase products and customer service. A distribution business may also provide technical support and a range of other services to customers.

Source: <http://smallbusiness.chron.com/difference-between-wholesale-distribution-33823.html>

Vocabulary notes

durable goods	товари довгострокового використання
a supply chain	ланцюг постачання
exclusive agreement	ексклюзивна угода
to limit	обмежувати
participants	учасники
prospective buyers	потенційні покупці
to buy in bulk	купувати оптом
to blur	розмиватися
high-volume purchase orders	замовлення на великі обсяги
discount	знижка
to acquire	придбати
to be destined	бути призначеним
cash and carry outlets	дрібнооптові магазини
self-service	самообслуговування
warehouse	склад
charity organizations	благодійні організації
to coincide	співпадати
facilities	зручності
retail merchant	роздрібний продавець
to inquire	запитувати

Task 1. Answer the following questions:

1. What does getting a product to the market require?
2. What does a supply chain typically feature?
3. Why does the distributor become the manufacture's direct point of contact for prospective buyers of certain products?
4. What areas does a distribution business operate in?
5. What functions does a distribution business carry out?
6. What type of business does wholesale refer to?
7. Is there the difference between wholesale and distribution?
8. What is a cash and carry wholesaler?
9. What is the main function of retailers?
10. What are the main differences among wholesalers, distributors and retailers?

Task 2. Use the following expressions to complete the text:

middleman

customer

wholesalers

retailers

resellers

distribution
channels

Hi, my name's Michael Son. I started out in the PC business 15 years ago when I tried to buy a PC. There was a complicated (1) _____ between the manufacturer and the customer: (2) _____, (3) _____ and (4) _____ all added to the cost, but they didn't add much value from the (5) _____'s point of view. Here at Son Computers, we manufacture every PC to order and deliver straight to the buyer. That way we cut out the (6) _____.

Task 3. a) Read the text, translate it into Ukrainian:

A shop (BrE) or store (AmE) is where people buy things. Companies may call it a retail outlet or sales outlet. Here are some types of shop:

- *chain store*: part of a group of shops, all with the same name
- *convenience store*: small shop in a residential area and open long hours
- *deep discounter*: a supermarket with very low prices
- *department store*: very large shop with a wide variety of goods, usually in a town center
- *drugstore*: shop in a town center in the US which sells medicines; you can also have coffee and meals there
- *hypermarket*: very large shop with a wide variety of goods, usually outside a town
- *supermarket*: very large shop, selling mainly food.

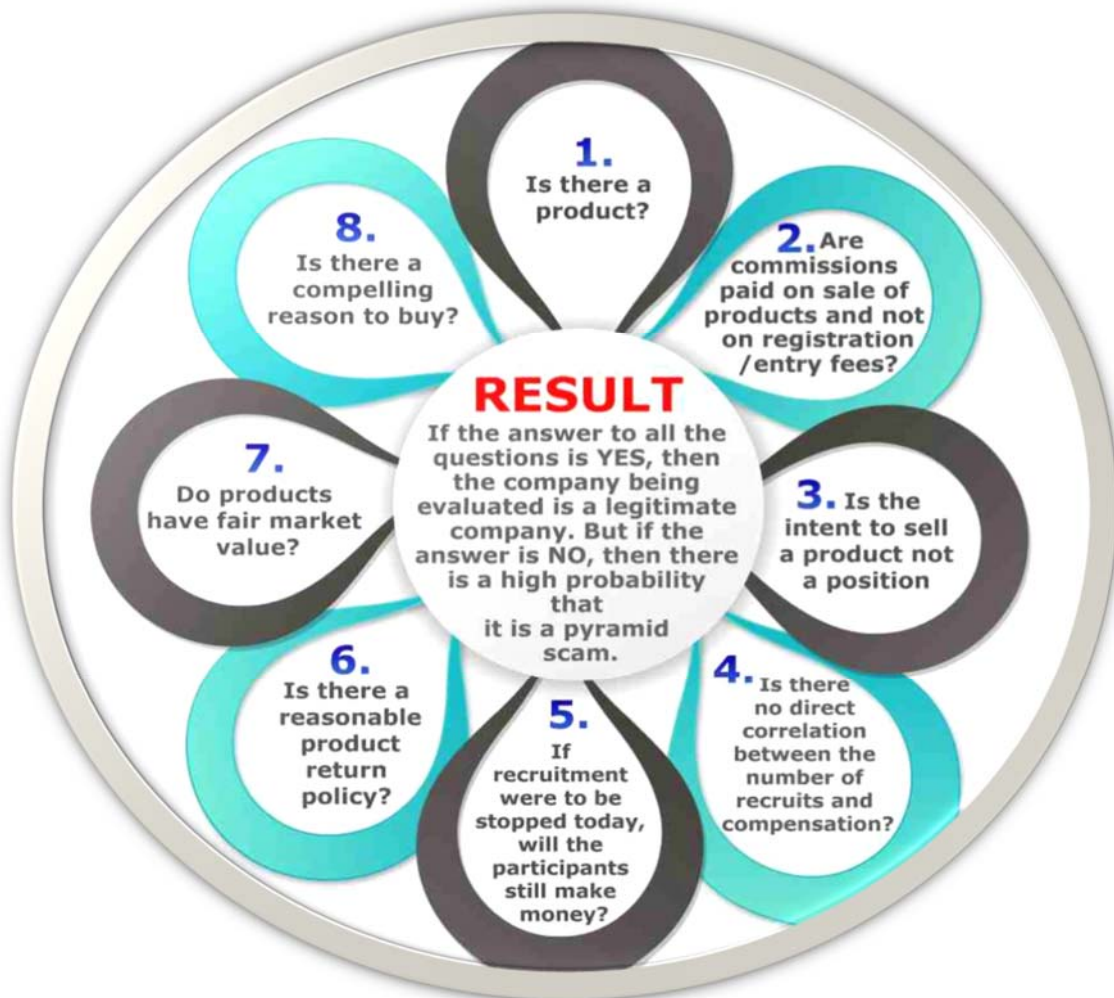
In Britain, a shopping center or shopping precinct is a purpose-built area or building in a town center with a number of shops. Outside towns, there are shopping malls, where it is easy to park. Franchises are owned by the people that run them, but they only sell the goods of one company.

b) Find the word from the list below that best fits each statements. There is one extra word that you don't have to use:

A. telemarketing	D. mall	G. wholesaler
B. hypermarket	E. discounter	H. retailer
C. drugstore	F. mailshot	I. franchise

1. We buy large quantities of wine directly from the producers and sell to shops and restaurants.
2. We have a small shop selling newspapers, magazines, sweets and cigarettes.
3. We opened in Chicago in 1952. We sell coffee, sodas and pastries. And, of course, medicines!
4. I own the Pizza Express restaurant in our town. I get a lot of help from the parent company.
5. It is a huge shop and it sells everything – food, clothes, furniture, plants, everything.
6. We sent out 200,000 letters to car owners last week promoting our new insurance service.
7. We phone people between 6 and 8 in the evening trying to sell them home security products.
8. Most big towns in England have a shopping center but the idea came from the USA.

Task 4. a) Study how to determine if a direct selling company is a legitimate or not using the 8-Point Test:



b) Analyze one of famous direct selling companies using the 8-Point Test.

c) Read the text, make sure you understand the meaning of italicized words:

Multilevel marketing is a strategy some *direct sales companies* use to encourage existing distributors *to recruit new distributors* who are paid a percentage of their recruits' sales. The recruits are the *distributor's "downline."* Distributors also make money through direct sales of products to customers. *Multilevel marketing* is a *legitimate business strategy*, though it is *controversial*. One problem is *pyramid schemes* that use money from new recruits to pay people at the top rather than those who perform the work. These schemes involve *taking advantage* of people by pretending to be engaged in legitimate multilevel or *network marketing*. You can spot pyramid schemes by their greater focus on recruitment than on product sales.

Task 5. Comment on the following quotes:

- ✓ “Selling through social channels is the closest thing to being a fly on the wall in your customers, prospects and competitors’ world.”

Jim Keenan

- ✓ “The No. 1 key to success in today’s sales environment is speed. The salesperson who delivers the most valuable information to their customer or prospect first, wins the game.”

Dave Orrico

- ✓ “After you listen to a strategy or sales technique, try to use it within the hour. Listening followed by doing leads to mastery.”

Jeffrey Gitomer

Targeting. Once the marketer creates different segments within the market, then they devise various marketing strategies and promotional schemes according to the tastes of the individuals of particular segment. This process is called targeting. Once market segments are created, organization then targets them.

Targeting is the second stage and is done once the markets have been segmented. Organizations with the help of various marketing plans and schemes target their products amongst the various segments.

Nokia offers handsets for almost all the segments. They understand their target audience well and each of their handsets fulfils the needs and expectations of the target market. Tata Motors launched Tata Nano especially for the lower income group.

Positioning is the last stage in the Segmentation – Targeting - Positioning Cycle. Once the organization decides on its target market, it strives hard to create an image of its product in the minds of the consumers. The marketers create a first impression of the product in the minds of consumers through positioning. Positioning helps organizations to create a perception of the products in the minds of target audience.

Ray Ban and Police Sunglasses cater to the premium segment while Vintage or Fastrack sunglasses target the middle income group. Ray Ban sunglasses have no takers amongst the lower income group.

Garnier offers wide range of merchandise for both men and women. Each of their brands has been targeted well amongst the specific market segments. (Men, women, teenagers as well as older generation). A female would never purchase a sunscreen lotion meant for men and vice a versa. That's brand positioning.

Vocabulary notes

awareness	усвідомлення
unique selling propositions	унікальна торгова пропозиція
to afford	дозволити собі
requirement	вимога
segmentation	сегментація
targeting	націлювання
positioning	позиціонування
division	поділ

to comprise	складати
inclination	нахил
to respond	відповідати
market fluctuations	коливання ринку
to devise	розробити, придумати
particular segment	конкретний сегмент
target market	цільовий ринок
to strive	прагнути
perception	сприйняття
premium segment	преміальний сегмент
middle income group	покупці з середнім рівнем доходів
lower income group	покупці з меншим рівнем доходів

Task 1. Answer the following questions:

1. What is the responsibility of the marketers?
2. How must the unique selling propositions of the brands be communicated to the end-users?
3. What does the concept of STP stand for?
4. What is Market Segmentation?
5. Why is Segmentation listed as the first step in the process of product promotion?
6. Explain the peculiarities of Targeting.
7. What do marketers do after creating different segments within the market?
8. How do marketers create a first impression of the product in the minds of consumers?
9. What is Positioning?
10. How does Positioning help organizations to create a perception of the products in the minds of target audience?

Task 2. a) Study 4 Types of Market Segmentation.

b) Focus on key points of each aspect.

c) Analyze your university academic group according to the following criteria:

<p>Geographic</p> <p>Target customers based on a predefined geographic boundary. Differences in interests, values, and preferences vary dramatically throughout cities, states, regions, and countries.</p>	<p>Demographic</p> <p>The process of dividing a market through variables such as age, gender, education level, family size, occupation, income, and more. This is one of the most widely used strategies amongst marketers.</p>
<p>Psychographic</p> <p>Focus on the intrinsic traits the target customer has. Psychographic traits can range from values, personalities, interests, attitudes, conscious and subconscious motivators, lifestyles, and opinions.</p>	<p>Behavioral</p> <p>Break down the way customers go through their decision making and buying processes. Attitudes towards the brand, the way they use it, and their knowledge base are all behavioral examples.</p>

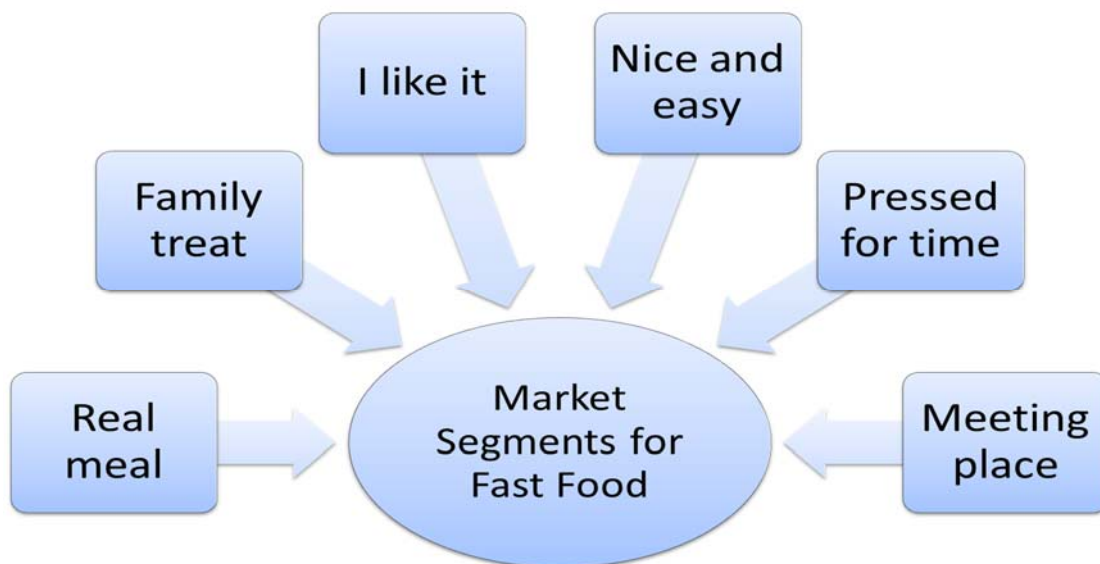
Task 3. Say what is true and what is false. Correct the false sentences:

1. There are many ways in which a market can be segmented.
2. A marketer won't need to decide which strategy is best for a given product or service.
3. Sometimes the best option arises from using different strategies in conjunction.

4. Understanding cultural differences between countries could not be pivotal for business success, consequently marketers will need to tailor their strategies according to where consumers are.
5. Geographic segmentation is the division of the market according to different geographical units like continents, countries, regions, counties or neighborhoods.
6. Geographic segmentation strategy takes into consideration other important variables such as personality, age and consumer lifestyles.
7. Understanding who consumers are requires companies to divide consumers into groups based on variables such as gender, age, income, social class, religion, race or family lifecycle.
8. Unlike demographic segmentation strategies that describe who is purchasing a product or service, psycho-demographic segmentation attempts to answer the 'why's' regarding consumer's purchasing behavior.

Task 5. The main purpose of segmenting any market is to identify different consumer needs in order to construct an appropriate marketing mix.

a) For this activity, let's assume that six different market segments have benefit identified in the fast food market, as highlighted in this diagram.



b) Characterize the needs of each Market Segment.

c) Offer your diagram for the chosen product or service.

Task 5. Study the steps to product positioning. Illustrate each step with your own examples from famous brands histories.



Marketers with the positioning process try to create a unique identity of a product amongst the customers.

1. Know your target audience well

It is essential for the marketers to first identify the target audience and then understand their needs and preferences. Every individual has varied interests, needs and preferences. No two individuals can think on the same lines. Know what your customers expect out of you. The products must fulfill the demands of the individuals.

2. Identify the product features

The marketers themselves must be well aware of the features and benefits of the products. It is rightly said you can't sell something unless and until you yourself are convinced of it. A marketer selling Samsung phones should himself also use a Samsung handset for the customers to believe him.

3. Unique Selling Propositions

Every product should have USPs; at least some features which are unique. The organizations must create USPs of their brands and

effectively communicate the same to the target audience. The marketers must themselves know what best their product can do. Communicate the USPs to the target audience through effective ways of advertising. Use banners, slogans, inserts and hoardings. Let individuals know what your brand offers for them to decide what is best for them.

4. **Know your competitors**

- A marketer must be aware of the competitor's offerings. Let the individuals know how your product is better than the competitors?
- Never underestimate your competitors.
- Let the target audience know how your product is better than others.
- The marketers must always strive hard to have an edge over their competitors.

5. **Ways to promote brands**

- Choose the right theme for the advertisement.
- Use catchy taglines.
- The advertisement must not confuse people.
- The marketer must highlight the benefits of the products.

6. **Maintain the position of the brand**

For an effective positioning it is essential for the marketers to continue to live up to the expectations of the end - users. Never compromise on quality. Don't drastically reduce the price of your products.

Part II. TARGETED MARKETING versus MASS MARKETING

Mass Marketing was common in an era when differentiated marketing or targeted marketing was NOT needed. Today, with so many brands that surround us, the brand needs to connect with us on our level, so that we end up buying the brand.

Even a small thing such as a Pen is branded (Parker, Mont Blanc) and it is now being used as a gifting item or as an item, which is bought when one rises socially in their own life. This branding is possible only through differentiated marketing and hence Mass marketing is seldom being used.

However, even in the above example of Pens such as Parker and Mont Blanc (which are sold on the basis of their branding and heritage) there are many pens which are mass marketed. This is because ultimately these pens complete a need – A need to write. And that's all a pen is – something to write with.

When the product completes the need of the customer, it uses Mass marketing. There are many products out there which are need based products, and they do not meet the “demands” or the “wants” of a customer.

Mass marketing is a market coverage strategy in which a firm decides to ignore market segment differences and appeal the whole market with one offer or one strategy. Telecom operators generally use mass marketing because telecommunications is a service used by many. Soaps and detergents use mass marketing. Many deodorants and personal hygiene products use mass marketing because they are used by the complete market.

Marketing to the masses is common in certain sectors like FMCG, consumer durable and certain types of services. However, for any brand which wants to target the wants and demands of the customers, they have to use differentiated marketing. They cannot continue with mass marketing.

Note that Mass marketing is not a drain of money. The objective of mass marketing is to optimize sales and reach the customer or make the customer aware about the brand. A new company, which has just started, will generally use mass marketing to increase awareness in the market. Once the company is established, it will start using differentiated marketing.

The segment(s) or group(s) of people and organizations you decide to sell to is called a target market. Targeted marketing, or *differentiated marketing*, means that you may differentiate some aspect of marketing (offering, promotion, and price) for different groups of customers selected. It is a relatively new phenomenon. Mass marketing, or *undifferentiated marketing*, came first. It evolved along with mass production and involves selling the same product to everybody. You can think of mass marketing as a shotgun approach: you blast out as many marketing messages as possible on every medium available as often as you can afford. By contrast, targeted marketing is more like shooting a rifle; you take careful aim at one type of customer with your message.

The trend today is toward more precise, targeted marketing. Figuring out “who’s who” in terms of your customers involves some detective work, though—often market research. A variety of tools and research techniques can be used to segment markets. Government agencies, such as the U.S. Census Bureau, collect and report vast amounts of population information and economic data that can reveal changing consumption trends. Technology is also making it easier for even small companies and entrepreneurs to gather information about potential customers. With the increased use of social media, companies are able to get information on consumers’ search behavior. Loyalty cards that consumers scan at many grocery and drug stores provide an incredible amount of information on consumers’ buying behavior.

Vocabulary notes

differentiated marketing	диференційований маркетинг
to end up	припинити, закінчити
heritage	традиція, спадщина
to complete a need	задовольнити потребу
market coverage strategy	стратегія покриття ринку
to appeal	звертатися
FMCG	ходові споживчі товари
consumer durables	споживчі товари довготривалого використання
to target	націлити, планувати
a drain of money	марна трата грошей
to evolve	розвиватися
selected groups	відібрані групи
shotgun approach	«стратегія кулемету»
to blast out	вибухнути
available medium	наявні засоби
shooting a rifle	«стратегія гвинтівки»
precise	точний, докладний
vast amount	величезна кількість
to reveal	виявляти
incredible amount	неймовірна кількість

Task 1. Answer the following questions:

1. When was Mass Marketing common? Why?
2. What products can use Mass Marketing strategy?
3. Explain the Mass Marketing strategy.
4. What is the objective of Mass Marketing?
5. What is target market?
6. What does differentiated marketing mean?
7. How do you characterize the trend today?
8. What type of marketing does a new company use? Why?
9. What tools and research techniques can be used to segment markets?
10. How is consumers' buying behavior studied?

Task 2. Study the following definitions. Make sure you understand them and can reproduce them from memory.

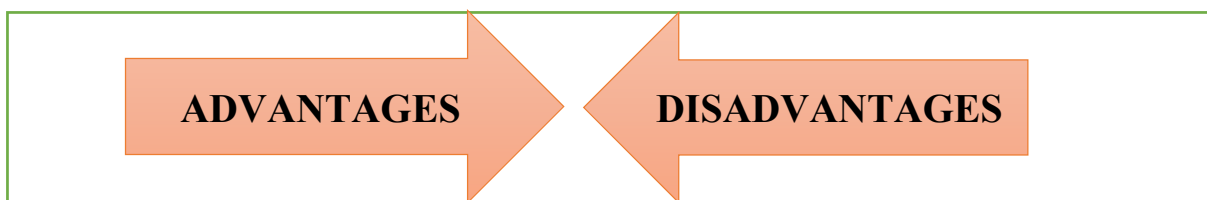
Market Segmentation	- the division of a broad market into small segments comprising of individuals who think on the same lines and show inclination towards similar products and brands
Market segment	- an identifiable group of individuals, families, businesses, or organizations, sharing one or more characteristics or needs in an otherwise homogeneous market.
Target Marketing	- involves breaking a market into segments and then concentrating your marketing efforts on one or a few key segments consisting of the customers whose needs and desires most closely match your product or service offerings
Target market	- is a group of customers within the serviceable available market that a business has decided to aim its marketing efforts towards.
The targeting strategy	- involves segmenting the market, choosing which segments of the market are appropriate, and determining the products that will be offered in each segment.
USP (unique selling proposition)	- the factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition.
Positioning	- A marketing strategy that aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer.

Task 3. Suggest your own examples for each Market Targeting Strategy:



Source: Marketing Insider

Task 4. Share the following statements into two groups covering Advantages and Disadvantages of Micromarketing:



- Highly targeted: Micromarketing and concentrated marketing allow companies to become granular. All efforts are directed towards the specific market segment and understanding their needs and demands based on their gender, location, interest, ethnicity, etc.
- Time consuming: This type of marketing strategy take some time to develop and perhaps even more time to spread. Companies should be prepared to invest a good amount of time for developing and maintaining a customer base.

- Increased cost per acquisition: Though the cost of conducting this marketing effort is relatively lower, the target segment also includes fewer people. This can result in making the average cost increase in case a new customer gets in.
- Growth is user-generated: Micro marketing strategies tend to sow seeds in niche areas and allows early adopters to handle the market. When people will find something they want, the word will spread out and about automatically.
- Cost effective: Micromarketing and Niche marketing also comes with micro-budgets. This does not mean that this marketing strategy does not cost money. Comparing marketing efforts invested in a small segment of people to that of a larger audience, the cost associated with micro marketing campaigns are relatively lesser.
- Probability of missing the target: Micromarketing campaigns is a targeted campaign and does not focus on a wide range of audience. This can result in limited exposure and there are chances to miss other target segments.

Task 5. Comment on the following quotes about marketing:

- ✓ “Make your customer the hero of your stories.”

Ann Handley

- ✓ “Don’t find customers for your products, find products for your customers.”

Seth Godin

- ✓ “Good marketers see consumers as complete human beings with all the dimensions real people have.”

Jonah Sachs

UNIT 8.

MAIN ADVERTISING MEDIA: PRO ET CONTRA



Part I. TYPES OF ADVERTISING MEDIA

Advertising media refers to the various media channels through which advertising is done. Advertising media is used for showcasing promotional content which communicated in various forms such as text, speech, images, videos using TV, radio, online, outdoor etc. Basically they are channels through which companies can advertise their products and services to reach to customers. Advertising media is an important domain in business and advertising. With the passage of time, there have been several ways in which ads are being showcased and can be communicated to customers. There are different types of advertising media present. Depending upon various parameters like budget, reach, customer preferences etc. companies can choose the required advertising media and help boost their brand. Some of the most important types of advertising media are:

1. Broadcast media: TV and radio are two of the most important advertising media known as broadcast media.

Television: Televisions have become a very important tool to advertise for companies. Companies can target serials, reality shows, sports events, live events etc. which are showcased on TV's and understand the demographics of the people watching the TV. TV channels are anyways classified as news, sports, knowledge, entertainment, movies, kids etc. This helps advertisers to pick and choose the channel. Thus TV is one of the most widely used advertising media in the world. Advertising slots are sold by broadcasting companies and channels based in popularity of TV shows, TRPs etc.

Radio: As a tool for marketing and advertising, radio is the most cost effective tool which a customer can have. Since radios have high penetration and are easy for customers to buy, they are a good tool for advertising. Radios enable companies to reach out to a wide range of customers. Since radio cater to the

needs of a particular city or region, it is a good way to advertise based on customers selected from geographic segmentation. Thus, radio is one of the most effective tools as advertising media.

2. Print Media: Advertising media like newspapers, magazines, leaflets, brochures, billboards, signage, direct mail and other print publications come under print media. With the massive reach of print media, it became a popular tool for advertising. Print media caters to a regional audience and is published in different languages. Hence, print media can cater to a niche audience as compared to broadcast advertising media tools like TV or radio.

3. Online Media: With the consistent growth in internet penetration, companies have started using online media for promotion through advertising. People are connected to the internet through social media, website browsing etc. This gives an opportunity to companies to use this advertising media and cater to customers using online advertising. Online ads, blogs, content advertising, affiliate marketing etc. are all done using online as an advertising media.

4. Outdoor Media: This type of advertising include different media like posters, placards, electric displays or neon signs, sandwichmen, sky writing, bus, train and tram advertising. This is also known as ‘Mural advertising’. The main aim of outdoor advertising is to catch the attention of passerby within twinkling of an eye.

Outdoor advertising it basically useful in capturing those customers who are travelling from one place to another. This gives an opportunity to companies to use outdoor advertising media to create brand awareness by putting large bill boards and hoardings above buildings, near streets etc. to give maximum visibility.

5. Mobile: With the increasing penetration and usage of mobile phones, mobile advertising has become a critical aspect for every business. Mobile as an advertising media helps to reach out to customer by promoting messages through SMS, social media chat groups etc. Online and mobile media are also overlapping at times as websites can be accessible both through desktop, laptop and smartphones.

6. Specialty Media: These consist of items that are given away to the consumer on which the name of the company or brand is printed so that more people get to know about it. For example- carry bags, membership cards, free merchandise like caps or bags, etc. These type of advertising media are more niche and have a narrow reach as compared to the above mentioned media.

7. Direct Mail: This is one of the oldest types of advertising media. Under this method message is sent to the prospective buyers by post. A mailing list is prepared for this purpose. Circular letters, folders, calendars, booklets and catalogues are sent under this type of advertising. In the sales letter an appeal is made to the buyers separately. It contains detailed information with regard to the product. The main aim of these letters is to create the reader's interest in the product.

This method is very effective as it establishes direct contact with the consumer and also maintains secrecy in advertising. Detailed information with regard to the product can be sent to the buyers. This method can be effectively undertaken in case the manufacturers are selling directly to the consumers.

Direct mail advertising suffers from certain drawbacks also. It has limited access i.e. a small number of buyers can be covered. There are practical difficulties in preparing and maintaining up-to-date mailing list. This is also not suitable for every type of product.

8. Other forms: Apart from the ones discussed above, advertising can be done through transit signs i.e. the small posters that we see on trains or buses, electronic billboards, etc. Some ads can be advertised before the movies in cinema halls as well, where it can reach out to a large group of similar audience in terms of demography or geography. Window display is a common method which is usually undertaken by retailers who display their products in the shop windows in order to attract the customers. This is also known as exterior display. A trade exhibition or a fair is organized on extensive scale which is attended by different manufacturers and traders along with their products to be sold to the large number of people who visit the exhibition.

Source: <https://www.mbaskool.com/business-concepts/marketing-and-strategy-terms/11861-advertising-media.html>

Vocabulary notes

advertising media	рекламні засоби
to showcase	демонструвати
domain	домен; сфера, галузь
to boost	підсилити
broadcast media	ефірні засоби масової інформації
advertising slot	рекламний слот / блок
high penetration	високий рівень проникнення
signage	вивіски
leaflets	листівки

to cater	обслуговувати
social media	соціальні мережі
mural advertising	рекламні мурали
twinkling	мерехтіння; мерехтливий
hoarding	рекламні щити
overlapping	перекриття
folder	папка, швидкозшивач
drawbacks	недоліки
exterior display	зовнішній дисплей
trade exhibition	торгова виставка
extensive scale	великі масштаби

Task 1. Answer the following questions:

1. What does the term “advertising media” refer to?
2. What is the main function of advertising media?
3. What factors influence the company’s decision what advertising channel to choose?
4. List the most important advertising media.
5. Discuss advantages and disadvantages of broadcast media.
6. What are the main characteristics of printed media?
7. Why are online advertising media becoming more and more popular nowadays?
8. What types of outdoor advertising do you know?
9. Discuss advantages and disadvantages of direct mail.
10. Suggest a new type of advertising media.

Task 2. Make a proper selection: match the words with their definitions:

- | | |
|-----------------------|---|
| 1. Advertising | a) is the advertising which is done on the internet |
| 2. Advertising Budget | b) the chief advantage of this is that the advertising message can be delivered and the product can be demonstrated to all at the same time |

3. Online Advertising	c) is the concept of communicating a message about goods and services to a customer
4. Outdoor Advertising	d) helps to reach out to customer by promoting messages through SMS, social media chat groups etc.
5. Mobile Advertising	e) refers to those marketing activities, other than personal selling, advertising and publicity that stimulates consumers purchasing and dealer effectiveness such as displays, shows and exhibitions, premiums, contest, trading, coupons etc.
6. Television Advertising	f) is the means by which customers are reached on a face to face basis
7. Personal Selling	g) advertising done outdoors to promote goods/ services and are meant to reach the customer while they are “on the go” outside their home
8. Sales Promotion	h) includes money for doing advertising research, getting creatives made, printing material, allocating money to advertising media and ensuring proper implementation of ad campaigns

Task 3. Draw a line from each word on the left to a word on the right to make a word pair. There is one extra word that you don't have to use. Then use your word pairs to complete the sentence below:

Sales Special Free Loyalty Cross	Samples Offer Product Territory Promotion Card
---	---

1. We sent ____ of our new shampoo to 100,000 homes for people to try.
2. When a customer shows her ____ she gets a 2% discount.
3. We use ____ so, for example, if you buy our toothpaste you get a special deal on our toothbrushes.
4. My ____ covers the north of England and Scotland.
5. The ____ on this product range ends on the first of September.

Task 4. Choose the best word to fill the gap:

1. I think that a TV commercial is the best advertising ____ .
a) place b) medium c) agency
2. Our magazine offers readers a free ____ every month.
a) prize b) discount c) gift
3. We value the men and women of our ____ .
a) salesmen b) salespeople c) sales force
4. I'm running the advertising ____ for the launch of our new model.
a) campaign b) endorsement c) promotion
5. I'm Sally Forbes and I'm ____ manager for Iceberg frozen Foods.
a) sells b) sales c) selling
6. Most of the ____ who use our newspaper are small, local businesses.
a) advertisers b) advertises c) advertising
7. They fear that Central Asian countries will flood the ____ with cheap goods.
a) market b) agency c) department store
8. Considering that delivery is already two weeks overdue, I'm afraid we have to cancel our ____ .
a) order b) letter c) promotion
9. The most important event that ushered in the era of modern advertising was the invention of ____ .
a) a wheel b) a bicycle c) movable type
10. Benjamin Franklin is credited with being the first ____ to use illustrations in advertisements.
a) Englishman b) Frenchman c) American

**Task 5. Match the sentence beginnings (1-5) with the correct endings (a-e).
Translate the sentences into Ukrainian:**

1. Even with a hefty advertising budget,
2. You will simply have to test the effectiveness of your message in each media
3. Sometimes customers tend to specifically go to places
4. The advertising media that is working okay today
5. Many products and services are ideally displayed on television, and with local cable television,

-
- a) where they think they can find a lot of ads.
 - b) will not necessarily work so great in the future.
 - c) it is a challenge to create memorable advertising.
 - d) to find the best vehicle for promoting your product.
 - e) even small local companies can afford cable.

Part II. BENEFITS OF DIGITAL ADVERTISING FOR SMALL BUSINESSES

I

A small business without a digital advertising strategy is like a ship with no captain. Sounds like an exaggeration? Not when you consider the stakes involved. With the right digital advertising strategy in place, your business can really see an increase in results, whether that's sales, leads or something else. A small business starts out with one main goal in mind: to grow. To do that, they need to make people aware of their brand, products and services. To get their product or service out there, they need effective digital advertising strategies.

E-mail campaigns need to be a must for small business advertising campaigns. At the forefront are e-mail newsletters, which are very easy to set up. You place an opt-in form on your website so potential customers will know the latest updates about your company.

But what about those businesses that do not have a website of their own? Can they still use this type of campaign? Of course. All they need to do is use their Facebook page. If they already have an e-mail list, then they can pair it up with their Facebook page to start a nice little marketing campaign.

PPC (Pay-Per-Click) ads have become a common and effective digital advertising strategy, but they can also be very expensive. In short, PPC allows your website to rank in the top paid search engine results for certain keywords people are searching on Google. If your business is using keywords that are considered popular (and other businesses are competing for them), then get ready to spend some top dollar for it. But if you want to avoid that and still use PPC effectively, you can always use the more affordable longtail keywords.

Content marketing is a great option to drive traffic as well as engagement. In this campaign, you can use almost any kind of content that you have. Depending on what you have or what you want to use at the moment, you can go with blogs, infographics, videos, and more. Your content is going to be driven by your keywords. So what you really need here is content that is rich in keywords without losing its quality. The primary driving force for your content is your blog post. So each post needs those quality longtail keywords that will drive traffic and leads. The key is to come up with and use great keywords. You can come up with these on your own, or you can use tools for finding great keywords.

Social Media. We all know the power of social media. It offers unmatched reach that other platforms find hard to rival. Let us be clear about one thing, though. For social media outreach to work, you need to have the willingness to invest in it. And we are talking both time and money here. Also important is the exact social media network that you want to focus your efforts on. Do you want it to be on Facebook? Or maybe you want it on Twitter? Our advice would be to spend some time researching your target audience to see which platform they're active on the most! Depending on which platform you choose, they're may be organic (unpaid) options, or it may be more of a "pay-to-play" platform. Regardless, we'd recommend setting aside an advertising budget to help you accomplish your goals on social media.

II

To continue, it will be best to look at what the top 5 benefits of digital advertising are for small businesses who implement one of those campaigns.

Digital advertising is **cost-effective**, especially when you compare it with traditional advertising, which is much more expensive. For small businesses, cost is understandably a big deal. They need to be very careful on how and what they spend their budget on since their resources are limited. If you are an owner of a small company and you decide to go with traditional advertising such as print ads, billboards, a TV commercial etc., then you better be ready to

spend. You have no such issues if you choose to go digital. It is much more affordable, and there are even instances when it can be completely free of any cost. Posting on some social media platforms does not cost you anything. You get the unmatched reach of social media while saving money that you can use for other things.

Digital advertising also offers the advantage of being **fast and easy to plan**. The same cannot be said about traditional advertising, which has to be planned way in advance. It can take weeks or even months. With digital advertising, that is not the case. The turnaround time it takes to set up a digital advertising campaign is so much quicker than that of traditional marketing.

Let's say you suddenly decided to run a sale for one of your products last minute. If you are using digital, you can run an ad campaign for it almost instantly if you have time and know what you're doing. Traditional marketing outlets by nature just aren't as flexible to operate that fast. All that is required of you is to click a few buttons, and you can soon see your ad out there for the world to see. Going digital also gives you the option to make any quick changes anytime the need arises.

As digital advertising is easy to plan, it is also **easy to track**. If you want to know something or anything about your ad campaign, you can find out from your digital ad campaign instantaneously. Do you want to know what is working for you and what is not? The digital option makes it easy for you by measuring all the important aspects of your campaign.

Since digital advertising is easy to keep track, it follows that it is also **easy to update**. That is extremely helpful if you want to make any changes to your campaign, both major and minor. What if you suddenly thought of a better message than the one you published yesterday? Or the one that you put out just hours ago? What if you're running a short, temporary sale on your site? Well, all you need to do is to update your message through your ad platform, whether you're using Google Ads, Facebook Ads Manager etc. With traditional advertising, you cannot make these kinds of updates. There is no turning back once you send out your ads, so to speak.

Digital advertising **is targeted**. This means that you have absolute control over who actually sees the ad. And perhaps more importantly, you can make sure that your ad is only seen by those who are really interested in it. What enables digital advertising to be this targeted? The many tools made available to you by platforms such as social media networks make this possible.

Another obvious but added benefit of going digital is that it has unlimited reach. You simply cannot beat it because you can be located anywhere on the

globe and still reach everyone you want to sell your products or services to. In decades past, a small business with limited resources couldn't hope to be more than an ordinary brick-and-mortar store. But now that is no longer true. The digital revolution is in full swing, and there is no coming back for every industry that decides to be a part of it.

Source: <https://www.lyfemarketing.com/blog/top-5-benefits-of-digital-advertising-for-small-businesses/>

Vocabulary notes

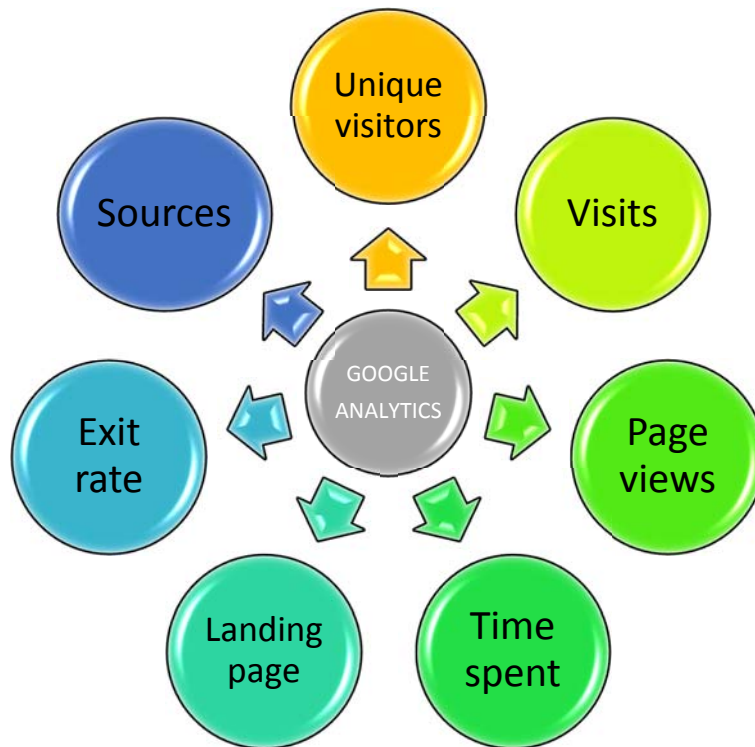
digital advertising	цифрова реклама
exaggeration	перебільшення
to pair up	об'єднатися, спаруватися
affordable	доступний за ціною
longtail keywords	довге слово
content marketing	контент-маркетинг
engagement	залучення
driving force	рушійна сила
unmatched reach	неперевершене охоплення
to accomplish	виконувати
cost-effective	економічно ефективний
instances	екземпляри
turnaround time	час обороту
to track	відстежувати
instantaneously	миттєво
to measure	вимірювати
to update	оновлювати
temporary	тимчасово
brick-and-mortar store	традиційна крамниця
to be in swing	бути у розпалі

Task 1. Answer the following questions:

1. What does the term “digital advertising” refer to?
2. What main digital advertising strategies are mentioned in the text?
3. Explain the essence of PPC.
4. What is the core of content marketing?
5. Why is it important for a small business to advertise in social media?

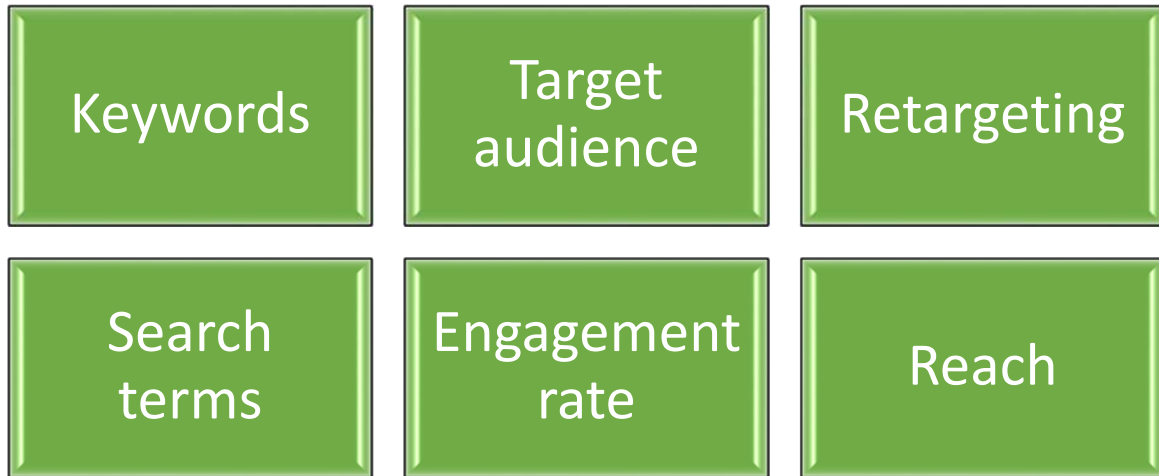
6. What main benefits of digital advertising are discussed in the text?
7. What is understood under the term “cost-effective” advertising?
8. How is the advantage of being fast and easy to plan realized?
9. What is understood under the term “easy to update”?
10. How is digital advertising targeted?

Task 2. The words in the picture frequently occur in Google Analytics. Find the terms that mean:



1. The number of distinct individuals who visit your website, usually much less than the total number of visitors.
2. The number of visits to your website, which includes return visits by unique visitors
3. The number of times a particular page was viewed. This gives you an indication of your most and least popular pages.
4. Time spent on a page, or your website. If time spent increases, it’s a good sign that visitors are engaging with your content.
5. The web page that a visitor first lands on your website.
6. Where your visitors are coming from e.g. social media, paid media and advertising.
7. The percentage of people who left your site at a particular page

Task 3. Make a proper selection: match the digital advertising terms with their descriptions:



1. How much your post is liked, shared, on commented on.
2. The number of people who saw your post.
3. When advertising on Google Ads you specify keywords or phrases that you want to target your ads with, and will bid on. For example, when someone searching for “Car wash package”, and if you bid on the phrase, your ad will stand a chance to be shown to the search user.
4. A form of online advertising where ads are served to people who have already visited your website, or engaged with your ad.
5. These are the actual terms users have searched for, shown your ad, and then clicked on your ad to visit your website.
6. Your existing and potential customers, usually defined by age, gender, earning power, location, and other interests.

Task 4. Rearrange these sentences into the correct order:

A Digital Marketing Success Story

1 He then started BlueLithium, a company that helped businesses with data, optimization and with analyzing the data collected to help make the best decisions about advertising methods. In 2007, it was purchased by Yahoo for \$300 million.

2 Gurbaksh Chahal has had major success in developing companies in the Digital Marketing sector. He started his first firm, ClickAgents at a young age. It was one of the first networks focused on the success of advertising. A year and a half after starting the company, he sold the company to ValueClick for \$40 million.

3 The fourth company was Gravity 4. This is the first marketing cloud platform. He used his natural instincts to select the best ideas to develop into a business and used digital marketing to propel them.

4 Gurbaksh's third venture was RadiumOne. It is a programmable advertising platform, that uses real-time interaction for tracking user behavior.

5 You can see Gurbaksh's blog Limitless where he talks about innovation, leadership and digital marketing.

Task 5. Comment on the following quotes:

- ✓ “A good advertisement is one which sells the product without drawing attention to itself.”

David Ogilvy

- ✓ “Stopping advertising to save money is like stopping your watch to save time.”

Henry Ford

- ✓ “Doing business without advertising is like winking at a girl in the dark. You know what you are doing, but nobody else does”.

Stewart Henderson Britt

UNIT 9.

PUBLIC RELATIONS



Part I. HOW PUBLIC RELATIONS WORKS

A basic definition of public relations is to shape and maintain the image of a company, organization or individual in the eyes of the client's various "publics." What is a "public" exactly? A public, in PR terms, is anyone who ever has or ever will form an opinion about the client. Depending on the nature of the client's work, these publics could include clients, potential clients, voters, members of the local community, members of the media, students, parents of students, online fans groups, foreign citizens -- the list is endless.

Public relations success requires a deep understanding of the interests and concerns of each the client's many publics. The public relations professional must know how to effectively address those concerns using the most powerful tool of the PR trade: publicity. Entrepreneur.com defines public relations purely in terms of publicity work, describing PR as "Using the news or business press to carry positive stories about your company or your products; cultivating a good relationship with local press representatives".

In many cases, the chief duty of the public relations professional is to draft press releases, which are sent to targeted members of the media. But to limit the scope of the public relations definition to publicity alone would be to underestimate the growing influence and reach of PR.

Today's public relations professional does much more than sit behind a desk faxing out press releases. More than ever, he/she is the public face of the client. It's the PR professional who organizes community outreach and volunteer programs. It's the PR representative who cultivates relationships with potential investors. And it's the PR executive who goes on the cable TV news program to answer the tough questions.

Public relations professionals work to obtain *free publicity* for their client. Traditionally, that's done by sending press releases to journalists containing the information needed to write a positive story about the client. Newspapers, radio and TV stations (especially local ones) are always looking for fresh story ideas, particularly those with a "human interest" angle.

A PR professional crafts press releases resembling a compelling news story, making it clear why his client's product, service or personal history is important. The goal is to fulfill the journalist's requirement for news while enhancing the client's image in the public eye.

PR professionals spend a lot of time cultivating relationships with journalists and other members of the mass media. This is done by researching which journalists write about the client's industry or personal interests. A PR professional might contact the journalist to find out more about the types of stories he/she is looking for and how he likes to receive story pitches. A journalist is much more likely to read a press release that's fresh, timely, from a recognizable source and targeted specifically to his interests.

Another job of public relations is to create a *press kit*, or *media kit*. A journalist might request a press kit as a follow-up to a press release. The press kit contains everything the journalist needs to understand who the client is and what the client does. That could include:

- Executive profiles
- Quick facts about an organization, such as its company history
- Photographs
- Detailed product descriptions; even samples
- Recent press releases
- Business card of PR representative

The PR department is responsible for organizing and holding press conferences when appropriate. Not all news merits a press conference. There must be more to the conference than just the reading of a press release. Journalists will only attend a press conference if it promises to announce a truly unique, timely event, complete with exciting visuals, experts and important officials in attendance.

Press conferences allow PR professionals to reach all potential media outlets at once --print, broadcast and Web. If you successfully attract a crowd of reporters, you can capitalize on the natural competitiveness of journalists, who will try to "out-scoop" each other on a truly exciting story.

Some PR professionals are turning to Web press conferences to save money and to increase the odds that busy journalists will attend. Web press conferences use Web conferencing software to stream a video presentation online in real time.

Public relations professionals also manage crises. "All publicity is good publicity," claims the old PR adage. But one piece of really bad press can tarnish the well-honed image of a business, college or politician for good. PR experts create a *crisis management plan* to respond quickly and proactively when a potentially damaging story is breaking.

Source: <https://money.howstuffworks.com/business-communications/how-public-relations-works1.htm>

Vocabulary notes

public	громадськість
public relations	зв'язки з громадськістю
local community	місцева громада
concerns	проблеми
publicity	гласність
to cultivate	поліпшувати, розвивати
to draft	проектувати
press release	прес-реліз
to underestimate	недооцінювати
outreach program	просвітницька програма
volunteer program	волонтерська програма
to craft	майструвати
to resemble	нагадувати
to compel	примушувати
to enhance	підвищувати
timely	своєчасний
recognizable source	відоме джерело
press kit	комплект матеріалів для преси
to merit	заслужувати
to out-scoop	випередити

Task 1. Answer the following questions:

1. What is the basic definition of public relations?
2. What is a public?
3. What is publicity work, according to Entrepreneur.com?
4. What is the chief duty of the public relations professional?
5. What do public relations professional do?
6. What is free publicity?
7. How does a PR professional contact the journalist?
8. What is a press kit?
9. What does a press kit include?
10. What is a crisis management plan?

Task 2. The field of PR offers a lot of exciting opportunities for recent grads. Here are some of the most common roles within public relations.

a) Complete the table with the appropriate information using open Internet resources:

PUBLICIST	•...
Copywriter	•...
PR Specialist	•...
SOCIAL MEDIA MANAGER	•...
SPOKESPERSON	•...

b) Search for more job titles on www.thebalancecareers.com/public-relations-job-titles-2061504.

Task 3. Study the following definitions. Make sure you understand them and can reproduce them from memory.

Public relations	- a management function that evaluates public attitudes, identifies the policies and procedures of an individual or an organization with a public interest, and executes a program of action to earn public understanding and acceptance.
Publicity	- is any information about an individual, a product, or an organization that is distributed to the public through the media, and that is not paid for, or controlled by, the sponsor.

- Press agency** - refers to the planning of activities and staging of events to attract attention and generate publicity that will be interest to the media.
- Publications** - materials for which public relations persons are responsible and which usually include news releases and media kits, booklets, leaflets, brochures, manuals, and books.
- Research** - measuring and analyzing changes in public attitude and sentiment.
- Community involvement** - is to have the company officers, management, and employees contribute to the community's social and economic development.

Task 4. Use the following table to explain the difference between public relations and advertising:

Advertising	Public Relations
- paid	- earned
- builds exposure	- builds trust
- audience is skeptical	- media gives third-party validation
- guaranteed placement	- no guarantee, must persuade media
- complete creative control	- media controls final version
- ads are mostly visual	- PR uses language
- more expensive	- less expensive
- "buy this product"	- "this is important"

Task 5. Fill in the gaps with the appropriate words:

1. The formal practice of what is now commonly referred to as _____ dates to the early 20th century.
2. Every company, organization, association, and government body has groups of people who are affected by what that organization does or says. Each of these groups may be referred to as one of the organization's _____.

3. Public relations activities typically are designed to build or maintain _____ for an organization and a favorable relationship with its various publics.
4. As the disciplines of _____, technology and public relations continue to evolve, so do the definition and role of public relations professionals.
5. Companies and organizations have learned that they must consider the public impact of their actions and decisions because of the powerful effect of _____.

Key words: public opinion; marketing; a favorable image; publics; public relations.

Part II. REPUTATION MANAGEMENT

Think about the last time you were going out for dinner and wanted to try a new restaurant. Why did you choose that restaurant? If you are like most people, you probably searched online for various reviews before picking the restaurant with good to great feedback from customers. While having a positive online reputation is great for restaurants — who rely on good reviews to pull customers in — does it really matter for your business?

We all know that the modern customer and business relies on the Internet to find products and services they need. They utilize review platforms, social media, and even your website to form an opinion about the businesses they find and ultimately purchase from. Don't kid yourself, they are even doing this with your business. This opinion is often swayed by aspects like where your business shows up on search results, website layout and content, social media presence, and even reviews and listings. Regardless of what you say or do, your reputation — online or otherwise — matters. The good news is you have the power to manage it.

Reputation management is a two-pronged concept:

1. It's monitoring and influencing the online reputation of a business or brand.
2. It's the addressing of negative mentions or reviews.

When looking at reputation management, most experts agree that there are three different kinds business do:

- **Building** - Typically carried out by businesses that are new or who are trying to build a good or reliable brand or name for themselves.
- **Maintenance** - This form of management is carried out by companies who already have an established reputation they and their customers view as good. The goal is to keep, or maintain this reputation.
- **Recovery** - If your reputation has taken a hit through bad reviews or any other reasons, this is the form of reputation management you should be employing. It largely consists of good marketing and self promotion with the aim of helping you recover.

How can a business establish an online reputation?

If you are just starting a new business or looking to start managing your reputation, the best place to begin doing so is online. The reason for this is because the Internet is where the vast majority of people post their reviews and look for information and develop their opinions. Here are five ways you can build an online reputation:

1. **Have a blog** - By having a blog that is regularly updated with articles that cover everything from what your company is doing (PR) to how you use systems or even observances about the markets or products helps in establishing you as an expert. The key here is that articles need to be regular — at least twice a week — and relevant to the reader.
2. **Get listed in directories** - Much like the telephone directories, online directories allow users to search for company websites by category (e.g., what they offer). Having your site listed will help drive traffic to it where further reputation management techniques can take over.
3. **Encourage reviews** - Reviews are incredibly important. 92% of users read Internet reviews. To go even further, an astonishing 89% of users will trust online reviews. You should be encouraging customers to review your company and services on the various online review platforms. Customers with positive feedback are encouraged to post public reviews to places like Google, and customers with neutral or negative feedback are routed to the customer service department to help resolve their issue.
4. **Gain some publicity** - You aren't going to establish a reputation by doing nothing. You're going to have to work on it, get out there and write articles for other blogs, do some Web advertising, and promote your company as much as you can.

5. **Get your business social** - According to Reputation.com on behalf of Harris Interactive, 78% of consumers believe it is very important to look up information and/or businesses online before deciding to interact or do business with them. Some people start this research on social media, and the number doing so will increase. If you have an active profile on the major services, you are more likely to be found and be thought of as having a better reputation.

Rome wasn't built in a day and neither will your reputation be. You are going to need to work hard on it, with near daily updates and monitoring — and be patient. Many experts agree that it will take at least three months for you to see any results, and possibly years to see a truly solid reputation established.

Source: www.prontomarketing.com/blog/reputation-management-5-ways-to-build-your-brand-and-5-ways-to-avoid-destroying-it/

Vocabulary notes

reputation management	репутаційний менеджмент
feedback	відгук
to rely on	покладатися на ...
to matter	мати значення
to utilize	використовувати
ultimately	зрештою
to be swayed	бути керованим
website layout	макет / мапа сайту
to monitor	контролювати
maintenance	підтримання
recovery	зцілення, відновлення
to update	оновити
observance	спостереження
review	огляд
to route	спрямувати
relevant	доречний, відповідний
solid reputation	солідна репутація
to interact	взаємодіяти
to encourage	заохочувати

Task 1. Answer the following questions:

1. Does the modern customer and business rely on the Internet to find products and services they need?
2. What resources do they utilize to form an opinion about the businesses they find and ultimately purchase from?
3. What does the opinion about your business depend on?
4. What is the reputation management?
5. What aspects of reputation management could be identified?
6. Explain the essence of maintenance in reputation management.
7. When is recovery applied?
8. Why the best place to begin managing your reputation is online?
9. What are the most popular ways to build your online reputation?
10. How long it will take for you to see any results?

Task 2. a) Explain the essence of each component involved into the concept of Online Reputation Management:



b) Discover five common mistakes companies may make trying to manage or repair their reputation. Consult the Internet resource www.prontomarketing.com/blog/reputation-management-5-ways-to-build-your-brand-and-5-ways-to-avoid-destroying-it/.

Task 3. Read the abstract. Divide the following judgments into two groups Pros and Cons:

Automated Reputation Management: Helpful or Harmful?

While most businesses understand the vital importance of establishing and maintaining a good online reputation management status, few have the time or money to collect, monitor and respond to all customer reviews. Unfortunately, with customers' ability to immediately post reviews of products and services to social media and a business' website, it is critical that a business be able to review and respond to this feedback—especially negative feedback. It is from this need that automated reputation management was born. But is it truly as helpful as one would want it to be?

Automated reputation management has the potential to assist businesses in collecting, monitoring and responding to customer feedback—but is it truly helpful or actually harmful? Following are some pros and cons:



A: Automated reputation management can work to collect customer feedback from all across the internet and then generate reviews for the website.

B: Automated reputation management is more cost effective than hiring dedicated personnel or a marketing company.

C: Automated reputation management cannot ever fully replicate the personal touch that is available through human connection and communication.

D: Automated reputation management can help a business respond to feedback and reviews quickly and effectively.

E: Automated reputation management can reveal to the business what services or products are in high demand and what services or products need improvement.

F: Automated reputation management has the potential to make errors, including in the business' responses to customer feedback and reviews.

Source: www.huffpost.com/entry/pros-and-cons-of-automated-reputation-management_b_583112a5e4b0d28e5521506f

Task 4. a) Read the text. Translate it into Ukrainian:

Corporate reputation, as the dictionary defines it, is the collective assessments of a corporation's past actions and the ability of the company to deliver future results. Reputation Institute, a leading research and advisory firm for reputation, does a survey every year that measures companies' reputations on 7 dimensions:

1. Products & Services
2. Innovation
3. Workplace
4. Governance
5. Citizenship
6. Leadership
7. Performance

They survey 170,000 respondents around the world on their agreement with statements including

- I believe the organization's products are high in quality, value and service and meet the customers' needs.
- I believe the organization maintains good workplaces, treating and rewarding employees fairly.
- I believe the organization's leaders are excellent and visionary managers, and strong endorsers of their companies.

From these responses, they produce a reputation score for each company and publish a ranking. They have identified what they call "supportive behaviors" that a company's stakeholders will engage in if it has a positive reputation, such as customers will buy their products, investors will invest in them, and employees will want to work for them.

Source: <https://deniseleeyohn.com/why-your-corporate-reputation-matters/>

b) Search the web site of Reputation Institute and make up the list of top 5 most reputable companies worldwide.

Task 5. Comment on the following quotes:

- ✓ "It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

Warren Buffett

- ✓ "The way to gain a good reputation is to endeavor to be what you desire to appear."

Socrates

- ✓ "Glass, china, and reputation are easily cracked, and never mended well."

Benjamin Franklin



UNIT 10.

GLOBAL MARKETING

Part I. WHAT IS INTERNATIONAL MARKETING?

International marketing is the application of marketing principles in more than one country, by companies overseas or across national borders. International marketing is based on an extension of a company's local marketing strategy, with special attention paid to marketing identification, targeting, and decisions internationally.

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

Rapid technological advances mean that geographical and cultural communication barriers are disappearing, and even smaller businesses without a physical presence in other countries can market and sell their products internationally. This means that almost anyone with the desire can market internationally, but will do so with varying levels of success, depending on the thought and research that is put into the international marketing strategy.

The types of companies that often perform well internationally include those involved in export, joint ventures, and direct investment.

Depending on your brand, any foreign citizen is a potential customer. But how does a marketing team figure out how to tap into an international market? Customers who live in foreign markets have different buying habits, preferences, and priorities than the customers they're familiar with. By tracking these foreign customers through market research and cultural surveys, marketers can discover the best methods of reaching them.

Trying to market a brand to international customers without researching is just asking for trouble, as companies have proven time and time again. Careful consideration of a culture's beliefs and prejudices is important in international marketing. For example, the Muslim culture considers dogs to be dirty animals. So, positioning a dog as "man's best friend" in a Middle Eastern country will surely fall flat.

It can be difficult for a small or medium-sized corporation to initially build an international marketing plan, because they generally don't have the expertise or budget to launch the campaign. By partnering with another group or hiring marketing experts with knowledge of foreign markets, smaller companies can build their cultural research and implement more successful campaigns.

Whether a company chooses to partner with another foreign agency or hire an inside international marketing representative, the most important facet of building a successful international marketing campaign is the research they conduct. Research will inform the company's marketing mission as they proceed, allowing them to maximize potential in new markets.

Once research is completed and a market is chosen, experts should examine and modify a brand's marketing strategy so that it fits their target demographics. Hiring representatives from the country will help ensure that all cultural differences are handled appropriately and with sensitivity.

For an emerging international brand, establishing partnerships and networking with other companies in the country are essential for success. Partners within a target market help new companies establish themselves in markets where they would otherwise have gone unnoticed.

Finally, it is important to review an international marketing strategy on a quarterly basis. Even if a company sends representatives to travel to the foreign market, it is much more difficult to keep a finger on the pulse of an overseas marketing campaign. This means that results need to be tracked extremely closely, and tweaks should be made regularly to help a product gain the appropriate foothold for success.

Source: <http://www.marketing-schools.org/types-of-marketing/international-marketing.html>

Vocabulary notes

application	застосування
extension	розширення
executing	виконання
technological advances	технологічний прогрес
direct investment	прямі інвестиції
to figure out	обчислювати
to tap	натиснути
buying habits	купівельні звички

preferences and priorities	уподобання та пріоритети
tracking	відстеження
surveys	опитування
prejudices	упередження
to proceed	продовжити
to modify	змінювати
to fit	підходити
to hire	наймати
to handle	регулювати, керувати
sensitivity	чутливість
emerging brand	новий бренд
unnoticed	непомічений

Task 1. Answer the following questions:

1. What principles is international marketing based on?
2. How does AMA define international marketing?
3. What factors facilitate international economic relations?
4. What types of companies often perform well internationally?
5. How does a marketing team figure out how to tap into an international market?
6. Is careful consideration of a culture's beliefs and prejudices important in international marketing? Give your own examples.
7. Why is it difficult for a small or medium-sized corporation to build initially an international marketing plan?
8. What is the most important facet of building a successful international marketing campaign?
9. How do partners within a target market help new companies establish themselves in markets?
10. Why is it important to review an international marketing strategy on a quarterly basis?

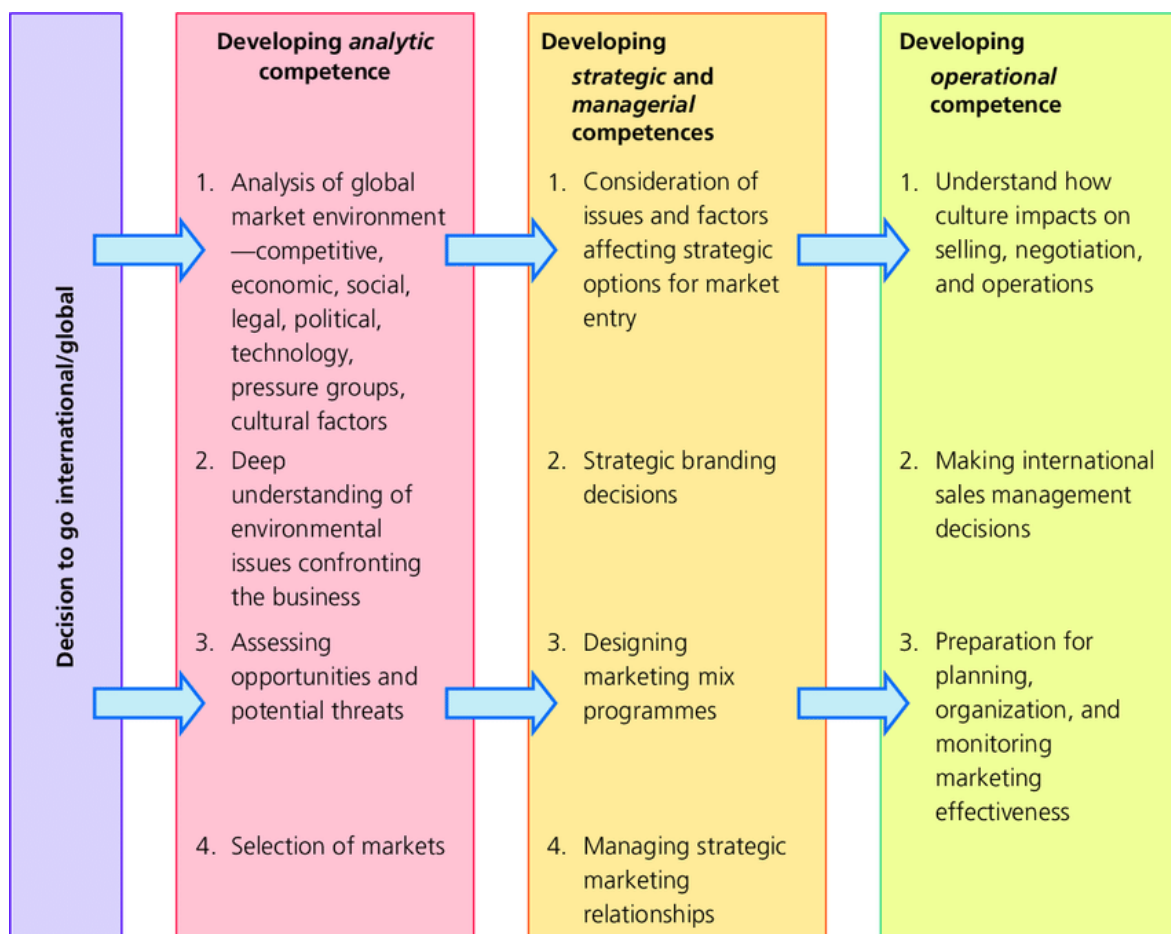
Task 2. What types of careers work with international marketing strategies?

a) Fill in the table with the relevant information.

<i>The type of careers</i>	<i>Education and experience</i>	<i>What do they do?</i>
International Marketer		
Marketing Manager		
Marketing Coordinator		
Translator		

b) Study more job opportunities on the website www.thebalancecareers.com/international-business-job-titles-2061531. Make up the list of top – 5 for you personally.

Task 3. Explain each Phase of International Planning Process. Illustrate your speech with real companies' experiences:



Task 4. There are 5 huge international marketing blunders. Find the same examples of marketing blunders.

- Pepsodent tried to market its toothpaste in Southeast Asia by claiming that it "whitens your teeth," before learning that some locals chewed betel nuts to blacken their teeth, a sign of attractiveness in their culture.
- Pepsi used the slogan "Pepsi Brings You Back to Life" in China ... or so they thought. The slogan was actually translated as: "Pepsi brings your ancestors back from the dead."
- The Coors slogan "Turn It Loose," was translated into Spanish as "Suffer From Diarrhea."
- Gerber marketed baby food in Africa with a cute baby on the label without knowing that, in Ethiopia, for example, products usually have pictures on the label of what's inside since many consumers can't read.
- Nike had to recall thousands of products when a decoration intended to resemble fire on the back of the shoes resembled the Arabic word for Allah.

Task 5. Discuss the following situations. How will you react in such a situation?

1. If I were doing business in China and was asked about Taiwan, I would say 'It's a country I have never visited'.
2. If I were having a meal with some Malay business colleagues in Kuala Lumpur, I would only pick up food with my right hand.
3. If I asked a Japanese businessman to do something and he said 'Chotto muzukashi' (It's a little difficult), I would continue trying to persuade him to agree.
4. If I were invited to a British person's home at 8 p.m. for dinner, I would try and arrive 15 minutes late.
5. If I were doing business in Saudi Arabia, I would not speak Arabic unless I could speak it properly.
6. If I were in Oman, I would not start talking about business until after the second cup of coffee.

Part II. GLOBAL MARKETING

Only a few generations ago, it took months to ship products to a market in another country, and doing so was such a difficult undertaking that only huge trading companies were able to take the risk. Then, developments in transportation technology made it possible for people and products to move much more quickly, and the first push towards globalization began.

More recently, information technology—and particularly the Internet—has shrunk the world even further. A business might have partners and employees half a world away, and consumers can get products from those locations in a matter of days. Global marketing is more than simply selling a product internationally. Rather, it includes the whole process of planning, producing, placing, and promoting a company's products in a worldwide market. Large businesses often have offices in the foreign countries they market to; but with the expansion of the Internet, even small companies can reach customers throughout the world.

Even if a company chooses not to expand globally, it may well face domestic competition from foreign companies that are. This competition has made it nearly a necessity for most businesses to establish an international presence.

Since global marketing involves a variety of different products and opportunities, it's impossible to identify a single customer profile. A global company must be prepared to develop multiple profiles for each of the different regions it trades in. The United States' biggest trading partners are Canada, Mexico, China, and the European Union; but international trade by no means ends there.

Depending on the product, customers can be reached nearly anywhere in the world. In order to do so, global companies may rely on local distribution networks; but as they grow in particular markets, they may establish their own networks. Companies attempting to enter new markets tend to start with heavily populated urban centers, before moving out to surrounding regions.

Particular attention needs to be paid to the growing international online market, which vastly increases businesses' access to customers worldwide — *if* they can speak the language. J.P. Morgan, in a report for the Department of Commerce, estimated that only 27 percent of online shoppers speak English. Nonetheless, in Korea, 99 percent of those with Internet access shop online; in Germany and Japan, 97 percent. Thus, companies who wish to break into those markets need to not only create a good product and do what works stateside; they also need to immerse themselves in the language and culture of the international market they wish to break into.

When marketing products globally, companies must recognize that a marketing mix that works in the domestic market may not have the same success in another market. Differences in local competition may require a different pricing strategy. Local infrastructure may affect how products are produced and/or shipped. In some cases, it may be more profitable to produce things locally; in others, it may be cheaper to ship them in from across the globe.

Partnerships with local businesses may be an important step in expanding into one market; while in another market, such partnerships might dilute the brand. The savvy global marketer must consider all these aspects of marketing in addition to the task of communicating cross-culturally.

When promoting a product or brand globally, a company must make decisions regarding trade-offs between standard and local messages. A single message is cheaper to produce and maintains the consistency of the brand; but it may not perform well in some regions due to differences in cultural values or expectations.

A global company must carefully research the various markets, and prepare to make adjustments to its product and messaging wherever required. Sometimes this requires changing a name (for example, the Chevy Nova didn't sell well in Spain, as "no va" in Spanish means "no go"). Sometimes it even involves changing the packaging (in America, Gerber baby food has a cute baby on the label to represent the brand, but in some countries shoppers expect the picture to represent the contents of the jar, and were appalled by the image).

Vocabulary notes

the first push	перший поштовх
globalization	глобалізація
to shrink	скоротити, звузити
expansion	розширення, зростання
domestic competition	внутрішня конкуренція
multiple profiles	кілька профілів
local distribution networks	місцева мережа розподілу
to attempt	намагатися, робити спробу
urban centers	великі міста
surrounding regions	навколишні райони
to immerse	поринути, занурювати
to dilute	розбавити, послабити

savvy	КМІТЛИВИЙ, ПІДКОВАНИЙ
trade-offs	КОМПРОМІСИ
values and expectations	ЦІННОСТІ ТА ОЧІКУВАННЯ
to make adjustments	ВНОСИТИ КОРЕКТИВИ
international presence	МІЖНАРОДНА ПРИСУТНІСТЬ
to require	ВИМАГАТИ
to message	ПОВІДОМИТИ
to appall	ЖАХАТИ

Task 1. Answer the following questions:

1. What was the first push to globalization?
2. What technology has shrunk the world further?
3. What is global marketing?
4. What factor has made it nearly a necessity for most businesses to establish an international presence?
5. Why is it impossible for a company to identify a single customer profile?
6. How may companies reach a customer nearly anywhere in the world?
7. Why should particular attention be paid to the growing international online market?
8. May marketing mix that works in the domestic market have the same success in another market?
9. Which aspects may local infrastructure affect?
10. Why must a global company carefully research the various markets?

Task 2. The words on the picture frequently occur before “marketing”. Find combinations that mean:

- A. It is more than simply selling a product internationally. Rather, it includes the whole process of planning, producing, placing, and promoting a company’s products in a worldwide market.
- B. It specifically targets the community around a physical store or restaurant. Promotional messages are directed to the local population, rather than the mass market.

- C. It is the application of marketing principles in more than one country, by companies overseas or across national borders; it is based on an extension of a company's local marketing strategy, with special attention paid to marketing identification, targeting, and decisions internationally.
- D. A strategy involves forming an engaging brand presence in order to interact with a community of existing customers. This type of marketing occurs in places like enthusiast groups, Facebook groups, online message boards and Twitter accounts.



Task 3. Comment on some individual examples of global marketing. Give your own examples:

- **Coca-Cola** started selling internationally back in 1919, and is now present in more than 200 countries. In order to keep a consistent brand, Coke tastes the same in every region (although outside of the United States, the recipe uses sugar instead of high-fructose corn syrup), but the size, shape, and labeling of the bottle are changed to match the norms in each country. While the company formerly used a standardized advertising approach, it has changed to adapt advertising messages to local culture. Additionally, it adjusts its product line-up to fit local tastes; including a number of additional beverage brands.

- **McDonald's** makes certain that a Big Mac tastes the same in every country; but it also varies items on its menu according to local tastes. Customers in Mexico can order a green chili cheeseburger, customers in Korea get to eat bulgogi burgers; and customers in many Arab countries can enjoy the McArabia, a grilled kofta sandwich on pita bread.
- **Starbucks** also adjusts their menu to fit local tastes. In Hong Kong, for example, they sell Dragon Dumplings. And as a global buyer of coffee, the company has long had a reputation for engaging local cultures according to their needs.
- In Japan, **Kentucky Fried Chicken** has managed to associate their product with Christmas, and every year Japanese line up around the block to get their KFC chicken on that day.

Task 4. Choose the best word to fill each gap:

1. We are well known in America, but now we want to ____ the European market.
a) compete b) entrance c) penetrate
2. The world's soft drinks market is ____ by Pepsi and Coca-Cola.
a) dominated b) segmented c) shared
3. We were ____ out of business by the large supermarket chains.
a) left b) driven c) abandoned
4. We bought out our only competitor so we could ____ the market in coffee.
a) corner b) front c) edge
5. Our most important market ____ is men aged from 18 to 30.
a) place b) share c) segment
6. Competition is ____ in the fast food business.
a) efficient b) intense c) successful
7. Coach, like many other companies, is ____ its products to reduce costs.
a) outsourcing b) promoting c) withdrawing
8. The top ____ brands will continue to be seen, particularly in Asia, as European.
a) cheapest b) luxury c) hand-made

9. Most manufacturers of luxury brands do not wish to produce their goods in _____ countries because they believe that it will damage their brand image.
a) highly-developed b) low-cost c) high-cost
10. It is essential to _____ with all regulations if you want the delivery to go through without problems.
a) deny b) argue c) comply

Task 5. Comment on the following quotes:

- ✓ “Any communication or marketing professional needs cross-cultural research and communication skills to be able to succeed in the future.”
Marye Tharp
- ✓ “Apple has great marketing, among the best PR and marketing in the world.”
Ron Johnson
- ✓ “Good companies will meet needs; great companies will create markets.”
Philip Kotler

UNIT 11.



MARKETING MANAGEMENT

Part I. MEANING AND IMPORTANCE OF MARKETING MANAGEMENT

Marketing management facilitates the activities and functions which are involved in the distribution of goods and services. According to Philip Kotler, “Marketing management is the analysis, planning, implementation and control of programs designed to bring about desired exchanges with target markets for the purpose of achieving organizational objectives. It relies heavily on designing the organizations offering in terms of the target markets needs and desires and using effective pricing, communication and distribution to inform, motivate and service the market.” Marketing management is concerned with the chalking out of a definite program, after careful analysis and forecasting of the market situations and the ultimate execution of these plans to achieve the objectives of the organization.

To sum up, marketing management may be defined as the process of management of marketing programs for accomplishing organizational goals and objectives. It involves planning, implementation and control of marketing programs or campaigns.

Marketing management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits. Marketing management today is the most important function in a commercial and business enterprise.

Marketing Management focuses upon the psychological and physical factors of Marketing. The Marketing managers are responsible for influencing the level, timing, and composition of customer demand accepted definition of the term. While the psychological factors focus upon discovering the needs and wants of the consumer and the changing patterns of buying behavior, habit etc. the physical factors focus upon fulfilling those needs and demands buy better product design, channel of distribution and other functions. In summary, marketing in action is marketing management.

Marketing Management has the responsibility of to perform many functions in the field of marketing such as planning, organizing, directing, motivating, coordinating and controlling. All these function aim to achieve the marketing goals.

Following is a brief summary of functions of Marketing Management:

1. **Marketing Objectives:** marketing management determines the marketing objectives. The marketing objectives may be short term or long term and need a clear approach. They have to be in coherence with the aims and objectives of the organization.
2. **Planning:** After objectively determining the marketing Objectives, the important function of the marketing management is to plan how to achieve those objectives. This includes sales forecast, marketing programs formulation, marketing strategies.
3. **Organization:** A plan once formulated needs implementation. Organizing functions of marketing management involves the collection and coordination of required means to implement a plan and to achieve pre-determined objectives. The organization involves structure of marketing organization, duties, responsibilities and powers of various members of the marketing organization.
4. **Coordination:** Coordination refers to harmonious adjustment of the activities of the marketing organization. It involves coordination among various activities such as sales forecasting, product planning, product development, transportation, warehousing etc.
5. **Direction:** Direction in marketing management refers to development of new markets, leadership of employees, motivation, inspiration, guiding and supervision of the employees.
6. **Control:** Control refers to the effectiveness with which a marketing plan is implemented. It involves the determination of standards, evaluation of actual performance, adoption of corrective measures.
7. **Staffing:** Employment of right and able employees is very crucial to success of a market plan. The market manager coordinates with the Human Resource Manager of an organization to be able to hire the staff with desired capability.
8. **Analysis and Evaluation:** The marketing management involves the analysis and evaluation of the productivity and performance of individual employees.

Vocabulary notes

to facilitate	сприяти, полегшувати
to chalk out	розробити
ultimate execution	остаточне виконання
to gain	виграти, отримати
to reduce cost	скоротити витрати
timing	синхронізація
to focus upon	зосередитися на
patterns of behavior	моделі поведінки
to determine	визначати
short term objectives	короткострокові цілі
long term objectives	довгострокові цілі
to be in coherence	бути узгодженим
sales forecast	прогнози по продажах
inspiration	натхнення
guiding employees	орієнтувати працівників
corrective measures	коригуючі дії
crucial	вирішальний
desired capability	бажана потужність / здатність
productivity of employees	ефективність працівників
performance	виконання

Task 1. Answer the following questions:

1. How does Philip Kotler define “Marketing Management”?
2. What is marketing management concerned with?
3. Why is marketing management today the most important function in a commercial and business enterprise?
4. Which factors does marketing management focus on?
5. What are marketing managers responsible for?
6. What are main functions of marketing management?
7. Give the brief characteristics of the following functions of Marketing Management:
 - a) marketing objectives
 - b) planning
 - c) organization
 - d) coordination
 - e) direction
 - f) control
 - g) staffing
 - h) analysis and evaluation

Task 2. a) Analyze the scheme of Marketing Management Process. How do Steps correlate with the functions of Marketing Management mentioned above?



b) With the help of the Internet resource www.cbsnews.com/news/10-companies-with-insanely-great-marketing discover companies with insanely great marketing.

Task 3. Fill in the gaps with the appropriate words:

Marketing plays _____ in almost every industry sector. In its simplest form, it is about ensuring that _____ are met whilst maximizing the profits of a company. A marketing manager's _____ can vary enormously, but will always have this as a central objective. Daily tasks and duties will _____ the company size, structure and industry sector but may include:

- _____ and analyzing market trends
- studying _____ and services
- exploring ways of improving existing products and services, and increasing _____
- identifying _____ and developing strategies to communicate with them.

Most _____ work 37 hours a week, between the hours of 9am and 6pm. As with many jobs with tight deadlines, they may be expected to work _____ at certain times to ensure that targets are met. Some positions may require a lot of travel, particularly when working for an international company.

Key words: responsibilities, target markets, depend on, competitors' products, monitoring, an important role, customers' needs, profitability, marketing managers, additional hours.

Task 4. Complete the statements with suitable marketing expressions from the boxes:

Buying habits	Government bureaucracy	Monetary regulations
Economic situation	Income distribution	Political stability

1. Because of tight _____ company profits could not be taken out of the country.
2. Red tape and other examples of _____ hinder a company's entry into a market.
3. The country is attractive to exporters because it has enjoyed _____ for the last 50 years.
4. The purchasing behavior of consumers can be described as their _____.
5. The _____ is improving leading to a rise in employment.
6. _____ is a term used by economists to describe how wealth is shared in a country.

Task 5. Look at the words and phrases below. Underline the odd one out:

1 a) growing market b) developing market	c) expanding market d) declining market
2 a) swamp a market b) corner a market	c) flood a market d) saturate a market
3 a) opinion poll b) focus group	c) spot check d) survey
4 a) market sector b) market potential	c) market segment d) market niche)
5 a) international market b) overseas market	c) domestic market d) worldwide market
6 a) launch a product b) introduce a product	c) bring out a product d) exhibit a product
7 a) sluggish a market b) flat market	c) stable market d) volatile market
8 a) point of sale b) retail outlet	c) end user d) sales network
9 a) special offer b) free sample	c) discount d) slogan
10 a) intermediary b) distributor	c) wholesaler d) exporter

Part II. PRINCIPLES OF MARKETING MANAGEMENT

The American Marketing Association defines marketing as "the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large." Marketing management is the function within an organization dedicated to this process. A marketing executive tasked with this function must adhere to the key principles of marketing management to improve the chances of success for an organization in its chosen marketplace.

Developing an understanding of your proposed market and customers is the foundation on which all marketing management is based. You must profile the different market segments in terms of different geographic, demographic, psychographic or behavioral factors; analyze each segment for revenue, market share and profit potential; and develop suitable strategies for targeting different segments.

Understanding the external factors in the marketplace is an essential task in the marketing management process as it helps to quantify estimates of market size and pressures. These factors can have a positive or negative impact on a company's sales efforts and must be understood for the company to plan effectively. A useful management tool to inform this exercise is the PESTLE analysis; this is an analysis of the political, economic, socio-economic, technological, legal and environmental factors facing an organization in its chosen markets.

The SWOT analysis, an exploration of your company's or product's strengths, weaknesses, opportunities and threats, is the next stage in the marketing management cycle. The opportunities and threats should be evident from your analysis of the external environment, while your strengths and weaknesses will arise from assessment of internal capacities and capabilities in relation to the anticipated size and potential of your chosen markets.

With a strong understanding of the market as a foundation, construction of the marketing plan is the next step to take. Making use of all the data you have gathered you can identify key target markets, define customer demographics and set SMART (specific, measurable, achievable, realistic, time-bound) marketing objectives. Make use of the "seven P's" to set out your marketing plan: product, place, price, packaging, promotion, people and positioning. An effective marketing plan will have considered all these aspects to present a balanced business proposition with a clearly expressed timetable of deliverables.

The stage of the process that begins to execute the recommendations in the marketing plan is called the implementation phase. This may involve a number of different team members in a larger organization, or may rest with one marketing executive, or business owner, in small organizations. The process of monitoring progress against objectives, and of gathering feedback from customers, provides a means to control and continually evaluate the success both of the marketing activities and the product or service being delivered.

Vocabulary notes

to adhere	дотримуватися
chances of success	шанси на успіх
to profile	складати профіль
suitable	придатний
external factors	зовнішні фактори
to quantify estimates	оцінити кількісно
pressures	тиск
impact	вплив
evident	очевидний, наявний
internal	внутрішній
capacities and capabilities	потужності та можливості
anticipated size and potential	передбачуваний розмір та потенціал
foundation	фундамент
all the data	усі дані
time-bound	обмежений часом
deliverables	практичні результати

Task 1. Answer the following questions:

1. Why must a marketing executive adhere to the key principles of marketing management?
2. What foundation is marketing management based on?
3. Why understanding the external factors in the marketplace is an essential task in the marketing management process?
4. Which factors can have a positive or negative impact on a company's sales efforts?
5. What marketing tool helps to study external factors?
6. What analysis is used to explore your own company?
7. Which aspects must be considered when constructing a marketing plan?
8. What acronym SMART stands for?
9. What is the implementation stage?
10. What does the process of monitoring progress against objectives provide?

Task 2. Say what is true and what is false. Correct the false sentences:

1. Marketing management is the organizational discipline which focuses on the practical application of marketing orientation, techniques and methods inside enterprises and organizations and on the management of a firm's marketing resources and activities.
2. Marketing management seldom conduct market research and marketing research to perform marketing analysis.
3. A brand audit is a thorough examination of a brand's future position in an industry compared to its competitors and the examination of its effectiveness.
4. Localization has led some firms to market beyond the borders of their home countries, making international marketing a part of those firms' marketing strategy.
5. To create an effective, cost-efficient marketing management strategy, firms must possess a detailed, objective understanding of their own business and the market in which they operate.

Task 3. There is a Scheme of Marketing Mix Optimization. Analyze each Phase of it. Offer your own illustrations:



Task 4. Choose the best word to fill each gap:

1. This company was set up as a small family _____ in 1977.
a) empire b) corporation c) business

2. Sally Green is on the board of _____ .
a) directors b) founders c) managers

3. The corporate _____ we try to present is of a business that truly values its customers.
a) image b) logo c) ladder

4. Each year we _____ two or three graduates as trainee managers.
a) recruit b) qualify c) situate

5. Next month we are going to _____ two new products.
a) forecast b) innovate c) launch

6. We have carried out a lot of market _____ over the past year.
a) focus b) research c) development

Task 5. Comment on the following Philip Kotler quotes:

- ✓ Marketing is not the art of finding clever ways to dispose of what you make. It is the art of creating genuine customer value.
- ✓ Marketing takes a day to learn. Unfortunately, it takes a lifetime to master.
- ✓ It is more to do what is strategically right than what is immediately profitable.



COMPREHENSION TESTS

TEST 1. The Concept of Marketing

1. One of the shortest definitions of marketing is ____ .
 - a) “Meeting needs profitably”
 - b) “Veni, vidi, vici”
 - c) “Après nous le déluge»
 - d) “Après nous le déluge»
2. ____ proactive identification and exploitation of opportunities for acquiring and retaining profitable customers through innovative approaches to risk management, resource leveraging and value creation.
 - a) traditional marketing
 - b) formulated marketing
 - c) entrepreneurial marketing
3. According to ____, marketing is a societal process by which individuals and groups obtain what they need and want through creating, offering, and exchanging products and services of value freely with others.
 - a) a managerial definition
 - b) a social definition
 - c) a traditional definition
4. ____ is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.
 - a) marketing communication
 - b) marketing mix
 - c) marketing scope
5. ____ individuals or groups who consume or use economic goods, thus deriving utility from them.
 - a) sellers
 - b) buyers
 - c) consumers

6. ____ is an object or system made available for consumer use; it is anything that can be offered to a market to satisfy the desire or need of a customer.
 - a) exchange
 - b) money
 - c) product
7. ____ the value of something expressed in terms of money, or the amount of money paid for it.
 - a) price
 - b) place
 - c) promotion
8. The concept of ____ is the basic human requirements like shelter, clothes, food, water, etc.
 - a) wants
 - b) needs
 - c) demands
9. ____ are wants for specific products backed by an ability to pay.
 - a) needs
 - b) wants
 - c) demands
10. ____ a person regarded as likely to succeed or as a potential customer, client, etc.
 - a) seller
 - b) marketer
 - c) prospect

TEST 2. Key Marketers' Functions

1. Marketing analysis is basically ____ that presents information regarding the market in which you are operating in. It deals with various factors.
 - a) a business plan
 - b) a budget
 - c) a Balance Sheet
2. The most common factors are the SWOT which is an acronym for: Strengths, Weaknesses, Opportunities, and Threats.
 - a) Sort, Worth, Outcome, and Threats
 - b) Size, Weight, Opportunities, and Threats
 - c) Strengths, Weaknesses, Opportunities, and Threats

3. The _____ for a business line is the total potential number of customers or sales, usually in a given year.
 - a) market profitability
 - b) market size
 - c) target market
4. A _____ is an inclination of a market to move in a specified direction over a period of time.
 - a) market trend
 - b) market size
 - c) market profitability
5. _____ refers to the financial factors that affect a company's ability to make money after subtracting overhead costs like employee salaries, rent and equipment.
 - a) target market
 - b) market profitability
 - c) market size
6. A _____ involves specific techniques that are adopted in research process to collect, assemble and evaluate data.
 - a) scientific experiment
 - b) research methodology
 - c) business plan
7. _____ a Monday on which one feels gloomy or dispirited, especially because one has to return to work after the weekend.
 - a) Black Monday
 - b) Blue Monday
 - c) Green Monday
8. The saying "TGIF" means _____.
 - a) Thank God it's Friday
 - b) Thank Goodness it's Funny
 - c) Think Good if Friday
9. _____ is the transfer of an employee to a new position which commands higher pay, privileges or status compared with the old. It is a vertical move in rank and responsibility.
 - a) job promotion
 - b) promotion pattern
 - c) career perspectives

10. ____ is a state enforced limit on how much income an individual can earn.
- a) starting salary
 - b) salary ceiling
 - c) salary alternatives

TEST 3. Marketing Environment

1. ____ refers to the internal and external influences that affect the marketing function.
- a) marketing environment
 - b) forecasting
 - c) corporate culture
2. ____ is a component of the business environment, which is composed of various elements present inside the organization, that can effect or can be effected with, the choices, activities and decisions of the organization.
- a) business environment
 - b) internal environment
 - c) external environment
3. ____ is composed of all the outside factors or influences that impact the operation of business.
- a) business environment
 - b) internal environment
 - c) external environment
4. ____ consists of all those components that are a part of regulatory frameworks, such as culture, climate, work processes, management practices and norms of the organization.
- a) corporate culture
 - b) value system
 - c) human resources
5. ____ the process which examines all the components, internal or external, that has an influence on the performance of the organization.
- a) marketing analysis
 - b) environmental analysis
 - c) financial analysis
6. ____ can be broken down into two types: the microenvironment and the macroenvironment.
- a) business environment
 - b) internal environment
 - c) external environment

7. _____ consists of the actors close to the company that affect its ability to serve the company, suppliers, marketing intermediaries, customer markets, competitors, and publics and its customers.
 - a) macroenvironment
 - b) microenvironment
 - c) minienvironment
8. _____ includes the major societal forces that affect not only the organization, but also on its competitors and on elements in the microenvironment.
 - a) macroenvironment
 - b) microenvironment
 - c) minienvironment
9. The acronym PESTEL means _____ .
 - a) Political, Economic, Social, Technological, Environmental, Legal
 - b) Product, Economic, Special, Technological, Ecological, Law
 - c) Pretty, Energy, Service, Transportation, Evolution, Love
10. _____ are crucial and most important actors in the organization's microenvironment.
 - a) managers
 - b) customers
 - c) wholesalers

TEST 4. Types of Products

1. _____ products involve items that don't require much customer effort or forethought.
 - a) convenience
 - b) shopping
 - c) specialty
2. _____ are consumer goods that are usually purchased only after the customer has compared price, quality, and style in more than one store.
 - a) convenience
 - b) shopping
 - c) specialty

3. ____ products are items customers aren't aware of or don't often think about.
 - a) convenience
 - b) shopping
 - c) unsought
4. ____ goods are commodities that individuals buy randomly without thinking things through. Impulse goods have no connection with planning, budget, or need of a particular item.
 - a) convenience
 - b) impulse
 - c) unsought
5. ____ goods bought and used by consumers, rather than by manufacturers for producing other goods.
 - a) consumer
 - b) industrial
 - c) luxury
6. ____ products are goods that are sold to other businesses, and used to produce other goods.
 - a) consumer
 - b) industrial
 - c) luxury
7. ____ are products that are sold quickly and a relatively low cost.
 - a) fast-moving consumer goods
 - b) consumer durables
 - c) luxury products
8. The ____ is the total sum of all the products and variants of products which are offered by a firm.
 - a) product placement
 - b) product mix
 - c) product line
9. The Product Life Cycle (PLC) is a model that helps describe the common levels of sales growth and decline that can be observed over the lifetime of a product.
 - a) product placement
 - b) product life cycle
 - c) product mix
10. ____ is creating brands and keeping them in customer's minds through advertising, packaging, etc.
 - a) branding
 - b) brand identity
 - c) brand positioning

TEST 5. Price of a Product

1. _____ is one of the most important elements of the marketing mix, as it affects profit, volume and share of the market and consumer perceptions.
 - a) pricing
 - b) advertising
 - c) placement
2. _____ is the most elementary pricing method which involves the calculation of all the costs that can be attributed to a product and then adding to this figure a desirable mark-up, as determined by management.
 - a) demand-based pricing
 - b) cost-oriented pricing
 - c) competition-oriented pricing
3. _____ allows the price to go up when demand is strong and, vice versa, for the price to go down when demand is weak.
 - a) demand-based pricing
 - b) cost-oriented pricing
 - c) competition-oriented pricing
4. _____ involves setting prices on the basis of what competitors are charging.
 - a) demand-based pricing
 - b) cost-oriented pricing
 - c) competition-oriented pricing
5. _____ is the difference between the selling price of a good or service and cost. It is often expressed as a percentage over the cost.
 - a) mark up
 - b) discount
 - c) bonus
6. _____ price is the current price at which an asset or service can be bought or sold; it converges at a point where the forces of supply and demand meet.
 - a) above the market
 - b) market
 - c) below the market
7. _____ are the goals that guide your business in setting the cost of a product or service to your existing or potential consumers.
 - a) pricing strategy
 - b) pricing objectives
 - c) pricing sensitivity

8. _____ is a company that is first to reduce or increase prices.
 - a) a price leader
 - b) a price –sensitive business
 - c) a price-conscious consumer
9. _____ is a measure of the effect of a price change or a change in the quantity supplied on the demand for a product or service.
 - a) price model
 - b) price elasticity
 - c) price objective
10. _____ pricing refers to techniques that marketers use to encourage customers to respond on emotional levels rather than logical ones.
 - a) psychology
 - b) penetration
 - c) bundle

TEST 6. Channels of Distribution

1. The distribution function of marketing is comparable to the _____ component of the marketing mix.
 - a) price
 - b) promotion
 - c) place
2. A distribution channel in marketing refers to the _____ through which goods and services travel to get from the place of production or manufacture to the final users.
 - a) route
 - b) test
 - c) trial
3. _____ occurs between a producer and industrial users of raw materials needed for the manufacture of finished products.
 - a) business-to-business distribution
 - b) business-to-customer distribution
 - c) business-to-government distribution
4. _____ occurs between the producer and the final user.
 - a) business-to-business distribution
 - b) business-to-customer distribution
 - c) business-to-government distribution

5. With the ____ channel, the vendor of a product or service sells directly to the customer.
 - a) direct
 - b) indirect
 - c) semi-direct
6. The indirect channel offloads sales activities to individuals and organizations known as _____.
 - a) producers
 - b) advertisers
 - c) intermediaries
7. _____ refers to a type of business that buys products in bulk from one or more manufacturers and sells them at prices that are typically lower than those available in retail outlets.
 - a) cash and carry
 - b) wholesale
 - c) retail
8. _____ outlets sell products on a self-service basis to small businesses such as hotels, restaurants or grocery stores.
 - a) cash and carry
 - b) wholesale
 - c) retail
9. _____ consist of small and large for-profit businesses that sell products directly to consumers.
 - a) distributors
 - b) wholesalers
 - c) retailers
10. Distribution refers to the activities of a business that acts as _____ between manufacturers or wholesalers and retailers who sell the products to consumers.
 - a) a middleman
 - b) a customer
 - c) a producer

TEST 7. Target Market and Market segmentation

1. The marketers thus came with the concept of STP. STP stands for: _____.
 - a) Segmentation, Targeting, Positioning
 - b) Service, Targeting, Price
 - c) Sale, Transportation, Place

2. The division of a broad market into small segments comprising of individuals who think on the same lines and show inclination towards similar products and brands is called ____ .
 - a) Targeting
 - b) Positioning
 - c) Market Segmentation
3. Market segmentation can also be called as ____ .
 - a) grouping
 - b) sharing
 - c) classification
4. ____ - an identifiable group of individuals, families, businesses, or organizations, sharing one or more characteristics or needs in an otherwise homogeneous market.
 - a) Market share
 - b) Market segment
 - c) Market place
5. ____ - is a group of customers within the serviceable available market that a business has decided to aim its marketing efforts towards.
 - a) Target market
 - b) Market segment
 - c) Mass market
6. ____ is a market coverage strategy in which a firm decides to ignore market segment differences and appeal the whole market with one offer or one strategy.
 - a) Target marketing
 - b) Market segmentation
 - c) Mass marketing
7. ____ is a marketing tactic deployed to target a specific market segment which is unique.
 - a) Target marketing
 - b) Niche marketing
 - c) Mass marketing
8. ____ is that type of marketing strategy which tends to target a specific group of customers within a niche market.
 - a) Micro marketing
 - b) Target marketing
 - c) Mass marketing

9. Mass marketing is a _____ in which a firm decides to ignore market segment differences and appeal the whole market with one offer or one strategy.
- a) market coverage strategy
 - b) personal selling strategy
 - c) market segmentation strategy
10. _____ are structured marketing strategies designed by merchants to encourage customers to continue to shop at or use the services of businesses associated with each *program*.
- a) entertainment programs
 - b) training programs
 - c) loyalty programs

TEST 8. Main Advertising Media: Pro et Contra

1. _____ refers to the various media channels through which advertising is done.
- a) advertising media
 - b) advertising tools
 - c) advertising agencies
2. Advertising media is used for showcasing _____ content which communicated in various forms such as text, speech, images.
- a) entertaining
 - b) scientific
 - c) promotional
3. Advertising _____ are sold by broadcasting companies and channels based in popularity of TV shows.
- a) slots
 - b) campaigns
 - c) slogans
4. Since radio cater to the needs of a particular city or region, it is a good way to advertise based on customers selected from _____ segmentation.
- a) behavioral
 - b) psychographic
 - c) geographic

5. People are connected to the internet through social media, website browsing etc. that gives an opportunity to companies to use this advertising media and cater to customers using online advertising
 - a) online advertising
 - b) outdoor advertising
 - c) broadcast advertising
6. _____ basically useful in capturing those customers who are travelling from one place to another.
 - a) online advertising
 - b) outdoor advertising
 - c) broadcast advertising
7. Online and mobile media are also _____ at times as websites can be accessible both through desktop, laptop and smartphones.
 - a) overlapping
 - b) mutually exclusive
 - c) coinciding
8. Under _____ method message is sent to the prospective buyers by post.
 - a) direct mail
 - b) specialty media
 - c) outdoor media
9. _____ includes promotional advertisements and messages delivered through email, social media websites, online advertising on search engines, banner ads on mobile or Web sites and affiliates programs.
 - a) digital advertising
 - b) direct mail
 - c) broadcast advertising
10. _____ refers to websites and applications that are designed to allow people to share content quickly, efficiently, and in real-time.
 - a) printed media
 - b) social media
 - c) specialty media

TEST 9. Public Relations

1. A basic definition of ____ is to shape and maintain the image of a company, organization or individual in the eyes of the client's various "publics."
 - a) advertising media
 - b) public relations
 - c) promotion
2. A _____, in PR terms, is anyone who ever has or ever will form an opinion about the client.
 - a) client
 - b) public
 - c) consumer
3. In many cases, the chief duty of the public relations professional is _____ press releases, which are sent to targeted members of the media.
 - a) to draw
 - b) to dry
 - c) to draft
4. _____ - is any information about an individual, a product, or an organization that is distributed to the public through the media, and that is not paid for, or controlled by, the sponsor.
 - a) publicity
 - b) announcement
 - c) advertisement
5. _____ - materials for which public relations persons are responsible and which usually include news releases and media kits, booklets, leaflets, brochures, manuals, and books.
 - a) publicity
 - b) publications
 - c) agenda
6. _____ - is to have the company officers, management, and employees contribute to the community's social and economic development.
 - a) community outreach program
 - b) volunteer program
 - c) community involvement
7. _____ - the beliefs or opinions that are generally held about someone or something.
 - a) reputation
 - b) values
 - c) recognition

8. _____ the action or process of regaining possession or control of something stolen or lost.
- a) building
 - b) maintenance
 - c) recovery
9. If you are just starting a new business or looking to start managing your reputation, the best place to begin doing so is _____.
- a) online
 - b) press conference
 - c) volunteer program
10. Customers with positive _____ are encouraged to post public reviews to places like Google.
- a) appearance
 - b) feedback
 - c) complaint

TEST 10. Global Marketing

1. International marketing is the application of _____ principles in more than one country, by companies overseas or across national borders.
- a) cultural
 - b) politic
 - c) marketing
2. Rapid technological advances mean that geographical and cultural communication barriers are _____.
- a) growing
 - b) disappearing
 - c) evolving
3. The types of companies that often perform well internationally include those involved in _____, joint ventures, and direct investment.
- a) export
 - b) agriculture
 - c) manufacturing
4. Trying to market a brand to international customers without researching is just asking for trouble.
- a) partnering
 - b) researching
 - c) manufacturing

5. Careful consideration of a culture's _____ is important in international marketing.
 - a) artefacts and monuments
 - b) objects and heritage
 - c) beliefs and prejudices
6. By _____ with another group smaller companies can build their cultural research and implement more successful campaigns.
 - a) partnering
 - b) competing
 - c) company takeover
7. Global marketing _____ simply selling a product internationally.
 - a) equals
 - b) is more than
 - c) is less than
8. With the expansion of the _____, even small companies can reach customers throughout the world.
 - a) radio
 - b) television
 - c) Internet
9. A global company must be prepared to develop _____ for each of the different regions it trades in.
 - a) a single customer profile
 - b) several profiles
 - c) multiple profiles
10. _____ with local businesses may be an important step in expanding into one market.
 - a) competition
 - b) trade war
 - c) partnership

TEST 11. Marketing Management

1. _____ is the analysis, planning, implementation and control of programs designed to bring about desired exchanges with target markets for the purpose of achieving organizational objectives.
 - a) marketing mix
 - b) marketing management
 - c) marketing research
2. Marketing management today is the most important function in a commercial and business enterprise.
 - a) the most important
 - b) old-school
 - c) unnecessary

3. The _____ factors focus upon discovering the needs and wants of the consumer and the changing patterns of buying behavior, habit etc.
 - a) physical
 - b) psychological
 - c) biological
4. The _____ factors focus upon fulfilling those needs and demands buy better product design, channel of distribution and other functions.
 - a) physical
 - b) psychological
 - c) biological
5. The marketing _____ may be short term or long term and need a clear approach.
 - a) objectives
 - b) strategies
 - c) researches
6. _____ includes sales forecast, marketing programs formulation, marketing strategies.
 - a) planning
 - b) organizing
 - c) staffing
7. _____ refers to the effectiveness with which a marketing plan is implemented.
 - a) planning
 - b) organizing
 - c) control
8. The marketing management involves the analysis and evaluation of the productivity and _____ of individual employees.
 - a) performance
 - b) complexion
 - c) appearance
9. You must _____ the different market segments in terms of different geographic, demographic, psychographic or behavioral factors.
 - a) profile
 - b) organize
 - c) control
10. Employment of right and able _____ is very crucial to success of a market plan.
 - a) directors
 - b) colleagues
 - c) employees



EXTRA TEXTS FOR READING AND DISCUSSION

Text 1. BROAD DIMENSIONS OF MARKETING

Ordinarily marketing is considered an activity or function performed by business firms. However, marketing also can be carried out by other organizations and even by individuals. Whenever you try to persuade somebody to do something, you are performing a marketing activity. You engage in marketing when you ask someone to donate to the Salvation Army, fasten a seat belt, vote for your candidate, or swap their tickets to a concert for your tickets to an athletic event.

Within this broad dimension, there is great variety with respect to (1) marketers, (2) what they are marketing, and (3) their potential market. The category of marketers might include, in addition to business firms, such diverse social units as a political party trying to market its candidate to the public, the director of an art museum providing new exhibits to generate greater attendance and financial support, a labor union marketing its ideas to members and to company management, and colleges trying to shift demand from overenrolled to underenrolled courses and majors.

In addition to the range of items normally considered as goods and services, what is being marketed may be ideas, such as reducing air pollution or contributing to the United Way; people, such as an entertainer or a political candidate; and places, such as industrial plant sites or a place to go for a vacation.

In this general context, markets encompass more than the direct consumers of products. For example, a state university's market is made up of legislators who provide funds, citizens living near the university who may be affected by university activities, and alumni. A firm's markets may include government regulatory agencies, environmentalists, and local tax assessors.

Broadly viewed, the essence of marketing is a transaction - an exchange. Marketing occurs any time one social unit (person or organization) strives to exchange something of value with another social unit. Thus marketing consists

of all activities designed to generate and facilitate any exchange intended to satisfy human needs or wants.

Exchange is one of three ways in which a person can satisfy a need. Suppose you want some clothes. You can make them yourself. Or you can steal them or use some form of coercion to get the clothes. Or you can voluntarily offer something of value (perhaps your money, your services, or another good) to another person who will voluntarily exchange the clothes for what you offer. It is only the third alternative that we call an exchange in the sense that marketing is occurring.

Within the context of marketing, the following conditions must exist for an exchange to occur:

- Two or more social units - people or organizations - must be involved. If you are totally self-sufficient in some area, there is no exchange.
- The parties must be involved voluntarily, and each must have wants to be satisfied.
- Each party must have something of value to contribute in the exchange, and each party must believe it will benefit from the transaction.
- The parties must be able to communicate with each other. Assume that you want a new sweater and a clothing store has sweaters on sale. If you and the store are not aware of each other - you are not communicating - then there will be no exchange.

While it can be interesting to consider marketing in its broadest context, we concentrate on the business of marketing as carried out by organizations and individuals within our socioeconomic system. These organizations may be business firms in the usual sense of the word business. Or they may be what is called a nonprofit organization - a hospital, university, United Way, church, police department, or museum, for example. Both types of organizations face essentially the same basic marketing problems.

Text 2.

BUSINESS DIMENSION OF MARKETING

Now many executives in nonprofit organizations, as well as many household consumers, think they already know a good bit about the business of marketing. After all, churches run newspaper ads and museums sell copies of famous paintings. And people at home watch television commercials that persuade them to buy. These people purchase products on a self-service basis

in supermarkets. Some have friends who “can get it for them wholesale.” But in each of these examples we are talking about only one part of the totality of marketing activities. Consequently, we need a business definition of marketing to guide executives in business and in nonprofit organizations in the management of their marketing efforts.

The American Marketing Association, the largest professional organization in the marketing field, recently developed the following definition: “Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.” Our definition of marketing - applicable in a business or a nonprofit organization - is as follows:

Marketing is a total system of business activities designed to plan, price, promote, and distribute want-satisfying products to target markets to achieve organizational objectives.

This definition has two significant implications:

- The entire system of business activities should be customer-oriented. Customers’ wants must be recognized and satisfied effectively.
- A marketing program should start with an idea about a new product (good, service, idea, person, or place) and should not end until the customers’ wants are completely satisfied, which may be some time after the sale is made.

To maintain some control over the marketing functions in a firm, many businesses have created a position called marketing manager. A marketing manager plans and executes the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals.

When developing programs to satisfy markets wants and needs marketing managers work with several variables known as the marketing mix. A marketing mix is the strategic combination of product decisions on packaging, pricing, distribution, credit, branding, service, and other marketing activities.

Traditionally the important elements that make up the “marketing mix” were defined as the four P’s:

Product – quality, product range, packaging;

Place – where product is available and how it is distributed;

Promotion – how the potential consumers should be reached and how the company should push its products;

Price – credit, retail margins.

Over the past twenty years the steady growth of service based companies (retail outlets, data processing, leisure, food) has emphasized other factors which are equally important:

people – the involvement of staff will be crucial for most service based companies;

process – the way in which the service is provided;

physical – the environment in which the service is provided.

Many people, including some executives, still do not understand the difference between selling and marketing. In fact, many think the terms are synonymous. However, as shown below, there are vast differences between the two activities.

SELLING	MARKETING
Emphasis is on the product	Emphasis is on customer's wants
Company first makes the product and then figures out how to sell it	Company first determines customers' wants and then figures out how to make and deliver a product to satisfy those wants
Management is sales-volume-oriented	Management is profit-oriented
Planning is short-run-oriented, in terms of today's products and markets	Planning is long-run-oriented, in terms of new products, tomorrow's markets, and future growth
Stresses needs of seller	Stresses wants of buyers

When selling is emphasized, a company makes a product and then persuades customers to buy it. In effect, the firm attempts to alter consumer demand to fit the firm's potential supply of the product. When marketing is practiced, a much different approach is taken. The firm finds out what the customer wants and then develops a product that will satisfy that need and still yield a satisfactory profit. In this case the company adjusts its supply to the will of consumer demand.

Text 3.

EVOLUTION OF MARKETING

The foundations of marketing in America were laid in colonial times when the early settlers traded (exchanged) among themselves and also with the Indians. Some settlers even became retailers, wholesalers, and itinerant peddlers. However, the evolution of marketing in the United States is usually measured from the Industrial Revolution in the latter part of the 1800s. Since then, marketing in U.S. business has evolved through three stages of development. These stages depict the general evolution of marketing. Although many firms have progressed to the third stage, some are still in the first or second stage.

Production-Orientation Stage. In this first stage a company typically is production-oriented. Executives in production and engineering shape the firm's planning. The function of the sales department is simply to sell the company's output, at a price set by production and financial executives. This is the "build a better mousetrap" stage. The underlying assumption is that marketing effort is not needed to get people to buy a product that is well made and reasonably priced. During this stage the term marketing is not yet used. Instead, producers have sales departments headed by executives whose job is to manage a sales force. This stage dominated in the United States until the Great Depression in the early 1930s.

Sales-Orientation Stage. The Depression made it clear that the main problem in the economy no longer was to produce or grow enough but rather was to sell the output. Just making a better product brought no assurance of market success. Firms began to realize that the sale of products required substantial promotional effort. Thus the United States entered a period when selling activities and sales executives gained new respect and responsibility from company management.

It was also during this period that selling acquired much of its bad reputation. This was the age of the "hard sell" characterized by the unscrupulous used-car dealer or door-to-door sales person. Even now some organizations believe that they must operate with a hard-sell philosophy to prosper. In the United States the sales stage lasted from the early 1930s into the 1950s, when the marketing era emerged.

Marketing-Orientation Stage. By the early 1950s the United States had completed the transition from an economy disrupted by World War II to a peacetime economy. Manufacturing plants were turning out tremendous

quantities of consumer goods to satisfy the demand that had built up during the war. As the postwar surge in consumer spending slowed down, many firms found that demand fell short of their production capabilities. Aggressive promotional and sales activities did not resolve the problem. Thus the evolution of marketing continued. Many companies decided they needed to focus on the needs of their customers and carry out a broader range of marketing activities to be successful.

In this third stage, attention is focused on marketing rather than on selling. The top executive responsible for this activity is called a marketing manager or vice president of marketing. Several tasks that traditionally were managed by other executives become the responsibility of the top marketing executive in this stage. For instance, inventory control, warehousing, and some aspects of product planning are turned over to the head of marketing. To be most effective, this executive should be brought in at the beginning, rather than at the end, of a production cycle. Marketing should influence all short-term and long-term company planning.

As business people recognized that marketing is vitally important to the success of any organization, a new philosophy of doing business developed. Called the **marketing concept**, it emphasizes customer orientation and coordination of marketing activities to achieve the organization's performance objectives.

The marketing concept is based on three fundamental beliefs:

- All planning and operations should be customer-oriented. That is, the organization and its employees should be focused on determining and satisfying customers' needs.
- All marketing activities in an organization should be coordinated. In reality this belief means that marketing efforts (such as advertising, product planning, and pricing) should be combined in a coherent and consistent way and that one executive should have overall authority and responsibility for the complete set of marketing activities.
- Customer-oriented, coordinated marketing is essential to achieve the organization's performance objectives.

The marketing concept is equally applicable to businesses and nonprofit organizations. Of course, objectives may be fundamentally different depending on whether the organization is in the business or nonprofit sector. A business firm's objectives, unlike those of a nonprofit organization, ordinarily revolve around profits. Customer orientation and coordinated marketing activities are the means used to achieve the end that is sought, namely achievement of the organization's performance objectives.

Text 4.

RESEARCH APPROACHES

Primary data can be collected in five ways: observation, focus groups, surveys, behavioral data, and experiments.

❖ *Observational research:* Fresh data can be gathered by observing the relevant actors and settings.

The American Airlines researchers might meander around airports, airline offices, and travel agencies to hear how travelers talk about the different carriers. The researchers can fly on American and competitors' planes to observe the quality of in-flight service. This exploratory research might yield some useful hypotheses about how travelers choose air carriers.

❖ *Focus-group research:* A *focus group* is a gathering of six to ten people who are invited to spend a few hours with a skilled moderator to discuss a product, service, organization, or other marketing entity. The moderator needs to be objective, knowledgeable on the issue, and skilled in group dynamics. Participants are normally paid a small sum for attending. The meeting is typically held in pleasant surroundings and refreshments are served.

In the American Airlines research, the moderator might start with a broad question, such as "How do you feel about air travel?" Questions then move to how people regard the different airlines, different services, and in-flight telephone service. The moderator encourages free and easy discussion, hoping that the group dynamics will reveal deep feelings and thoughts. At the same time, the moderator "focuses" the discussion. The discussion, recorded through note taking or on audiotape or videotape, is subsequently studied to understand consumer beliefs, attitudes, and behavior.

Focus-group research is a useful exploratory step. Consumer-goods companies have been using focus groups for many years, and an increasing number of newspapers, law firms, hospitals and public-service organizations are discovering

❖ *Survey research:* Surveys are best suited for descriptive research. Companies undertake surveys to learn about people's knowledge, beliefs, preferences, and satisfaction, and to measure these magnitudes in the general population.

American Airlines researchers might want to survey how many people know American, have flown it, prefer it, and would like telephone availability.

❖ *Behavioral data:* Customers leave traces of their purchasing behavior in store scanning data, catalog purchase records, and customer databases. Much can be learned by analyzing this data. Customers' actual purchases reflect revealed preferences and often are more reliable than statements they offer to market researchers. People often report preferences for popular brands, and yet the data show them actually buying other brands. For example, grocery shopping data show that high-income people do not necessarily buy the more expensive brands, contrary to what they might state in interviews; and many low-income people buy some expensive brands. Clearly American Airlines can learn many useful things about its passengers by analyzing ticket purchase records.

❖ *Experimental research:* The most scientifically valid research is experimental research. The purpose of experimental research is to capture cause-and-effect relationships by eliminating competing explanations of the observed findings. To the extent that the design and execution of the experiment eliminate alternative hypotheses that might explain the results, the research and marketing managers can have confidence in the conclusions. It calls for selecting matched groups of subjects, subjecting them to different treatments, controlling extraneous variables, and checking whether observed response differences are statistically significant. To the extent that extraneous factors are eliminated or controlled, the observed effects can be related to the variations in the treatments.

American Airlines might introduce in-flight phone service on one of its regular flights from New York to Los Angeles at a price of \$25 a phone call. On the same flight the following day, it announces the availability of this service at \$15 a phone call. If the plane carried the same number and type of passengers on each flight, and the day of the week made no difference, any significant difference in the number of calls made could be related to the price charged. The experimental design could be elaborated further by trying other prices, replicating the same prices on a number of flights, and including other air routes in the experiment.

Philip Kotler "Marketing, Management Millennium Edition"

Text 5.

ROLE OF CONSUMER BEHAVIOUR IN MARKETING

Consumer Behaviour refers to the study of buying tendencies of consumers. An individual who goes for shopping does not necessarily end up buying products. There are several stages a consumer goes through before he finally picks up things available in the market. Various factors, be it cultural, social, personal or psychological influence the buying decision of individuals.

Marketers need to understand the buying behaviour of consumers for their products to do well. It is really important for marketers to understand what prompts a consumer to purchase a particular product and what stops him from buying.

What marketers need to understand ?

- The psychology of consumers (what they feel about a particular product and their brand on the whole).
- How consumers are influenced by their immediate surroundings, family members, friends, co workers and so on.

What a consumer thinks when he/she goes out for shopping ?

A marketer needs to first identify his target consumers and understand their lifestyles, psychologies, income, spending capabilities, mentalities to offer them the right product.

Individuals from lower income group would never be interested in buying expensive and luxurious products. He would first fulfill his basic physiological needs like food, air, water etc. Trying to sell a Mercedes or a Rado watch to someone who finds it difficult to make ends meet would definitely be a disaster.

Kellogg's K special would hardly find any takers in the low income group. In this segment, individuals would be more interested in buying fresh fruits, vegetables, pulses which are necessary for their survival rather than spending on health supplements.

It is really essential for the marketers to understand the needs of consumers.

Find out what they are actually looking for?

There are ideally two different ways which enable marketers to understand their consumers.

- Primary Research
- Secondary Research

Primary Research - Primary Research refers to a research methodology where marketers interact with consumers directly and gather as much information as they can. Information is generally collected through surveys, questionnaires, feedback forms, interviews etc.

Secondary Research - Secondary Research often refers to relying on information which has been collected by others at some point of time.

The background and family status of an individual also influence his/her buying behaviour.

Selling a laptop to an individual who is not much educated would be pointless. Remember consumers would show interest in your products only if they are of any use to them or their immediate family members. A low grade worker would never be interested in purchasing business suits or formal shirts.

Canned juices are a hit among middle and higher income group where individuals are really conscious about their health and fitness. Individuals who live hand to mouth would never spend on sugar free tablets, health supplements, or for that matter “Diet Coke”.

It is also important to give complete information to end-users. Do not hide anything from them. It is not ethical. All tobacco products come with a warning. Individuals should be familiar with not only the benefits but also the side effects of the products.

Marketers must also take into account:

- Age group of consumers
- Geographical location
- Lifestyle of consumers
- Social Status of consumers

Funky designs, loud colours would be a hit among teenagers whereas middle aged and elderly people would prefer subtle colours and sophisticated designs. Individuals from posh localities and good jobs would show keen interest towards buying exclusive and unique products as compared to individuals who do not come from an affluent background.

<https://www.managementstudyguide.com/role-of-consumer-behaviour-in-marketing.htm>

Text 6.

THE 7 P'S OF SERVICES MARKETING

The first four elements in the services marketing mix are the same as those in the traditional marketing mix. However, given the unique nature of services, the implications of these are slightly different in case of services.

1. **Product:** In case of services, the 'product' is intangible, heterogeneous and perishable. Moreover, its production and consumption are inseparable. Hence, there is scope for customizing the offering as per customer requirements and the actual customer encounter therefore assumes particular significance. However, too much customization would compromise the standard delivery of the service and adversely affect its quality. Hence particular care has to be taken in designing the service offering.
2. **Pricing:** Pricing of services is tougher than pricing of goods. While the latter can be priced easily by taking into account the raw material costs, in case of services attendant costs - such as labor and overhead costs - also need to be factored in. Thus a restaurant not only has to charge for the cost of the food served but also has to calculate a price for the ambience provided. The final price for the service is then arrived at by including a mark up for an adequate profit margin.
3. **Place:** Since service delivery is concurrent with its production and cannot be stored or transported, the location of the service product assumes importance. Service providers have to give special thought to where the service would be provided. Thus, a fine dine restaurant is better located in a busy, upscale market as against on the outskirts of a city. Similarly, a holiday resort is better situated in the countryside away from the rush and noise of a city.
4. **Promotion:** Since a service offering can be easily replicated promotion becomes crucial in differentiating a service offering in the mind of the consumer. Thus, service providers offering identical services such as airlines or banks and insurance companies invest heavily in advertising their services. This is crucial in attracting customers in a segment where the services providers have nearly identical offerings.

We now look at the 3 new elements of the services marketing mix - people, process and physical evidence - which are unique to the marketing of services.

5. **People:** People are a defining factor in a service delivery process, since a service is inseparable from the person providing it. Thus, a restaurant is known as much for its food as for the service provided by its staff. The same is true of banks and department stores. Consequently, customer service training for staff has become a top priority for many organizations today.
6. **Process:** The process of service delivery is crucial since it ensures that the same standard of service is repeatedly delivered to the customers. Therefore, most companies have a service blue print which provides the details of the service delivery process, often going down to even defining the service script and the greeting phrases to be used by the service staff.
7. **Physical Evidence:** Since services are intangible in nature most service providers strive to incorporate certain tangible elements into their offering to enhance customer experience. Thus, there are hair salons that have well designed waiting areas often with magazines and plush sofas for patrons to read and relax while they await their turn. Similarly, restaurants invest heavily in their interior design and decorations to offer a tangible and unique experience to their guests.

<https://www.managementstudyguide.com/seven-p-of-services-marketing.htm>

Text 7.

BRAND IDENTITY – DEFINITION AND CONCEPT

Brand identity stems from an organization, i.e., an organization is responsible for creating a distinguished product with unique characteristics. It is how an organization seeks to identify itself. It represents how an organization wants to be perceived in the market. An organization communicates its identity to the consumers through its branding and marketing strategies. A brand is unique due to its identity. Brand identity includes following elements - Brand vision, brand culture, positioning, personality, relationships, and presentations.

Brand identity is a bundle of mental and functional associations with the brand. Associations are not “reasons-to-buy” but provide familiarity and differentiation that’s not replicable getting it. These associations can include signature tune (for example - Britannia “ting-ting-ta-ding”), trademark colours (for example - Blue colour with Pepsi), logo (for example - Nike), tagline (for example - Apple’s tagline is “Think different”),etc.

Brand identity is the total proposal/promise that an organization makes to consumers. The brand can be perceived as a product, a personality, a set of values, and a position it occupies in consumer's minds. Brand identity is all that an organization wants the brand to be considered as. It is a feature linked with a specific company, product, service or individual. It is a way of externally expressing a brand to the world.

Brand identity is the noticeable elements of a brand (for instance - Trademark color, logo, name, symbol) that identify and differentiates a brand in target audience mind. It is a crucial means to grow your company's brand. Brand identity is the aggregation of what all you (i.e. an organization) do. It is an organizations mission, personality, promise to the consumers and competitive advantages. It includes the thinking, feelings and expectations of the target market/consumers. It is a means of identifying and distinguishing an organization from another. An organization having unique brand identity have improved brand awareness, motivated team of employees who feel proud working in a well branded organization, active buyers, and corporate style. Brand identity leads to brand loyalty, brand preference, high credibility, good prices and good financial returns. It helps the organization to express to the customers and the target market the kind of organization it is. It assures the customers again that you are who you say you are. It establishes an immediate connection between the organization and consumers. Brand identity should be sustainable. It is crucial so that the consumers instantly correlate with your product/service.

Brand identity should be futuristic, i.e, it should reveal the associations aspired for the brand. It should reflect the durable qualities of a brand. Brand identity is a basic means of consumer recognition and represents the brand's distinction from it's competitors.

<https://www.managementstudyguide.com/brand-identity.htm>

Text 8.

SOURCES OF BRAND IDENTITY

SYMBOLS - Symbols help customers memorize organization's products and services. They help us correlate positive attributes that bring us closer and make it convenient for us to purchase those products and services. Symbols emphasize our brand expectations and shape corporate images. Symbols become a key component of brand equity and help in differentiating the brand characteristics. Symbols are easier to memorize than the brand names

as they are visual images. These can include logos, people, geometric shapes, cartoon images, anything. For instance, Marlboro has its famous cowboy, Pillsbury has its Poppin' Fresh doughboy, Duracell has its bunny rabbit, McDonald has Ronald, FedEx has an arrow, and Nike's swoosh. All these symbols help us remember the brands associated with them.

Brand symbols are strong means to attract attention and enhance brand personalities by making customers like them. It is feasible to learn the relationship between symbol and brand if the symbol is reflective/representative of the brand. For instance, the symbol of LG symbolize the world, future, youth, humanity, and technology. Also, it represents LG's efforts to keep close relationships with their customers.

LOGOS- A logo is a unique graphic or symbol that represents a company, product, service, or other entity. It represents an organization very well and make the customers well-acquainted with the company. It is due to logo that customers form an image for the product/service in mind. Adidas's "Three Stripes" is a famous brand identified by its corporate logo.

Features of a good logo are :

- b. It should be simple.
- c. It should be distinguished/unique. It should differentiate itself.
- d. It should be functional so that it can be used widely.
- e. It should be effective, i.e., it must have an impact on the intended audience.
- f. It should be memorable.
- g. It should be easily identifiable in full colours, limited colour palettes, or in black and white.
- h. It should be a perfect reflection/representation of the organization.
- i. It should be easy to correlate by the customers and should develop customers trust in the organization.
- j. It should not lose its integrity when transferred on fabric or any other material.
- k. It should portray company's values, mission and objectives.

The elements of a logo are:

1. Logotype - It can be a simple or expanded name. Examples of logotypes including only the name are Kellogg's, Hyatt, etc.
2. Icon - It is a name or visual symbol that communicates a market position. For example-LIC 'hands', UTI 'kalash'.
3. Slogan - It is best way of conveying company's message to the consumers. For instance- Nike's slogan "Just Do It".

TRADEMARKS - Trademark is a unique symbol, design, or any form of identification that helps people recognize a brand. A renowned brand has a popular trademark and that helps consumers purchase quality products. The goodwill of the dealer/maker of the product also enhances by use of trademark. Trademark totally indicates the commercial source of product/service. Trademark contribute in brand equity formation of a brand. Trademark name should be original. A trademark is chosen by the following symbols:

™ (denotes unregistered trademark, that is, a mark used to promote or brand goods);

SM (denotes unregistered service mark);

® (denotes registered trademark).

Registration of trademark is essential in some countries to give exclusive rights to it. Without adequate trademark protection, brand names can become legally declared generic. Generic names are never protectable as was the case with Vaseline, escalator and thermos.

Some guidelines for trademark protection are as follows:

- Go for formal trademark registration.
- Never use trademark as a noun or verb. Always use it as an adjective.
- Use correct trademark spelling.
- Challenge each misuse of trademark, specifically by competitors in market.
- Capitalize first letter of trademark. If a trademark appears in point, ensure that it stands out from surrounding text.

<https://www.managementstudyguide.com/brand-identity.htm>

Text 9.

CUSTOMER BEHAVIOUR AND E-MARKETING

Learning all about E-Commerce and E-Marketing is the pressing need of every student as well as every marketing and business manager. No one can afford to ignore the E-Business channel and hope to grow one's business the traditional way. Even if an Organization continues to explore and grow its traditional channels of sales and distribution, the online presence is something that will need to be considered as a parallel marketing strategy, simply for the fact that the competition will be present and visible to the customer and more importantly the customer expects you to be available on the net.

The starting point of understanding all about E-Business is to first

understand and explore the Internet and its users. Understanding of the user's profile, their habits and behaviour gives us an idea of the market and the characteristics of the customer group.

One needs to keep in mind that internet provides for some basic and unique features that make it attractive for the individuals to access the internet and search. The internet carries the power of providing information globally as well as instantly.

The amount of information and data available on the internet is so huge and varied that it makes the individual feel overwhelmed. Truly it takes the individual user on an information highway. With the realization of this, an individual feels overawed and powerful at the same time. Internet browsing then becomes an exhilarating and liberating habit where in the customer gets used to shopping online and depending upon internet for his services.

Once there is an understanding of what internet is all about we see that individuals get into the habit of logging and browsing the internet for several hours a day. They may not have any specific need but like to make friends, participate in discussions and usually hangout. Researchers have carried out specific analysis and say that amongst the millions of users on the internet, most of them happen to be men who are not married but are professionals and students. From the profile of the users it is very evident that their needs of using internet have to do with looking for information, emailing, chatting and making friends. One basic need of every human being is the need to be in touch with others and communicate with other individuals. Internet makes this happen so easily and instantly that it makes the users engage in conversations and relationships without any inhibitions and thus become a part of virtual communities.

We also have the families who have internet at home and are used to using the internet for some online shopping and payment of their bills. Online banking has been accepted widely by everyone since the banks have managed to provide simple but secure transaction desks that has made it very convenient for the users. People have accepted and begun online shopping for a few of the things like books, furniture, clothes etc. While shopping too, individuals look for a familiarity with the Organization that is front ending on the internet. Amazon, E-Bay etc. have become symbols of trust. Most people living in cities have begun to depend upon the internet for booking their movie tickets, ordering Pizza on home delivery as well as making their travel arrangements and downloading music and movies too.

One fact that stands out clearly is that people use internet mainly to search for information. Search holds the key to attracting the customer and getting him to check out what the business has got to offer. Second fact is that most internet users use internet not for buying but for browsing through virtual communities and checking out various information. This gives us the clue that

the web pages have got to be compelling enough to get his attention. There is yet another fact that one might overlook, which is that the number of users on the internet are a small fragment of the entire community and this number is growing every day. So what do all these mean to the marketing manager who is trying to map an E-Marketing strategy for his business?

Studying the behaviour and understanding the needs of the internet customers gives us an insight as to how to forge a relationship with customers via the internet and offer customized solutions. Internet customers today are looking for convenience of shopping and transacting easily and are also looking for the cheapest bargains as well as faster service and delivery too. These are the basic demands of every customer who will be going through your website. But then how will you stand out from amongst the competition and engage your customer into a relationship is the primary challenge in E-Marketing.

<https://www.managementstudyguide.com/customer-behaviour-and-e-marketing.htm>

Text 10.

INTEGRATED MARKETING COMMUNICATIONS

It is essential for organizations to promote their brands well among the end-users not only to outshine competitors but also survive in the long run. Brand promotion increases awareness of products and services and eventually increases their sales, yielding high profits and revenue for the organization. To understand integrated marketing communication, let us first understand what does brand communication mean?

Brand communication is an initiative taken by organizations to make their products and services popular among the end-users. Brand communication goes a long way in promoting products and services among target consumers. The process involves identifying individuals who are best suited to the purchase of products or services (also called target consumers) and promoting the brand among them through any one of the following means:

- Advertising
- Sales Promotion
- Public Relation
- Direct Marketing
- Personal Selling
- Social media, and so on

Integrated Marketing Communication - Let us now understand what does integrated marketing communication mean?

Integrated marketing communication refers to integrating all the methods of

brand promotion to promote a particular product or service among target customers. In integrated marketing communication, all aspects of marketing communication work together for increased sales and maximum cost effectiveness.

Let us go through various components of Integrated Marketing Communication:

1. **The Foundation** - As the name suggests, foundation stage involves detailed analysis of both the product as well as target market. It is essential for marketers to understand the brand, its offerings and end-users. You need to know the needs, attitudes and expectations of the target customers. Keep a close watch on competitor's activities.
2. **The Corporate Culture** - The features of products and services ought to be in line with the work culture of the organization. Every organization has a vision and it's important for the marketers to keep in mind the same before designing products and services. Let us understand it with the help of an example.
Organization A's vision is to promote green and clean world. Naturally its products need to be eco friendly and biodegradable, in lines with the vision of the organization.
3. **Brand Focus** - Brand Focus represents the corporate identity of the brand.
4. **Consumer Experience** - Marketers need to focus on consumer experience which refers to what the customers feel about the product. A consumer is likely to pick up a product which has good packaging and looks attractive. Products need to meet and exceed customer expectations.
5. **Communication Tools** - Communication tools include various modes of promoting a particular brand such as advertising, direct selling, promoting through social media such as facebook, twitter, orkut and so on.
6. **Promotional Tools** - Brands are promoted through various promotional tools such as trade promotions, personal selling and so on. Organizations need to strengthen their relationship with customers and external clients.
7. **Integration Tools** - Organizations need to keep a regular track on customer feedbacks and reviews. You need to have specific software like customer relationship management (CRM) which helps in measuring the effectiveness of various integrated marketing communications tools.

Integrated marketing communication enables all aspects of marketing mix to work together in harmony to promote a particular product or service effectively among end-users.

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Adaptive selling - The change in sales behaviours based on the sales situation. Customized presentation is used to give the details about the product catering to the needs of the customers. An appropriate sales strategy needs to be defined to successfully sell the products to the customers. Sales person needs to be knowledgeable enough to gain customer's trust, give customer satisfaction and build confidence.

Advertising – The paid promotion of goods, services, companies, or ideas by an identified sponsor. Marketers see advertising as part of an overall promotional strategy.

Advertising campaign – A series of advertisements, commercials, and related promotional materials that share a single idea or theme. Designed to be used simultaneously as part of a coordinated advertising plan.

Advertorial – An advertisement in a print publication that has the appearance of a news article.

Affiliate marketing – Considered a widespread method of website promotion, affiliate marketing rewards an affiliate for every visitor, subscriber and/or customer provided through its efforts. It is a modern variation of the practice of paying finder's-fees to individuals who introduce new clients to a business.

Affinity marketing – Affinity marketing targets promotional efforts toward one group or category of clients based upon established buying patterns. The marketing offer is communicated via e-mail promotions, online, or offline advertising.

Angle – The viewpoint from which a story is told. Publicists, reporters, and journalists all use a specific angle, or approach, to communicate their story to a targeted audience. Typically, it is not possible to write about subjects in their entirety. The “angle” narrows the focus of the story to communicate a clear, yet limited, perspective of an issue, event, etc.

Barter - Is to trade by exchanging one commodity for another : to trade goods or services in exchange for other goods or services.

Benchmarking - A process of measuring the performance of a company's products, services, or processes against those of another business considered to be the best in the industry, aka "best in class." The point of benchmarking is to identify internal opportunities for improvement. By studying companies with superior performance, breaking down what makes such superior performance possible, and then comparing those processes to how your business operates, you can implement changes that will yield significant improvements.

Billboard – (1) An outdoor sign or poster, which is typically displayed on the sides of buildings or alongside highways; (2) An introductory list of program/sponsor highlights that appears at the beginning or end of a television show or magazine.

Blog – Short for weblog, a blog is a web-based publication consisting primarily of periodic articles and commentaries by a specific author. Companies large and small use blogs to stay in touch with a much larger audience.

Boilerplate – Often found in press releases, a boilerplate is standard verbiage that gives a brief history of the organization(s) and is located at the bottom of all company-issued releases. The term comes from the early 1900s, when steel was issued in steam boilers – the boilerplate text is "strong as steel".

Bounce Rate – A bounce rate refers to the action a user takes when on your website. If they land on a page, and leave to go to another site, they've bounced off of your page. It can also refer to email which refers to emails that don't reach an inbox. It is a KPI of the performance of your content and a high bounce rate can signify ineffective marketing content among other issues.

Brand ambassador - A person, especially a celebrity, who is paid to endorse or promote a particular company's products or services.

Brand awareness - Is a marketing term that describes the degree of consumer recognition of a product by its name. Ideally, awareness of the brand may include the qualities that distinguish the product from its competition.

Brand identity – The outward expression of the brand, which is the symbolic embodiment of all information connected with a product or service, including its name and visual appearance. The brand's identity is its fundamental means of consumer recognition and differentiates the brand from competitors.

Brand image is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand.

Brand loyalty - Is a scenario where the consumer fears purchasing and consuming product from another brand which he does not trust. It is measured through methods like word of mouth publicity, repetitive buying, price sensitivity, commitment, brand trust, customer satisfaction, etc. Brand loyalty is the extent to which a consumer constantly buys the same brand within a product category.

Broadcast media – Communication outlets that utilize air space, namely television and radio. Advertising in broadcast media often targets a specific demographic group, is designed to create buzz, and can also be used as a strategic branding tool.

Broadsheet – Standard size newspaper (i.e. New York Times) which is characterized by long vertical pages (Typical size: 16 x 24 inches). Another popular newspaper format is the tabloid.

Buzzword – Considered hip and trendy, a buzzword is a word or phrase that takes on added significance through repetition or special usage. Although buzzwords are widely used, they rarely have definitive meanings.

Byline – The name, and often the position, of the writer of the article. Bylines are traditionally placed between the headline and the text of the article, or at the bottom of the page to leave more room for graphical elements around the headline.

Circulation – In the media industry, circulation typically refers to the number of copies a print publication sells or distributes.

Click-through rate – The percentage of consumers receiving an e-mail who will click on an embedded URL in the message to reach a specific landing page.

Co-branding - Is the utilization of two or more brands to name a new product. The ingredient brands help each other to achieve their aims.

Collateral materials – A wide range of documents including catalogs, brochures, counter displays and sell sheets that companies use to promote themselves to their target audience.

Communications audit – The systematic appraisal of all of an organization’s communications. A communications audit analyzes all messages sent out by the organization and may also study messages received by audiences about the organization.

Concept story – Feature story designed to pique the interest of a particular demographic audience.

Content – The design, text, and graphical information that forms a webpage.

Content Marketing – A process that uses intellectual property to build trust between an organization and its constituents.

Conversion Rate – The calculation of the number of viewers to qualified business or sales of your online marketing ad/page.

Co-op Advertising – A joint advertising program by which ad costs are shared between two or more parties. Many national manufacturers offer these programs to their wholesalers or retailers, as a means of encouraging these parties to promote goods. The manufacturer typically reimburses the local advertiser in part or in full for their placement of ads (print and broadcast).

Corporate fact sheet – A document describing a company’s principles, services, philosophy, and fees, along with all company contact information — address, telephone, fax, and e-mail.

Corporate identity & positioning – The physical manifestation of the brand, including logo and supporting devices, color palettes, typefaces, page layouts, and other means of maintaining visual continuity and brand recognition. Positioning defines the application of the identity.

Cost per thousand (CPM) – This is an industry standard which represents the cost per 1000 people reached during the course of an advertising campaign. The CPM model refers to advertising purchased on the basis of impression opposed to pay-for-performance options (price per click, registration). (Note: “M” represents thousand in Roman numerology).

Crisis Communication – Communication that organizations use when experiencing a crisis. It is differentiated from the standard messages communicated by the organization.

Customer Relationship Management (CRM) – a system that manages a company's interactions with existing and potential customers.

Daypart – Different time segments of the day utilized by broadcast media to sell advertising. Advertising costs vary by the daypart selected. Time periods of the broadcast day include Daytime, Early Fringe, Prime Time, (television) and Morning Drive, Midday, Afternoon, Drive, (radio).

Demand factors - Condition that determines a consumer's ability and influences his or her willingness to purchase a product.

Demographics – Selected characteristics of a population, such as ethnicity, income, and education that define a particular consumer population.

Direct Mail – A form of marketing that attempts to send its messages directly to consumers using “addressable” media, such as mail. Direct mail may include a marketing letter, brochure, or postcard.

Email marketing – A form of direct marketing that uses electronic mail as a means of communicating messages to an audience. In its broadest sense, every email sent to a potential or current customer could be considered e-mail marketing.

Event marketing - Is the experiential marketing of a brand, service, or product through promotional events. It typically involves direct interaction with a brand's representatives. It should not be confused with event management, which is a process of organizing, promoting and conducting events. Trade shows are an example of event marketing.

Focus group - Is a small, but demographically diverse group of people and whose reactions are studied especially in market research or political analysis in guided or open discussions about a new product or something else to determine the reactions that can be expected from a larger population. It is a form of qualitative research consisting of interviews in which a group of people are asked about their perceptions, opinions, beliefs, and attitudes towards a product, service, concept, advertisement, idea, or packaging.

Forums – Social message boards or online discussion sites.

Franchising - Is a form of business by which the owner (**franchisor**) of a product, service or method obtains distribution through affiliated dealers (**franchisees**).

Free-standing inserts (FSI) – An advertisement in a print publication which is not bound and separated by any editorial. FSI's are typically distributed with newspapers, magazines, and catalogs.

Frequency – The estimated number of times individuals are exposed to an advertising message.

Full position ad – An ad bordered by reading matter in a newspaper, increasing the likelihood that consumers will read the ad.

Generic - A product, especially a drug, that is no longer owned or legally controlled by a particular company; generic also means not having a trademark.

Ghostwriter – As a writer with no byline, ghostwriters usually work without the recognition that credited authors receive. They often get flat fees for their work without the benefit of royalties.

Global brands - Are brands that are recognized throughout much of the world.

Graphic designer – The person who arranges image and text to communicate a specific message. Graphic design may be applied in any media, such as print, digital media, motion pictures, animation, product decoration, packaging, and signs.

Grand opening event – A promotional activity held by newly established businesses to notify the public of their location and products/services available to the community.

Horizontal publications – Business publications intended to appeal to people of similar interests in a variety of companies or industries.

Image Advertising – Advertising that is directed at the creation of a specific image or perception of a company, product, or service. The unique personality (i.e. luxury, reliability) is promoted as distinguished from advertising directed

at the specific attributes of the entity. Advertisers believe brand image advertising is effective in leading consumers to select one brand over another.

Inbound Marketing – Unlike traditional ‘push’ marketing, Inbound Marketing pulls in audiences by offering information that they are already interested in. This information is often available as a downloadable paper or e-book and these leads may be nurtured through an online marketing program that aims to convert prospects into customers.

Interactive Marketing - Sometimes called trigger-based or event-driven marketing, is a marketing strategy that uses two-way communication channels to allow consumers to connect with a company directly. Although this exchange can take place in person, in the last decade it has increasingly taken place almost exclusively online through email, social media, and blogs.

Internal Marketing - Is the promotion of a company's objectives, products and services to employees within the organization. The purpose is to increase employee engagement with the company's goals and fostering brand advocacy.

Internet – The Internet is the publicly available worldwide system of interconnected computer networks that transmit data. Made up of thousands of smaller commercial, academic, domestic, and government networks, the Internet carries various information and services, such as electronic mail, online chat, web pages, and other documents of the World Wide Web.

Insertion Order – A formal authorization to place an ad campaign, which identifies the specific print publication, run dates, and associated fees. This serves as a contract between the publisher selling the advertising space and the media buyer.

International Organization for Standardization - Is an international standard-setting body composed of representatives from various national standards organizations.

Lead – Details about a potential customer, which may be gained through an Inbound Marketing program.

LinkedIn – A business-oriented social networking site designed to connect professionals worldwide, enabling them to collaborate and share expertise.

Logo – A logo, or logotype, is the graphic element of a trademark or brand, and is set in a special typeface/font and arranged in a particular way. The shape, color, and typeface should all be distinctly different from others in a similar market.

Market share - Refers to the percentage of the industry or market's total sales that is generated by a particular company.

Marketing – The craft of linking the producers of a product or service with customers, both existing and potential. Marketing creates, communicates, and delivers value to customers in ways that benefit the organization and its stakeholders.

Marketing Campaign – A specific, defined series of activities used in marketing a product or service. The future estimated effects of a new marketing campaign must be included in demand and resource planning.

Marketing plan – A strategic plan that details the actions necessary to achieve specified marketing objectives. It can be for a product, service, brand, or a product line. Many marketing plans cover one year (referred to as an annual marketing plan), but may cover up to 5 years.

Marketing research – The process of systematically gathering, recording, analyzing, and interpreting data pertaining to the company's market, customers, and competitors with the goal of improving marketing decisions.

Market share – A company's sales, in terms of dollars or units, in relation to total industry sales. It is typically expressed as a percentage and can be represented as brand, line, or company.

Media advisory – A written document sent to local media outlets about an upcoming press conference, briefing, or other event. A media advisory usually includes the basic details about the event and its schedule and location. The goal of a media advisory is not to tell the complete story, but instead to entice media to attend and learn more.

Media kit – A media kit, sometimes called a press kit, is a set of promotional and informative materials about an organization or event. It includes company information, specifically a letter of introduction, press releases, news articles, and a company profile.

Media interview – A recorded conversation, usually conducted by a reporter, in which an individual provides information and expertise on a certain subject for use in the reporter’s article.

Media outlet – A publication or broadcast program that provides news and feature stories to the public through various distribution channels. Media outlets include newspapers, magazines, radio, television, and the Internet.

Media plan – A plan designed to target the proper demographics for an advertising campaign through the use of specific media outlets.

Media planning & buying – The role of an advertising agency in finding the most appropriate media products for each client and negotiating/buying ‘space’ based upon a predetermined budget.

Media policy – Organizational instructions as to how company representatives will communicate with the media.

Media Relations – A practice in which people converse with the press in the hopes of securing interviews, placing quotes, and fostering relationships between individuals and organizations and the media.

Media tour – A series of engagements, or a single event to promote a certain organization, product, or service to members of the public press. Common resources for a media tour include a press kit, presentation material, and a representative (internal or external) to interact with the press.

Media training – Providing individuals with guidelines, strategies, and skills to work efficiently and effectively with media for public relations purposes.

Multichannel Marketing - Refers to the practice by which companies interact with customers via multiple channels, both direct and indirect, in order to sell them goods and services. Companies use direct channels, or ones in which the company proactively reaches the customer – such as physical stores, catalogs or direct mail – or indirect ones in which they push content via websites or social media, also known as inbound marketing.

Multi-level marketing - A strategy some direct sales companies use to encourage existing distributors to recruit new distributors who are paid a percentage of their recruits' sales. The recruits are the distributor's "downline." Distributors also make money through direct sales of products to customers.

Multiproduct branding - Refers to a branding strategy in which a company uses one name for all its products in a product class

New product launch – The introduction of new merchandise to the general public. This can be executed through a special event, ad campaign or PR push.

News conference – A media event staged by an individual or group wishing to attract media coverage for an item of news value. Television stations and networks especially value news conferences as source of “news” footage.

Newsletter – A publication sent out at specific intervals in print or via e-mail and generally about one main subject or topic that is of interest to its subscribers.

Newswire – An electronic data stream sent via satellite that delivers the latest news directly to print, broadcast, and online media databases across the world. Many organizations submit press releases to a newswire service to alert the world’s media about their latest news.

Nielsen rating – A measurement of the percentage of U.S. television households tuned to a program for a designated time period. Similar to Arbitron, A.C. Nielsen is a marketing/ media research company that conducts diary surveys to measure television-viewing habits.

Optimization – A procedure used to make a website as effective or functional as possible by allowing it to run well and provide a productive user experience.

Outdoor Advertising – A form of advertising (i.e. billboards, movie kiosks), which promotes a product or service in high-traffic outside locations.

Partnership marketing – Aligning one’s business with other organizations and businesses to equally expose partner brands to one another’s customers. Typically, partnerships are formed when two or more companies find value for their customers in each other’s products and/or services.

Pass-along rate – The number of times a received document (article, newsletter, brochure, report, etc.) is shared with other individuals. This number is higher than the circulation numbers because it is an estimate of how many readers view the same copy rather than how many copies are distributed.

Pitch – A concise verbal (and sometimes visual) presentation of an idea for a story, generally made to a media outlet in the hope of attracting positive coverage for a client.

Podcasting – The method of distributing multimedia files, such as audio programs or music videos, over the Internet using a syndication format and for playback on mobile devices and personal computers. The term podcast, like ‘radio’, can mean both the content and the method of delivery.

Point-of-Purchase (POP) displays – Promotional piece typically placed in an area of a retail store where payment is made.

Press release – A press release or news release is a concise written statement distributed to targeted publications for the purpose of announcing something of news value. Typically, it is mailed, faxed, or e-mailed to assignment editors at newspapers, magazines, radio stations, television stations, and/or television networks. Commercial newswire services can be hired to distribute news releases.

Print media – A medium consisting of paper and ink, including newspapers, magazines, classifieds, circulars, journals, yellow pages, billboards, posters, brochures, and catalogs.

Product differentiation – Establishing clear distinction between products serving the same market segment. This is typically accomplished through effective positioning, packaging, and pricing strategies.

Promotional mix – Advertising, publicity, public relations, personal selling, and sales promotion used to promote a specific product or service.

Promotions – Communications activities, excluding advertising, that call attention to a product or service by creating incentives. Contests, frequent buyer programs, unique packaging, and coupons are all examples of tools commonly used in promotions.

Proof – A paper rendering for the purpose of checking the quality and accuracy of the material to be printed.

Public relations – Considered both an art and a science, public relations is the management of communications between an organization and its key public to build, manage, and sustain its positive image. It is any activity used to influence media outlets to print stories that promote a favorable image of a company and its products or services.

Public relations plan – A document that details precise actions to achieve a public relations result. It can consist of target publications and media lists, planned events, community outreach, etc.

Publicity – A component of the promotional mix, the deliberate attempt to manage the public's perception of a subject; Whereas public relations is the management of all communication between the client and selected target audiences, publicity is the management of product- or brand-related communications between the firm and the general public.

Qualitative research – Research that is conducted to determine subjective information about a company, product or an ad campaign. Two methods of securing information include focus groups and in-depth interviews.

Quantitative research – This method of market research utilizes sampling techniques (opinion polls, customer satisfaction surveys) to collect objective data. Numeric relevance of various kinds of consumer behavior, attitudes, or performance is tabulated and statistically analyzed.

Reach – Reach refers to the estimated number of individuals or households exposed to an advertising message during a specified period of time. It can be given as either a percentage or number of individuals.

Readership – The total number of primary and pass-along readers of a publication

Reputation Management – The practice of correcting and/or enhancing the perception of a brand, individual, organization or business. Reputation Management programs are often executed following crises.

Search Engine Optimization – The “art and science” of making web pages attractive and keyword-rich to improve its ranking in search engines.

Seasonality – The seasonal fluctuation in sales for services and products throughout the year.

Speaking engagements – A planned event in which an individual educates the public on a particular topic. In marketing, speaking engagements are used to increase a client's visibility and strengthen his or her reputation as an expert in the field. In addition, these opportunities give the speaker direct contact with his or her target audience.

Survey – An accumulation of a sample of data or opinions considered to be representative of a whole. Surveys are useful in public relations to support a client’s claim(s). They can be cited from other sources or funded by the client and conducted by a third party.

Social Media – Web-based communication tools that allow users to interact in real-time. Social Media is a powerful tool for brands seeking feedback or support from customers as well as businesses and nonprofits seeking to cultivate new audiences.

Social Media Monitoring – The process of monitoring and responding to statements regarding a business that occur in social media

Social Networking – The practice of gaining social and/ or business contacts by making connections through individuals via meetings, conferences, tradeshows, social media, etc.

Social Responsibility – It means that individuals and companies have a duty to act in the best interests of their environment and society as a whole. Social responsibility, as it applies to business, is known as corporate social responsibility.

Syndicated Program – A radio or television program that is distributed in various markets by a specialized organization.

Tabloid – A newspaper that measures at 12” wide by 14” high and is approximately half the size of a standard newspaper.

Tagline – A meaningful phrase or slogan that sums up the tone and premise of an organization in a way that is memorable to the public. A tagline is often the theme for a larger campaign.

Target audience – Groups in the community selected as the most appropriate for a particular marketing campaign or schedule. The target audience may be defined in demographic or psychographic terms, or a combination of both.

Tear sheets – A page sent to the advertiser that serves as proof of the ad insertion.

Telemarketing – The process of using the telephone as a medium to sell goods and services directly to prospective customers.

The black market - Is economic activity that takes place outside government-sanctioned channels. Black market transactions usually occur “under the table” to let participants avoid government price controls or taxes.

The “gray market” (sometimes spelled as "*grey market*") is the collective system of unauthorized sales channels for products. *Gray market* products may be less expensive than those bought through official distribution channels but are sometimes inferior.

Trade publication – A trade publication often falls between a magazine and a journal, with articles focusing on information relating to a particular trade or industry. Trade publications typically contain heavy advertising content focused on the specific industry with little if any general audience advertising.

Trademark – A trademark is a design, logo, or brand name registered for the exclusive use by a manufacturer to distinguish its product or service.

Vertical Marketing System - Comprises of the main distribution channel partners- the producer, the wholesaler and the retailer who work together as a unified group to serve the customer needs.

Viral advertising – A marketing technique that uses social networks and other technologies to produce increases in brand awareness or sales. It can be delivered by word of mouth or enhanced by the network effects of Internet and mobile networks. Viral marketing may take the form of video clips, interactive games, ebooks, images, text messages, email or web pages.

Viral marketing - Refers to a technique in marketing a product or a service where users help in spreading the advertiser's message to other websites or the users create a scenario which can lead to multi-fold growth.

Unique selling proposition (USP) – The distinct features and benefits that differentiate a company's product/service from the competition.



Appendix 1.

MARKETING IDIOMS IN ENGLISH

IDIOM	MEANING	EXAMPLE
<i>Across the board</i>	Applying to all	We will be making changes to the company across the board: our mission, our employee structure, and even our logo.
<i>Ahead of the pack</i>	To be more successful than the competition	If we want to stay ahead of the pack, we'll have to increase our marketing budget.
<i>Ballpark number/figure</i>	A very inexact estimate	To give you a ballpark figure, how much the border wall to Mexico is going to cost, I'd say about 30 million dollars
<i>Bank on</i>	Rely on (confidently)	We are banking on a final investor to help get this project running.
<i>Big picture</i>	Everything that is involved with a particular situation	Working on all these details, we have lost sight of the big picture.
<i>Bring something to the table</i>	To provide a useful or helpful addition	We need each of the employees to bring something to the table during next week's meeting: everyone needs to have a marketing plan for the next year and three suggested changes to our business model.

<i>Corner the market</i>	To dominate a particular market	Amazon more or less corners the online retailing market.
<i>Cut-throat</i>	Very intense, aggressive, and merciless competition	Competition in the food retailing business is cut-throat.
<i>Fish where the fish are</i>	Use resources, such as time, where the highest results will be	We have to fish where the fish are. I don't think this marketing campaign is useful because it targets people outside of our age demographic.
<i>Gain followers/subscribers</i>	To get more followers on social media	In order to gain more followers, we've identified effective hashtags.
<i>Game plan</i>	A strategy or plan for achieving success	What is our game plan for dealing with our new competitor?
<i>Go down the drain</i>	Something is wasted or lost	All our efforts in entering this new market went down the drain.
<i>Go viral</i>	To quickly become popular on the internet	After her post went viral, she received many advertising opportunities.
<i>In a nutshell</i>	Using as few words as possible	In a nutshell, we will run out of cash in three months time
<i>In the driver's seat</i>	To be in charge or in control of a situation	Being offered the position of managing director, I'll soon be in the driver's seat.

<i>In the long run</i>	Over a long period of time; eventually	We are putting a lot of time and money into this project, but in the long run it will be worth it.
<i>In the works</i>	In the planning stages	We have an exciting new project in the works.
<i>Land (an account)</i>	To sign a new client	He landed two new accounts last week.
<i>Not going to fly</i>	Something isn't expected to work out	This product is definitely not going to fly.
<i>On the same page</i>	To be in agreement about something	Let's go over the contract details once more to make sure we're on the same page.
<i>Put (something) on the map</i>	To make a product famous	This new marketing campaign will help put our product on the map.
<i>Raise the bar</i>	To set standards or expectations higher	The iPhone raised the bar for smartphone makers.
<i>Rock the boat</i>	To do or say something that will upset people or cause problems	Don't rock the boat until the negotiations are finished.
<i>Same boat</i>	To be in the same difficult situation as someone else	None of us has any money left, so we're all in the same boat.
<i>Selling point</i>	Something that will convince someone to purchase something or say yes to an idea	For me, the selling point was the budget you created. It was well-written and showed that you're financially responsible.

<i>Sever ties</i>	To end a relationship	We had to sever ties with several suppliers due to poor product quality.
<i>Shoot something down</i>	To reject something (e.g. an idea or a proposal)	You shouldn't shoot down your co-workers ideas during a brainstorming session.
<i>Smooth sailing</i>	A situation where success is achieved without difficulties	Once our largest competitor went out of business, it was smooth sailing.
<i>Sold on</i>	Convinced of	He's not sold on the idea: I think we should prepare some examples for him of why it will be a good idea.
<i>Talk someone into something</i>	To convince someone to do something	I was reluctant to redesign our website, but my employees talked me into it.
<i>The elephant in the room</i>	An obvious problem or controversial issue that no one wants to discuss.	We should have discussed our pending litigation, but no one wanted to talk about the elephant in the room.
<i>Think outside the box</i>	To think of creative, unconventional solutions instead of common ones.	Our current approach will get us nowhere. We have to think outside the box.
<i>Twist someone's arm</i>	To convince someone to do something that he or she does not want to do.	My boss thought the budget was a little high, so I had to twist his arm to get him to agree to it.

<i>Up in the air</i>	Something is undecided or uncertain	Our international expansion plan is still up in the air.
<i>Uphill battle</i>	Something that is difficult to achieve because of obstacles and difficulties	Gaining market share in this country will be an uphill battle due to tough competition.
<i>Word of mouth</i>	Something is given or done by people talking about something or telling people about something	Many local stores rely on word of mouth to get new customers.

Appendix 2.

MARKETING ABBREVIATION



abbr.	Abbreviation
addr.	Address
ABC	Audits Bureau of Circulation
ABMRC	Association of British Market Research
ACS	Association of Charity Shops
AGB	Audits of Great Britain
AGM	Annual General Meeting
AIDA	Awareness, Interest, Desire and Action model
aka	Also known as
AMSO	Association of Market Survey Organizations
aob	Any other business
approx.	Approximately
ARS	Audience Reaction Service (British Broadcasting Corporation)
asap	As soon as possible
asst.	Assortment
ATM	Automatic teller machines (cash machine)
ATR	Awareness, Trial and Reinforcement
B2B	Business-to-Business
B2C	Business-to-Consumer
B2G	Business-to-Government
BBC	British Broadcasting Corporation
BEUC	European Consumer Organization
BMRA	British Market Research Association
BMRB	British Market Research Bureau
BR	Bounce Rate
BRAD	British Rate and Data
CAPI	Computer-assisted personal interviewing

CASI	Computer-assisted self-interviewing
CATI	Computer-assisted telephone interviewing
CAWI	Computer-assisted Web interviewing
CEE	Central and Eastern Europe
CEO	Chief Executive Officer
cf.	Compare this with...
CIM	Chartered Institute of Marketing
CIP	Cognitive information processing
CJMR	Carrick James Market Research (market research agency)
CME	Computer-mediated environment
CMO	Chief Marketing Officer
corp.	Corporation
CPA	Cost per action
CPC	Cost per click
CPM	Cost per thousand
CRM	Customer Relationship Management
CS	Conditioned stimulus
CSR	Corporate Social Responsibility
ct.	Contrast
ctrl.	Control
CV	Curriculum Vitae
CX/UX	Consumer Experience / User Experience
DAGMAR	Designing Advertising Goals Measuring Advertising Response model
dept.	Department
devt.	Development
DIY	Do it yourself
DM	Direct mail / Direct message
ECR	Effective consumer response
EDI	Electronic data interchange
EDP	Electronic data processing
EFAMRO	European Federation of Associations of Market Research Organizations

EFTPOS	Electronic funds transfer point of sale
EOB	End of business
EOM	End of message
EPOS	Electronic point of sale
ESOMAR	European Society for Opinion and Market Research
ETA	Estimated time of arrival
EU	European Union
FAB	Features, advantages, benefits
FAQ(s)	Frequently asked question(s)
FMCG	Fast-moving consumer goods
FSI	Free-standing inserts
FTC	Federal Trade Commission
FTP	File transfer protocol
FUD	Fear, uncertainty, doubt
FYA	For your attention
FYI	For your information
GA	Google Analytics
GDP	Gross domestic product
GMT	Greenwich Mean Time
Govt.	Government
GRP	Gross rating points (of US television)
GUS	Great Universal Stores
HBA	Health and Beauty Audit
HQ	Headquarters
HR	Human Resources
ht.	Height
impt.	Important
IMRG	Interactive Media in Retail Group
INTV	International television research group
IPA	Institute of Practitioners in Advertising
ISBN	International standard book number
ISO	International Organization for Standardization
ISP	Internet service provider

ITCA	Independent Television Companies' Association
JIT	Just-in-time
JND	Just noticeable difference
KPI	Key Performance Indicator
LP	Limited partnership
LTV	Lifetime value
MAP	Marketing Automation Platform
MEAL	Media Expenditure Analysis
MCIF	Marketing customer information files
MIS	Marketing information system
MKTG	Marketing
MLM	Multilevel marketing
MNC	Multinational corporation
MPH	Miles per hour
MQL	Marketing Qualified Lead
MRS	Market Research Society
MUD	Multi-user domain
NB	Nota bene (important, notice this)
NFS	Network file system
NOP	National Opinion Poll (market research agency)
OE	Original equipment
OECD	Organization of Economic Co-operation and Development
PDA	Personal digital assistant
PLC	Public limited company
pls.	Please
POS	Point of sale
PPC	Pay per click
PR	Public Relations
qtr.	Quarter
R&D	Research and development
RAJAR	Radio Audience Joint Advertising Research
RBS	Royal Bank of Scotland
rep.	Representative

ROI	Return on investment
RSVP	Respondezsilvous plait (please reply)
SAFE	Sustainable Agriculture Food and Environment
SEM	Search engine marketing
SEO	Search Engine Optimization
SEU	Subjected expected utility
SFA	Sales force automation
SIC	Standard Industrial Classification
SME	Small and medium (size) enterprises
SMM	Social media marketing
SMR	Sender–Messenger–Receiver model (communications)
SOV	Share of voice
SWOT	Strength and weaknesses/opportunities and threats (analysis model)
TBA	To be announced
TNS	Taylor Nelson Sofres (market research agency)
TVR	Television response rate
UCS	Unconditioned stimulus
UN	United Nations
USP	Unique selling proposition
UV	Unique visitor
VALS	Values and Lifestyles
VAT	Value added tax
vgc	Very good condition
VMS	Vertical Marketing Systems
VOIP	Voice over Internet protocol
VP	Vice President
w/o	Without
WAN	Wide area network
WOM	Word-of-mouth
wt.	Weight
WTO	World Trade Organization

Appendix 3. TOP MARKETING GURUS

Seth Godin



Seth Godin is an entrepreneur and blogger who thinks about the marketing of ideas in the digital age. His newest interest: the tribes we lead. Seth Godin is the author of nineteen international bestsellers that have been translated into over 35 languages, and have changed the way people think about marketing and work.

"Seth Godin may be the ultimate entrepreneur for the Information Age," Mary Kuntz wrote in *Business Week* nearly a decade ago. "Instead of widgets or car parts, he specializes in ideas -- usually, but not always, his own." In fact, he's as focused on spreading ideas as he is on the ideas themselves. After working as a software brand manager in the mid-1980s, Godin started Yoyodyne, one of the first Internet-based direct-marketing firms, with the notion that companies needed to rethink how they reached customers. Godin has produced several critically acclaimed and attention-grabbing books, including *Permission Marketing*, *All Marketers Are Liars*, and *Purple Cow* (which was distributed in a milk carton). In 2005, Godin founded Squidoo.com, a Web site where users can share links and information about an idea or topic important to them.

"[Godin] is a demigod on the Web, a best-selling author, highly sought-after lecturer, successful entrepreneur, respected pundit and high-profile blogger. He is uniquely respected for his understanding of the Internet." — Forbes.com

Official Website: www.sethgodin.com

Mitch Joel

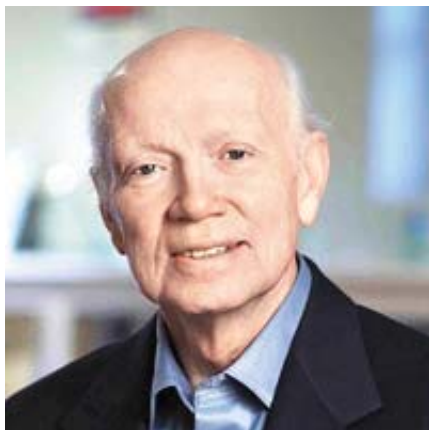
Mitch Joel is Founder of *Six Pixels Group* - an advisory, investing and content producing company that is focused on brands, commerce, community and what's next. He has been called a visionary, digital expert and community leader (he prefers the title "Brand Hacker"). He is also an entrepreneur, author, journalist, investor, trusted advisor, and passionate speaker who connects with people worldwide by sharing his insights on business transformation and

innovation. He has been named one of the top 100 online marketers in the world, and was awarded the highly prestigious Top 40 Under 40. Prior to Six Pixels Group, Mitch spent close to two decades building, running and (eventually) selling his business. He was President of *Mirum* – a global digital marketing agency operating in 25 countries with close to 3000 employees. Currently, he is an advisor and investor in many businesses and charitable organizations in the fields of blockchain, artificial intelligence, smart audio/voice, fintech and martech spaces. He sits on the advisory board for Canada’s Top 40 Under 40, HubSpot’s Inbound conference, the Public Awareness & Branding Committee for Baycrest Health Sciences and more. Mitch is the former Chairman of the Board of Directors for the Canadian Marketing Association and a past executive for the National Advertising Benevolent Society. He is also a former board member of Postmedia and the Interactive Advertising Bureau of Canada. In the past, he sat on the content committee for both Shop.org and the Web Analytics Association.



Official Website: www.mitchjoel.com

Regis McKenna



Regis McKenna is a marketer who introduced many of the ideas that are now part of the mainstream in technology marketing. He and his firm were instrumental in the launch of some of the most innovative products of the computer age, including the first microprocessor (Intel Corporation), Apple's first personal computer (Apple Computer), the first recombinant DNA genetically engineered product (Genentech, Inc.),

and the first retail computer store (The Byte Shop).

Among the entrepreneurial start-ups with which he worked during their formative years are America Online, Apple, Compaq, Electronic Arts, Genentech, Intel, Linear Technology, Lotus, Microsoft, National Semiconductor, Silicon Graphics, and 3COM. He has been described as the man who put Silicon Valley on the map. He has been called “Silicon Valley's

preeminent public relations man,” a “guru,” a “czar,” a “philosopher king,” a “legendary marketer,” Apple’s “marketing guru,” “the fellow that put Intel and Apple on the map,” and “ a pioneer in the semiconductor business in terms of the marketing side of things.” Newsweek called him “the Silicon Valley Svengali” and Business Week has called him “one of high-tech’s ace trendspotters” and a “marketing wizard in Silicon Valley.”

Gary Vaynerchuk



Gary Vaynerchuk (born Gennady Vaynerchuk) is a Belarusian American entrepreneur, New York Time’s best selling author, speaker and internet personality. First known as a wine critic who expanded his family’s wine business, Vaynerchuk is best known for his work in digital marketing and social media as the chairman of New York-based communications company, VaynerX, and as CEO of VaynerX subsidiary, VaynerMedia.

Gary Vaynerchuk is the chairman of VaynerX, a modern-day media and communications holding company and the active CEO of VaynerMedia, a full-service advertising agency servicing Fortune 100 clients across the company’s 4 locations.

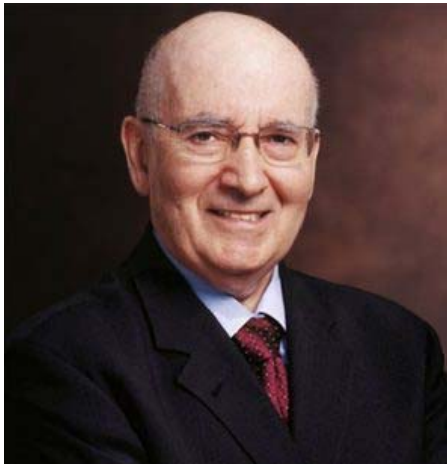
Gary is a board/advisory member of Ad Council and Pencils of Promise, and is a longtime Well Member of Charity:Water. Gary is a highly sought after public speaker, a 5-time New York Times bestselling author, as well as a prolific angel investor with early investments in companies such as Facebook, Twitter, Tumblr, Venmo, and Uber. Gary is currently the subject of DailyVee, an online documentary series highlighting what it’s like to be a CEO and public figure in today’s digital world, as well the host of The GaryVee Audio Experience, a top 100 global podcast, and host of #AskGaryVee, a business and advice Q&A show which can be found on both YouTube and Facebook.

Official Website: www.garyvaynerchuk.com

Philip Kotler

Philip Kotler is the S.C. Johnson & Son Professor of International Marketing at the Kellogg™ School of Management, Northwestern University, Evanston,

Illinois. Kellogg was voted the “Best Business School” for six years in Business Week’s survey of U.S. business schools. It is also rated as the “Best Business School for the Teaching of Marketing.” Professor Kotler has



significantly contributed to Kellogg’s success through his many years of research and teaching there.

Professor Kotler is the author of 57 books including: *Marketing Management: Analysis, Planning, Implementation and Control*, the most widely used marketing book in graduate business schools worldwide; *Principles of Marketing*; *Marketing Models*; *Strategic Marketing for Nonprofit Organizations*; *Social Marketing*; *Marketing Places*; *Marketing for Hospitality and Tourism*; *The Marketing of Nations*; *Kotler on Marketing*. He has published over one hundred and fifty articles in leading journals, several of which have received best-article awards.

Professor Kotler has consulted for such companies as IBM, General Electric, AT&T, Honeywell, Bank of America, Merck and others in the areas of marketing strategy and planning, marketing organization and international marketing.

He has traveled extensively throughout Europe, Asia and South America, advising and lecturing to many companies about how to apply sound economic and marketing science principles to increase their competitiveness. He has also advised governments on how to develop and position the skill sets and resources of their companies for global competition.

Official Website: www.philkotler.com

Michael Porter

Michael Porter is an economist, researcher, author, advisor, speaker and teacher. Throughout his career at Harvard Business School, he has brought economic theory and strategy concepts to bear on many of the most challenging problems facing corporations, economies and societies, including market competition and company strategy, economic development, political competition, the environment, and health care. His approach is based on



understanding the overall economics and structure of complex systems, in contrast to particular elements or parts.

His extensive research is widely recognized in governments, corporations, NGOs, and academic circles around the globe. His research has received numerous awards, and he is the most cited scholar today in economics and business. While Michael Porter is at the core a scholar, his work has achieved remarkable acceptance by practitioners across multiple fields.

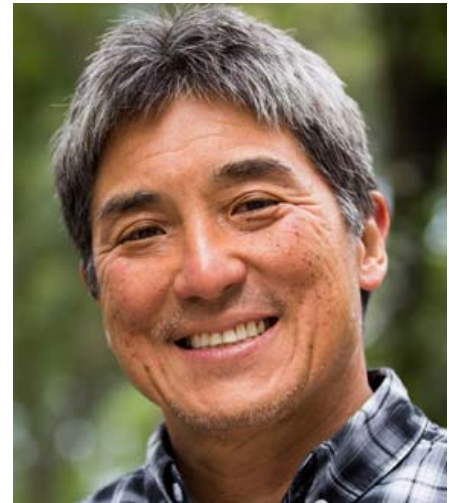
Guy Kawasaki

Guy Takeo Kawasaki is an American marketing specialist, author, and Silicon Valley venture capitalist. He was one of the Apple employees originally responsible for marketing their Macintosh computer line in 1984. He popularized the word *evangelist* in marketing the Macintosh as an "Apple evangelist" and the concepts of evangelism marketing and technology evangelism/platform evangelism in general.

From March 2015 until December 2016, Kawasaki sat on the Wikimedia Foundation Board of Trustees, the non-profit operating entity of Wikipedia.

Guy Kawasaki is the chief evangelist of Canva, an online graphic design tool. He is a brand ambassador for Mercedes-Benz and an executive fellow of the Haas School of Business (UC Berkeley).

He was the chief evangelist of Apple and a trustee of the Wikimedia Foundation. He is also the author of *The Art of the Start 2.0*, *The Art of Social Media*, *Enchantment*, and nine other books. Kawasaki has a BA from Stanford University and an MBA from UCLA as well as an honorary doctorate from Babson College.



Official Website: www.guykawasaki.com

Mari Smith



Mari Smith is one of the world's leading social media thought leaders, widely recognized for her Facebook marketing expertise. She is author of *The New Relationship Marketing* and coauthor of *Facebook Marketing: An Hour A Day*.

Fast Company described Mari as, "A veritable engine of personal branding, a relationship marketing whiz and the Pied Piper of the Online World." Forbes named Mari as one of the top ten Social Media Influencers three years in a row, and Dun & Bradstreet Credibility named Mari one of the top ten Most Influential Small Business People on Twitter.

Mari Smith's background includes over twelve years in the fields of relationships, marketing and Internet technology. As a passionate social media leader since 2007, Mari travels the United States and internationally to provide engaging social media keynotes and in-depth training to entrepreneurs and corporations.

With her popular blog at MariSmith.com, and her large, loyal following on Facebook, Twitter, LinkedIn, and Google Plus, Mari is considered one of the top resources and thought leaders in the world of marketing. She regularly appears in media locally and nationally in publications such as *The New York Times*, *The Wall Street Journal*, *Inc.*, *Forbes*, *Fortune*, *Chicago Tribune*, and *Success Magazine*.

On a personal note, Mari is Scottish-Canadian; she was born in Ontario, Canada, then lived in Scotland for two decades before moving to San Diego, California in 1999.

Official Website: www.marismith.com

Sarah Zeldman

Sarah Zeldman is a highly experienced professional in the fields of technology, online marketing and social media management. Sarah's business consulting expertise has been instrumental in helping business owners and entrepreneurs realize their goals of increasing sales by utilizing her proven strategic online marketing campaigns.

After receiving her Associates Degree from the Rochester Institute of Technology, a Bachelor of Arts from the University of Rochester, and a certificate of training from Coach U, the world's premiere Coach Training Institute, Sarah further strengthened her impressive business foundation with 10 years of study and experience in the field of Internet Marketing.



After founding Solutions for Busy Moms in 2006, Sarah became a well-established leader and expert communicator with several informational online and print contributions to WAHM Talk Radio, Dr. Laura Magazine, Associated Press, The Democrat and the Chronicle.

Known by clients, associates, and friends as “The E-marketing Maven”, Sarah possesses an unfailing ability to deliver the precise information and services that small businesses need to achieve true success through their online marketing efforts.

Official Website: www.themarketingmaven.com

Pam Didner



Content Marketing Consultant, Speaker & Author - Specialize in Fortune 100 B2B Marketing Pam Didner is a Global Content Marketing Strategist, Author and Speaker with a focus on helping global companies tailor their marketing to a local audience. As a former Global Integrated Marketing Manager for Intel, Pam led enterprise product launches and worldwide marketing campaigns. She also

writes for The Guardian, Relevance.com, The Huffington Post, Content Marketing Institute and many other outlets. Her book, Global Content Marketing was named one of the Top 10 Marketing Books by Inc. in 2014.

About Pam:

- 20+ years of holistic corporate experience from manufacturing, product development, P & L operations, marketing and sales enablement
- Adjunct professor at West Virginia University and the University of Oregon
- A strong grasp of enterprise marketers' pain points and challenges
- A holistic view of paid, owned and earned media and understands the ins and outs of integrated campaigns
- Fluent in Chinese and English

Official Website: www.pamdidner.com

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FOR NOTES

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**АНГЛІЙСЬКА МОВА
МАРКЕТИНГУ ТА РЕКЛАМИ**

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