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Л.Д. Ермолаева

MARKETING

(Маркетинг)

Учебное пособие по английскому языку

В двух частях

Часть 2

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Учебное пособие направлено на развитие навыков чтения и устной речи на основе переработки информации оригинальных текстов и системы коммуникативно-ориентированных упражнений.

Зарубежная методика обучения чтению и устной речи делает пособие актуальным, современным и доступным для использования в качестве основного материала на занятиях по английскому языку для студентов специальности «Маркетинг» на 1-м и 2-м курсах дневного отделения.

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Предисловие

Данное пособие предназначено для использования в учебном процессе студентами-маркетологами на втором этапе обучения английскому языку в университете.

Цель пособия – развитие практических навыков чтения и перевода специальной литературы, устной речи и правильного восприятия информации в процессе делового общения.

Структурно пособие состоит из четырех блоков, каждый из которых включает 2-3 обработанных текста, взятых из американских и английских источников, англо-русский словарь по определённой тематике, а также специально разработанные задания и упражнения, позволяющие закрепить лексику блока и отработать навыки перевода. Помимо этого, в блоки включены грамматические упражнения, обеспечивающие восприятие грамматических систем английского языка, а также творческие упражнения, развивающие речевые умения и навыки, необходимые для общения в реальных жизненных ситуациях.

В первой части была представлена следующая тематика: виды продуктов, поставляемых на рынок; различные виды деятельности в области маркетинга; во второй части – ценообразование, каналы распределения, средства стимулирования сбыта.

В процессе работы над пособием формируются лингвострановедческие знания, способствующие расширению контактов с носителями иностранного языка, а значит и усвоению новой культуры.

Автор благодарит Т.И. Матяра, ст. преподавателя кафедры иностранных языков, А.В. Подстрахову, кандидата филологических наук, профессора, зав. кафедрой иностранных языков Владимирского юридического института Федеральной службы исполнения наказаний за ценные замечания, высказанные ими в процессе работы над рукописью.

UNIT VI

PRICING

Preview

1. Decide what factors should be taken into account while setting the price for a product. Make a list of these factors and compare it with ones of your group-mates.

Reading 1

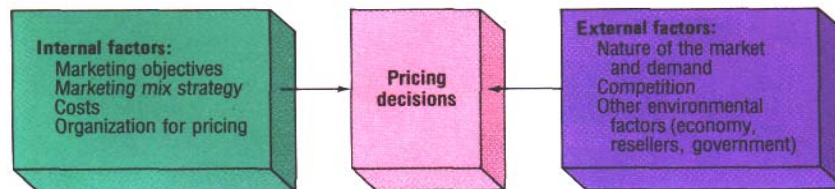
2. Read the text and answer the following question.

- a) What do internal company factors affecting pricing decisions include?
- b) What factors are considered to be external environmental factors?
- c) What principal and additional objectives may the company determine before setting prices?
- d) What should be done by the company to form an effective marketing program?
- e) What decisions are made first: pricing decisions or marketing mix decisions?
- f) What costs should the price cover?
- g) How does the efficiency of the company affect prices?
- h) How do organizational considerations influence the way of setting prices?

INTERNAL FACTORS AFFECTING PRICE DECISIONS

A company's pricing decisions are affected by many **internal** company factors and **external** environmental factors. These factors are shown in figure. Internal factors include the company's marketing objectives,

marketing mix strategy, costs, and organization. External factors include the nature of the market and demand, competition, and other environmental factors.



Marketing objectives. Before setting price, the company must decide on its strategy for the product. If the company has selected its target market and positioning carefully, then its marketing mix strategy, including price, will be **fairly straightforward**. For example, if General Motors decided to produce a new sports car to compete with European sports cars in the **high-income segment**, this **suggests charging** a high price.

At the same time, the company may seek additional objectives. The clearer a firm about its objectives, the easier it is **to set price**. Examples of common objectives are survival, current profit maximization, and product quality leadership.

Marketing-mix strategy. Price is only one of the marketing-mix tools that the company uses to achieve its marketing objectives. Price decisions must be coordinated with product design, distribution, and promotion decisions to form a **consistent** and effective marketing program. Decisions made for other marketing-mix variables may affect pricing decisions. For example, producers who use many **resellers expected** to support and promote their products may have to build larger reseller **margins** into their prices. The decision to develop a high-quality position will mean that the

seller must charge a higher price to cover higher costs. The company often makes its pricing decisions first and then bases other marketing-mix decisions on the price it wants to charge.

Costs. Costs set the **floor** for the price that the company can charge for its product. The company wants to charge a price that both covers all its costs for producing, distributing, and selling the product and delivers a fair **rate of return** for its effort and risk. A company's costs may be an important element in its pricing strategy. Many companies work to become the 'low-cost producers' in their industries. Companies with lower costs can set lower prices that result in greater sales and profits.

Organizational considerations. Management must decide who within the organization should set prices. Companies set prices in a variety of ways. In small companies, prices are often set by top management rather than by the marketing or sales department. In large companies, pricing is typically **handled** by **divisional** or product-line **managers**. In industrial markets, salespeople may be allowed **to negotiate** with customers within certain price ranges – even so, top management sets the pricing objectives and policies and often **approves** the prices **proposed** by lower-level management or salespeople. In industries in which pricing is a key factor (aerospace, railroads, oil companies), companies will often have a pricing department to set the best prices or help others in setting them. This department **reports to** the marketing department or top management. Others who have an influence on pricing include sales managers, production managers, finance managers, and **accountants**.

3. On the basis of the questions speak on internal factors influencing the price decisions.

4. Match words or phrases in the left column to the definitions in the right one.

- | | |
|-------------------------------------|--|
| 1. high income segment | a. a person who captures, processes and communicates financial information |
| 2. reseller | b. to be accountable to |
| 3. reseller margin | c. to put forth for consideration or acceptance |
| 4. to deliver a fair rate of return | d. a manager responsible for a total department |
| 5. to handle pricing | e. to give sufficient profit from investment |
| 6. divisional manager | f. to deal with pricing |
| 7. to propose | g. profit of a reseller as a part or percentage of the selling price |
| 8. to report to | h. wholesalers or retailers that buy products to resell |
| 9. accountant | i. part of a market with consumers having high earnings |

5. The following words related to pricing all appear in the text.

<i>survival</i>	<i>charge</i>	<i>internal</i>	<i>to seek</i>	<i>to set</i>
<i>to report to</i>	<i>external</i>	<i>additional</i>	<i>to approve</i>	

Which of the words in the box suggest the idea of

- a. being inside
- b. establishing

- c. sanctioning
- d. being extra
- e. being outside
- f. asking payment for
- g. continuing to live or exist after or in spite of
- h. trying to get or aiming at
- i. accountability to

 **Reading 2**

6. Look quickly through the text and decide which paragraphs are about these subjects.

- consideration of resellers' interests in pricing
- the influence of country's economic factors on pricing
- the market represented by few sensitive sellers
- getting information about competitors' prices and offers
- differentiation of offers leading to different prices
- conditions under which no one affects market price
- interconnection of price and demand
- regulated and non-regulated monopolies

EXTERNAL FACTORS AFFECTING PRICING DECISIONS

The market and demand. Costs set the lower limit of prices, while the market and demand set the upper limit. Before setting prices, the marketer must understand the relationship between price and demand for its product. The price demand **relationship** varies for different types of markets.

Under **pure** competition, the market consists of many buyers and sel-

lers trading in a **uniform commodity** such as wheat, copper, or financial **securities**. No single buyer or seller has much affect on the going market price.

Under monopolistic competition, the market consists of many buyers and sellers who trade over a range of prices rather than a single market price. A range of prices occurs because sellers can differentiate their offers to the buyers. Either the physical product can be varied in quality, features or style, or the **accompanying** services can be varied. Buyers see differences in sellers' products and will pay different prices.

Under oligopolistic competition, the market consists of a few sellers who are highly sensitive to each other's prices and marketing strategies. The product can be uniform (steel, aluminum) or non-uniform (cars, computers). The sellers are few because it is difficult for new sellers to enter the market.

A pure monopoly consists of one seller. The seller may be a government monopoly (postal service), a private regulated monopoly (a power company), or a private non-regulated monopoly. A government monopoly might set a price below cost because the product is important to buyers who cannot **afford** to pay full cost or it might set quite a high price **to slow down consumption**. In a regulated monopoly, the government permits the company to set **rates** that will **yield** a 'fair return'. Non-regulated monopolies are free to price at what the market will bear. *Competitors' prices and offers*. Another external factor affecting the company's pricing decisions is competitors' prices and their possible reactions to the company's own pricing **moves**. The company needs to learn the price and quality of each competitor's offer. It can send out comparison shoppers to price and compare

other competitors' products. It can get competitors' price lists and buy competitors' equipment and **take it apart**. It can ask buyers how they **view** the price and quality of each competitor's product. Once the company is aware of competitors' prices and offers, it can use them as a starting point for its own pricing.

Other external factors. When setting prices, the company must also consider other factors in external environment. For example, economic factors such as inflation, boom, or **recession**, and **interest rates** affect pricing decisions because they affect both the costs of producing the product and consumer **perceptions** of the product's price and **value**.

The company must consider how resellers will react to various prices. The company should set prices that give resellers a fair profit, encourage their support, and help them to sell the product effectively. The government is another important external influence on pricing decisions. Marketers need to know the **laws** affecting price and **make sure** their pricing policies are legal.

7. Match the verbs to nouns to make word partnerships from the text.

- | | |
|---------------------|--|
| 1. to influence | a. consumption |
| 2. to react | b. offers |
| 3. to view | c. a fair return |
| 4. to send out | d. the price and quality of competitor's product |
| 5. to compare | e. comparison shoppers |
| 6. to yield | f. pricing decisions |
| 7. to trade | g. to various prices |
| 8. to differentiate | h. competitors' product |
| 9. to slow down | i. a uniform commodity |

Language focus

8. Translate the following sentences paying attention to the forms and functions of participles.

1. Being informed about making the same product in Taiwan we decided to modify our product.
2. A sample of people having been established, we began to do interviews.
3. Having been tried and repurchased by a lot of people the product was launched in a large geographical area.
4. The results obtained in testing told that something was wrong with the product tried.
5. Being very busy he was not able to take the visitor.
6. Money permitting, we'll increase advertising and sales promotion.
7. Having done the market research they discussed the results obtained.
8. Being told about his ring I immediately called him back.
9. Time permitting, we'll come back to this question.
10. A lot of research and testing having been done, we launched the product.
11. Pricing decisions having been made, the company management made other marketing mix decisions.
12. Seeking high profitability the company may shorten its product lines.

9. Choose the proper form of the participle.

1. Special attention must be paid to the opinions of consumers (*interviewing/being interviewed*) by market researchers.
2. Many companies have a product mix (*having been consisted/consisting*) of a number of products.

3. The question (*having been discussed/discussed*) at the meeting yesterday concerned the method of survey research.
4. Records of sales (*keeping/being kept*) by an accountant department is an important source of information for management.
5. (*Having been collected/having collected*) the information was studied carefully.
6. Top management approved the prices (*proposing/proposed*) by lower-level management.
7. Another external factor (*being affected/affecting*) the company's pricing decisions is competitors' prices.
8. The problem (*being discussed/having been discussed*) now deals with upgrading the product.
9. (*Having set/having been set*) lower prices the company got greater sales and profits.
10. Producer (*used/using*) many resellers have to set higher prices.
11. (*Having got/getting*) the information about competitors' prices and offers the company used it as a starting point for its own pricing.

Writing

10. Translate the text in a written form.

BOOST BRANDS AND PROFITS WITH THE RIGHT PRICE

Pricing is the second of the four 'Ps' of the marketing mix. Much innovation and energy has been focused on the other three Ps – product, place or (distribution) and promotion. Yet marketers have neglected the innovative potential of pricing. For example, managers need to develop a keen sense of the value of their products relative to those of competitors.

Lower-priced competitors can severely damage consumers' perceptions of value in an industry by encouraging customers to make lower prices priority rather than any product or service benefits.

The emergence of discount airlines is a prime example of this: Southwest Airlines, the highly successful low-cost US airline, increased its share of domestic flight revenue from 3.2 percent in 1990 to 12.9 in 2002. Ryanair and EasyJet have seen similar success in Europe. However, competitors can fight back. Jet Blue - launched in February 2000 in New York - does not offer the lowest fares on the market, yet succeeds via a benefit-led advertising message to consumers. It trades on such features as its in-flight comforts, 24 channels of DirecTV and industry-leading punctuality. In July 2004 Jet Blue delivered its 14th consecutive quarter of profit and a 14.1 percent operating margin.

Bottled water brands have always faced low-priced competition – namely tap water – yet have seen remarkable growth in the past decade by differentiation and focus on benefits. Own-label brands from supermarkets grew by 19 percent in the UK market in 2003. Danone Waters launched Volvic Revive, a mineral water based sports drink, and grew by 29 percent in 2003. Other big brands focused on different qualities. Evian's Nomad bottle, aimed at outdoor types, carries a belt loop, while Lakeland Willow's Spring Water contains salacin, a naturally occurring aspirin, which combats heart disease. If they offer genuine value to consumers, such benefits allow producers to sustain or raise prices.

Misperceptions are particularly common in product launches, where managers often set the price of new products too low. Take a historical example. In August 1959, the British Motor Corporation lost its nerve on

the eve of the original launch of the Mini, reducing the planned list price to just below the £500 level – the level of perceived psychological importance. The car was an instant sales success and demand outstripped supply. However, profitability was so low over the early years that it was hard for the company to invest in the car's subsequent development.

 **Listening**

11. You will listen to a conversation involving the Sales Manager of a motor agency and two of his salesmen. The problem they are discussing is the sale of the old models which are in their showrooms.

Now listen to the tape. As you listen make a list of suggestions made by the salesmen in the space below.

1 -----

5 -----

2 -----

6 -----

3 -----

7 -----

4 -----

Sales manager: Right – we've got a problem. We have a showroom full of cars and now manufacturers want us to take delivery of at least 12 new models. We haven't got the space so what are we going to do about getting rid of the old models?

Salesman 1: How about reducing the price of the old models by 10%: quite a few people would be attracted by that I imagine.

Salesman 2: It might be a good idea to keep the price as normal, but add extras to each car free of charge – you know, things like radios, digital clocks, spotlights and so on. Most

buyers like to think they're getting something for nothing.

Salesman 1: Yes, all right. And what do you think about offering free petrol for say, 200 miles?

Sales manager: I like the idea, but I suggest that you two work out the costs first. Don't let's give away too much.

Salesman 2: Don't you think we should also check around the other agents too? After all they may have customers waiting for old models and they could take some of ours.

Sales manager: Yes, good idea. We could do that first.

Salesman 1: If the costs aren't too high, I think we should take a whole-page advert in the local paper.

Sales manager: We could certainly do that. OK. Why don't you two prepare the figures for me and we'll meet again at 4.00 p.m.

☹ Speaking 1

12. Here is some of the language you have just heard.

Notice how it is used to make firm (xxx), neutral (xx) and weak suggestions (x).

FIRM SUGGESTIONS (XXX)

I think we should take a whole-page advert.

Don't you think we should also check around the other agents?

NEUTRAL SUGGESTIONS (XX)

How about reducing the price of the old models by 10%?

Why don't you two prepare the figures?

I suggest that you two work out the costs first.

WEAK SUGGESTIONS (X)

It might be a good idea to keep the price as normal.

What do you think about offering free petrol for 200 miles?

Use the table to make suggestions for the problems facing your small company.

<i>PROBLEMS</i>	<i>SUGGESTED SOLUTIONS</i>
1. Productivity low	XX Increase automated equipment
2. Lack of worker satisfaction	XXX Diversify job responsibilities
3. Cash-flow shortages	XXX Increase short-term borrowing facilities
4. Long-term investment difficulties	XX Discuss long-term overdraft scheme
5. Increased raw material prices	X Buy in bulk
6. Difficulty in evaluating market potential	XX Improve forecasts
7. Insufficient market coverage	XX Employ more sales reps
8. Poor management-worker relationship	X Increase worker participation in decision-making

Speaking 2

13. Role play the negotiation below between a shop owner and a chocolate manufacturer. Be diplomatic.

<i>Shop owner</i>	<i>Chocolate manufacturer</i>
<ul style="list-style-type: none">You want to order 50 boxes of deluxe chocolates at the quoted price.	<ul style="list-style-type: none">❖ You get a bonus if the order is over 100 boxes.

• You want a 20% discount.	❖ You don't give a discount for orders of less than 100 boxes.
• You want 30 days' credit.	❖ You want payment on delivery.
• You want delivery in 2 weeks.	❖ You can deliver in 3 weeks.

Useful language

Diplomatically giving bad news	Using speculative language	Using a past form to express disappointment
I'm sorry, we weren't able to agree on this.	It would probably arrive late.	We were hoping for ...
I'm afraid your price is rather high.	It could be a problem.	We were expecting ...
	It may be difficult to deliver.	
	We might not be able to do that.	

😊😊 Follow up

14. Discuss in pairs or groups and suggest solutions to the following problem:

An airline company has found itself involved in a price-cutting war. Its competitors are reducing their prices almost daily in order to remain the cheapest on the market.



Essential words and expressions

To accompany

➤ сопровождать, сопутствовать

An accountant	➤ бухгалтер
To afford	➤ позволить себе
To approve	➤ одобрять, утверждать
To charge	➤ назначать цену
Commodity	➤ товар
Consistent	➤ постоянный, последовательный, согласующийся
Consumption	➤ потребление, расходование
Consideration	➤ соображение, учет, важность, значительность
A divisional manager	➤ руководитель отдела
To expect	➤ ожидать, предполагать
External	➤ внешний
Fair(ly)	➤ достаточный, достаточно, довольно
Floor	➤ минимальный уровень цены
To handle	➤ осуществлять, производить, регулировать, обрабатывать
A high-income segment	➤ сегмент рынка с покупателями, имеющими высокий доход
An interest rate	➤ процентная ставка
Internal	➤ внутренний
A law	➤ закон
Leadership	➤ лидерство
To make sure	➤ удостовериться, убедиться
(To) move	➤ изменяться, изменение (цены)
To negotiate	➤ вести переговоры
Perception	➤ восприятие
To propose	➤ предлагать
Pure	➤ чистый
A rate	➤ тариф, ставка

A rate of return	➤ норма прибыли, коэффициент окупаемости
Recession	➤ спад
Relationship	➤ связь, взаимосвязь, взаимопонимание
To report to	➤ подчиняться, отчитываться перед
A reseller	➤ посредник (оптовый или розничный торговец, покупающий продукт, чтобы перепродать его)
Reseller margin	➤ маржа, прибыль посредника как часть или процент от цены продаж
Securities	➤ ценные бумаги
To set a price	➤ установить цену
To slow down	➤ замедлить, снизить
Straightforward	➤ прямой, открытый, честный
To suggest	➤ предполагать
To take apart	➤ разбирать отдельно, (по частям)
Uniform	➤ однородный
Value	➤ стоимость, ценность
To view	➤ рассматривать, оценивать
To yield	➤ приносить (доход)

UNIT VII

PLACING PRODUCTS: DISTRIBUTION CHANNELS

Preview

1. Discuss these questions.

- a) Can you name some of the most famous international wholesalers who operate under their own name?*
- b) Why do you think channels of distribution (wholesalers, retailers, jobbers) are needed in business?*

Reading 1

2. *Read the text and answer these questions.*

- a) Two main advantages from using middlemen are referred to in the following text. Which are they?
- b) According to the text what functions do the members of the marketing channel perform?

WHY DISTRIBUTION CHANNELS ARE USED AND THEIR FUNCTIONS

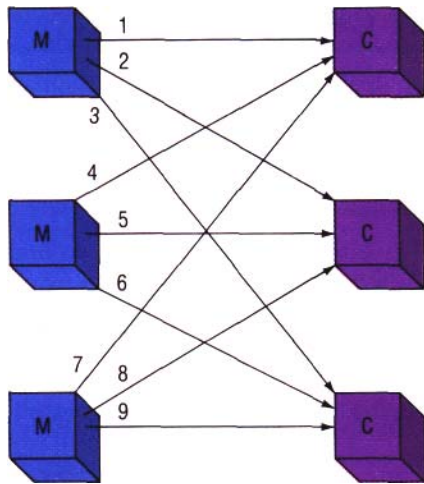
Most producers use middlemen to bring their products to market. They try **to forge** a distribution channel. A distribution channel is a set of independent organizations involved in the process of making a product or service available for use or consumption by the consumer or industrial user. Producers **gain** certain **advantages** from using middlemen.

Many producers lack the financial resources **to carry out** direct marketing. The use of middlemen largely **boils down** to their greater efficiency in making goods available to target markets. Through their contacts, experience, specialization, and **scale** of operation, middlemen usually offer the firm more than it can achieve on its own.

Figure shows one way that using middlemen can provide economies. Part A shows three producers each using direct marketing to reach three customers. The system requires nine different contacts. Part B shows the three producers working through one distributor, who contacts the three customers. This system requires only six contacts. In this way, middlemen reduce the amount of work that must be done by both producers and consumers.

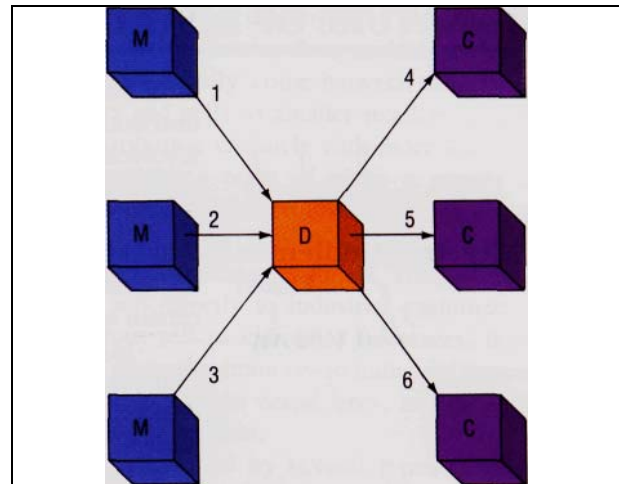
A. Number of contacts

$$M \times C = 3 \times 3 = 9$$



B. Number of contacts

$$M + C + 3 + 3 = 6$$



M = Manufacturer

C = Customer

D = Distributor

From the economic system's **point of view**, the role of middlemen is to transform the assortment of products made by producers into assortment wanted by consumers. Producers make narrow assortments of products in large quantities. But consumers want broad assortments of products in small quantities. In the distribution channels, middlemen buy the large quantities of many producers and break them down into the smaller quantities and broader assortments wanted by consumers. Thus, middlemen play an important role in matching supply and demand.

Members of the marketing channel perform many key functions:

- * Information – gathering and distributing marketing research and **intelligence** information.
- * Promotion – developing and **spreading persuasive communication** about an offer.
- * Contact – finding and communicating with prospective buyers.
- * Matching – shaping and **fitting** the offer to the buyer's needs includ-

ing such activities as manufacturing, **grading**, **assembling**, and packaging.

* Negotiation – **reaching an agreement** on price and other terms of the offer.

* Physical distribution – transporting and **storing** goods.

* Financing – **acquiring** and using **funds** to cover costs of the channel work.

* Risk taking – assuming the risk of carrying out the channel work.

The first five functions help to complete **transactions**, the last three help fulfill the completed transactions.

3. Use these words or phrases from the text to answer the questions below.

to gain advantage

middlemen

to negotiate

to fit something to

to carry out

to spread

Which word or phrase:

- a) is a general term for intermediaries such as agents, brokers, merchants and wholesalers?
- b) refers to distributing over an area?
- c) means adapting to something?
- d) leads to the agreement about prices or wages?
- e) means putting something into operation?
- f) refers to getting benefit from something?



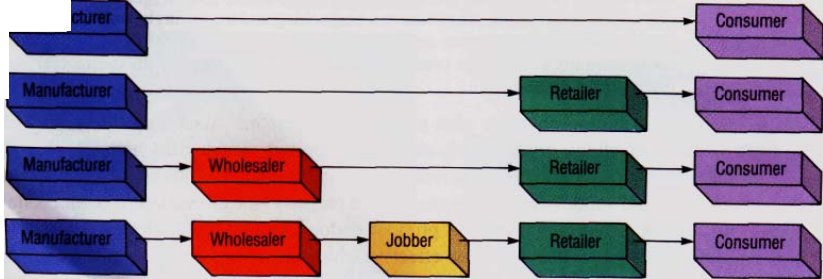
Reading 2

NUMBER OF CHANNEL LEVELS

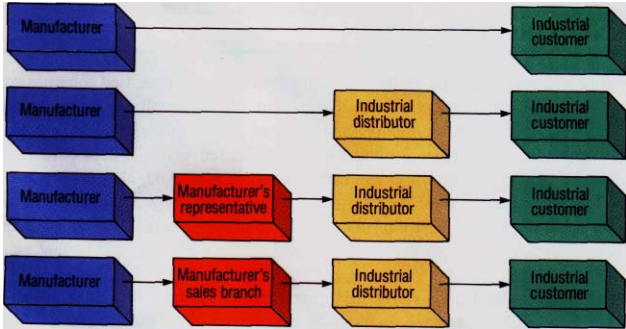
Distribution channels can be described by the number of channel levels. Each **layer** of middlemen that perform some work in bringing the

product and its **ownership** closer to the final buyer is a channel level. Because the producer and the final consumer both perform some work, they are part of every channel. Figure shows several consumer distribution channels of different lengths.

Channel 1, called a direct-marketing channel, has no intermediary level. It consists of a manufacturer selling directly to consumers. For example, Zinger sells its sewing machines through its own stores. Channel 2 contains one middleman level. In consumer markets, this level is typically a retailer. For example, large retailers sell televisions, furniture, major appliances and many other products that they buy directly from manufacturers. Channel 3 contains two middlemen levels. In consumer markets, these levels are typically a wholesaler and a retailer. This channel is often used by small manufacturers of food, **drug, hardware**, and other products.



A. Customer Marketing Channels



B. Industrial Marketing Channels

Channel 4 contains three middlemen levels. In the meatpacking industry for example, **jobbers** usually come between wholesalers. The **jobber** buys from wholesalers and sell to smaller retailers who are not generally served by larger wholesalers. Distribution channels with more levels are sometimes found, but less often. Of course the more levels, the greater the channel's **complexity**.

The industrial-goods producer can use its own **sales force** to sell directly to industrial customers. It can also sell to industrial distributors who **in turn** sell to industrial customers. It can sell through manufacturer's representatives or its own **sales branches** to industrial customers, or use them to sell through industrial distributors. Thus zero-, one-, and two-level distribution channels are common in industrial goods markets.

4. Which of the following statements are true or false. Correct the false ones.

- a) Industrial goods markets use two- and three- level distribution channels.
- b) The industrial-goods producer can sell its products to industrial customers through its own sales branches.
- c) Small retailers are usually served by large wholesalers.
- d) Small manufactures of food typically use channels with two middlemen.
- e) If the company sells its products through its own stores it uses a direct-marketing channel.

5. Match these phrases from the text with their meanings.

- | | |
|--|--|
| a) brings the product closer to the buyer | 1) something usual you can find in places trading goods for manufactures |
| b) leads to greater marketing channel complexity | 2) can do with salespeople employed by the firm |
| c) uses company's own sales force | 3) results in much more complicated passage for goods |
| d) common in industrial goods market | 4) fetches the goods nearer to consumers |

 **Writing 1**

6. Rewrite the passage filling in the blanks from the words below.

Transport by air

If the customer wants the goods ... they can be sent by aircraft. It may be that important machinery has broken down and ... parts are required to avoid an ... hold-up in production. Or it may be that medical supplies are called for to ... an epidemic. In such a situation time might be of the essence.

Another case where air transport will be used is where the goods are Flowers are grown in the Scilly Isles off the south-west coast of England. Because of the ... climate the flowers bloom in the Scillies before elsewhere in Britain. Cut flowers are in great demand in the Spring, especially on Mother's Day, when all ... children are expected to ... their mothers with flowers. The flowers are flown from the Scilly Isles to London so as to catch the lucrative market. If they were sent by ship they

would arrive too late and be in poor shape. The condition of racehorses is also of concern to the owners. Before a big race the horses need to be brought to a ... of condition. If they had to spend days or even weeks on the ocean their ... would be interrupted and they could be ... disturbed. Of course an air trip is also likely to ... them, but they will soon be back on firm ground and the ... will be quickly forgotten. In this way they can be raced on ... tracks and win big prizes to their owners.

Though air freight rates are comparatively expensive, they will be less of a ... when goods are small in ... but high in value. Items like gold bullions and ... gems might be flown to their destinations. In the case of ... ingots, if they were sent by sea, for example, there would be many weeks during which the ... was at risk. By contrast, when an aircraft carries gold to its destination the costs of security guards and insurance policies are ... reduced.

Perhaps the major weakness of air transport, apart of its expenses, is that there are a limited number of ... running the services which are required. It is usually necessary to start and ... the journey on some sort of motor vehicle.

<i>finish</i>	<i>precious</i>	<i>emotionally</i>	<i>expensive</i>
<i>spare</i>	<i>bulk</i>	<i>training</i>	<i>combat</i>
<i>airports</i>	<i>burden</i>	<i>peak</i>	<i>perishable</i>
<i>greatly</i>	<i>foreign</i>	<i>present</i>	<i>favourable</i>
<i>consignment</i>	<i>experience</i>	<i>caring</i>	<i>urgently</i>
<i>gold</i>	<i>unsettle</i>		

Vocabulary focus

7. ***Choose the phrase A, B or C, which best completes each sentence.***

1) Because a train runs on fixed tracks...

- a) it can be timetabled to stop at more stations.
 - b) it can carry more passengers.
 - c) it is not subject to traffic jams.
- 2) When a particular railway service becomes unprofitable...
- a) it may help the situation if fares are lowered.
 - b) it will help the situation if fares are lowered.
 - c) it will not help the situation if fares are lowered.
- 3) Because most journeys do not start and end at railway stations
- a) support transport is not normally required at the terminals.
 - b) support transport is usually required at the terminals.
 - c) support transport is occasionally required at the terminals.
- 4) Time of arrival and departure for trains can be given with greater accuracy than...
- a) for lorries or coaches because road transport is slower.
 - b) for aircraft because airports are congested.
 - c) for other forms of transport.
- 5) Heavy and bulky freight can be carried overland comparatively cheaply by rail because...
- a) bigger loads can be carried in a single haul.
 - b) the loads can be conveyed at night.
 - c) railway workers wages are low.
- 6) When railway lines are closed down because they are uneconomic...
- a) the workers will have to find jobs in other industries.
 - b) the workers will not be able to find jobs in other industries.
 - c) some of the workers may lose their jobs.

7) If the government spent substantially more on the development of motorways ...

- a) they would also have to subsidize the railways.
- b) it would probably make the railways less profitable.
- c) it would encourage more freight to be sent by rail.

8) A Eurotunnel between England and France ...

- a) will make French goods more expensive in England.
- b) will encourage more Britons to go abroad for their holidays.
- c) will improve the British economy by encouraging tourism.

8. Match the words given below with the dictionary definitions which follow.

<i>capacity</i>	<i>terminus</i>	<i>tanker</i>	<i>freighter</i>
<i>haulier</i>	<i>consignee</i>	<i>freight</i>	<i>carrier</i>
<i>exporter</i>	<i>merchant</i>	<i>consigner</i>	<i>ferry</i>

- a) A shuttle service, usually waterborne and crossing a river or channel.
- b) A person or firm carrying goods as a business.
- c) A cargo carrying ship or aircraft.
- d) The person who is arranging for goods to be delivered.
- e) Another name for cargo or goods to be delivered.
- f) A vehicle used for carrying liquid, usually oil.
- g) A wholesale trader especially with a foreign country.
- h) The person to whom goods are being delivered.
- i) The end or start of a bus or coach route.
- j) A person or firm who sells goods abroad.
- k) One who is engaged in transporting goods by road
- l) The maximum amount that can be contained in a vessel.

 Writing 2

9. *You are working in the office of a London merchant who buys and sells a great variety of goods from all over the world. You have just received the following letter from a new customer in Malaysia.*

Thomas Tan & Son

*51 Jalan 92199, Damansara Jaya, 47400 Petaling, Jaya, Selangor,
Malaysia*

Telephone 033 262626 Fax 033 252525

date as postmark

*Messrs J P Hall Ltd
Import and export Merchants
Finsbury Square
Carbury
Berkshire RG33 BQP*

Dear Sirs,

I was pleased to receive your order for my company's livestock and I will be pleased to send these on to you in six week time as arranged. It would help me to know how you would like the current order of small tropical fish to be transported. As explained in our catalogue the fish are packed in specially insulated plastic containers which should keep them in good condition for up twenty days after leaving here. We can send them by air or by sea, as you wish, but by air the cost of carriage which we will invoice to you, will be increased by 25% - from £60 to £80.

As you will know you have also ordered some pythons for later in the

year. These will travel much more easily in the large reinforced crates we provide, they simply go to sleep if the temperature falls, unlike the fish. Perhaps while writing you will let us know the method of transport preferred for both these consignments.

Yours sincerely,

S. Tan

Sebastian Tan

You are to reply to the letter indicating the mode of transport to be employed for both consignments. You are also to question the apparent error in the increased cost of carriage by air.

Language focus

10. Here is the language to express degrees of certainty

CERTAINTY ()**

These items *will certainly* be ready in March.

These items *will definitely* be ready in March.

PROBABILITY (*)

The items *should* be delivered in June.

We *ll probably* manage delivery in April.

We *are likely* to receive them in June.

POSSIBILITY (?)

They *may/might/could* be ready in March.

You *could* get them next month.

IMPROBABILITY (X)

There's not much chance of receiving them next month.

I'm afraid that's *unlikely*.

Use the table to complete the sentences below.

PRODUCTION TARGETS

	<i>1000</i>	<i>2000</i>	<i>3000</i>	<i>4000</i>	<i>5000</i>
<i>Jan</i>	*	<i>x</i>			
<i>Feb</i>	**	?	<i>x</i>		
<i>Mar</i>	**	*	<i>x</i>		
<i>Apr</i>	**	**	?		
<i>May</i>	**	**	*	?	
<i>Jun</i>	**	**	**	<i>x</i>	

1. In January, production ... reach 1000 units.
2. However, it ... reach 2000 units in January.
3. In February, we ... produce 2000 units.
4. In March, there's ... reaching 3000 units.
5. In April, the company ... produce 2000 units and we ... reach 3000 units.
6. In May, the company ... produce 3000 units and we ... go as high as 40000.
7. In June, production ... rise to 3000 units but there's ... reaching 4000 units.

11. Complete the sentences with the correct auxiliary.

- 1) As we already represent three major brands, Siemens probably ... offer us an exclusive contract.

- a) won't b) will c) must
- 2) I can't believe there are so many complaints about our new range of biscuits. There be something wrong with one of the ingredients.
- a) must b) should c) can
- 3) I'm worried that if we don't meet the deadline, we ... lose this client.
- a) will b) can c) are likely
- 4) Sales ... very likely to continue to rise till the summer.
- a) should b) are c) will
- 5) The deluxe model ... not be as successful this year as it was last year.
- a) could b) might c) must
- 6) They haven't done any market research, so these figures ... be accurate.
- a) can't b) mustn't c) might
- 7) There is no doubt about it any more. The planning authority ... agree to our request.
- a) definitely won't b) is likely to c) probably will
- 8) They ...be doing well because they have just closed down two of their subsidiaries.
- a) mustn't b) shouldn't c) can't
- 9) Unfortunately, our competitors ... most probably launch a similar product at about the same time.
- a) must b) may c) will
- 10) We can't make a firm prediction at this stage, but we ... be able to get the new model out in time for the spring trade fair.
- a) won't b) shouldn't c) might not

 **Listening**

12. Listen to the tape on which a clothes retailer is talking to his suppliers about the delivery dates of various items of clothing. As you listen, indicate on the table below whether the delivery months are certain, probable, possible or improbable. Use the following symbols:

** = certain	* = probable	? = possible	x = improbable
--------------	--------------	--------------	----------------

	February (next month)	March	April	May	June
Men's suits					
Sports jackets					
Dresses					
Ladies' sweaters					
Swimsuits					
Skirts					

Receptionist: I'll just put you through to dispatch section.

Order clerk: Dispatch section here.

Kline: Morning, this is Mr. Kline of D and Bs. I'm just phoning about the delivery of our order. First, what about the men's suits.

Order clerk: Yes, the suits will certainly be ready in March.

Kline: Good, and what about the sports jackets?

Order clerk: They may be ready in March too. But, at this stage we're not certain. We'll be able to give you a definite answer next month.

Kline: OK, how about the dresses?

Order clerk: They should be delivered in June.

Kline: Right, then there's the ladies' sweaters?

Order clerk: It depends on the mill, but you could get them next month.

Kline: That would be fine. We're running very short of swimsuits and what with the spring season approaching, we're keen to know what the position there is. Will they be ready in March?

Order clerk: I'm afraid that's unlikely. But we'll probably manage them in April.

Kline: Lastly, how are the skirts coming along? You said that we'd have them next month.

Order clerk: I'm sorry, there's not much chance of that but they'll definitely be ready in March.

Kline: OK, that's fine for now. We'll no doubt be in touch again soon. Bye.

Order clerk: Bye, Mr. Kline.

☺ **Speaking**

13. Reproduce the following dialogue in parts.

- A.** I've seen your Drilling Rig Model B-3 in operation.
- B.** How did you find it?
- A.** Oh, I am quite satisfied with its efficiency.
- B.** We thought you would be. We've been selling the machines for the last few years and all our customers are satisfied with them.
- A.** The machine is certainly good. Now there are some points I'd like to discuss. Can you make us an offer for shipment in April May?

B. Yes, in how many lots would you like the machines to be shipped?

A. In two lots of 5 machines each.

B. We could ship the first lot at the beginning of April and the second in the middle of May. Is that all right?

A. Yes, that suits us very well.

😊😊 **Follow up**

14. Make up the dialogue based on the following situation. You are interested in Machine-tools Model A-55. You need the machine- tools for immediate shipment. Get in touch with Mr. Brown and find out their terms of delivery and time of delivery.

Compose the dialogue using the given words and combinations.

Discussing the Seller's Failure to Observe the Delivery Dates

THE SELLER	THE BUYER
to suspend deliveries (прекратить, приостановить)	to be regarded as (считаться)
because of	contingency (непредвиденные обстоятельства)
to bear responsibility (нести ответственность)	beyond your control (вне, за пределами)
a postponement (отсрочка)	to cover the point (включить пункт)
to make amendments (внести изменения)	unfair settlement (несправедливое решение)
to be delayed	to come to an agreement
it's fair enough (достаточно справедливо)	



Essential words and expressions

To acquire	➤ приобретать, получать
Assembling	➤ сборка
To boil down	➤ сводиться к
To carry out	➤ выполнять осуществлять
Communication	➤ информация, передача и приём информации, общение, контакты
Complexity	➤ сложность
Drug	➤ лекарство
To fit to	➤ приспособливать, прилаживать, подгонять
To forge	➤ придумать, изобрести
Funds	➤ средства, деньги, капитал
From one's point of view	➤ с чьей либо точки зрения
To gain an advantage	➤ извлекать выгоду
Grading	➤ сортировка
Hardware	➤ скобяные изделия
Intelligence	➤ разведка, интеллект
A jobber	➤ оптовый торговец
A layer	➤ уровень, слой
Ownership	➤ собственность
Persuasive	➤ убедительный
To reach an agreement	➤ достичь договорённости
A sales branch	➤ торговый филиал
Sales force	➤ работники торговли
To shape	➤ создавать, формировать, разрабатывать, приспособливать
To spread (spread, spread)	➤ распространять
To store	➤ хранить, складировать

A term	➤ условие
A transaction	➤ сделка
In turn	➤ в свою очередь

UNIT VIII

PROMOTIONAL TOOLS

Preview

1. What kind of sales promotions do you perceive best of all and why?

- *coupons giving price reduction?*
- *discount for buying a large quantity?*
- *free samples?*
- *price reductions in shops?*
- *packets offering 20% Extra?*
- *competitions?*

Reading 1

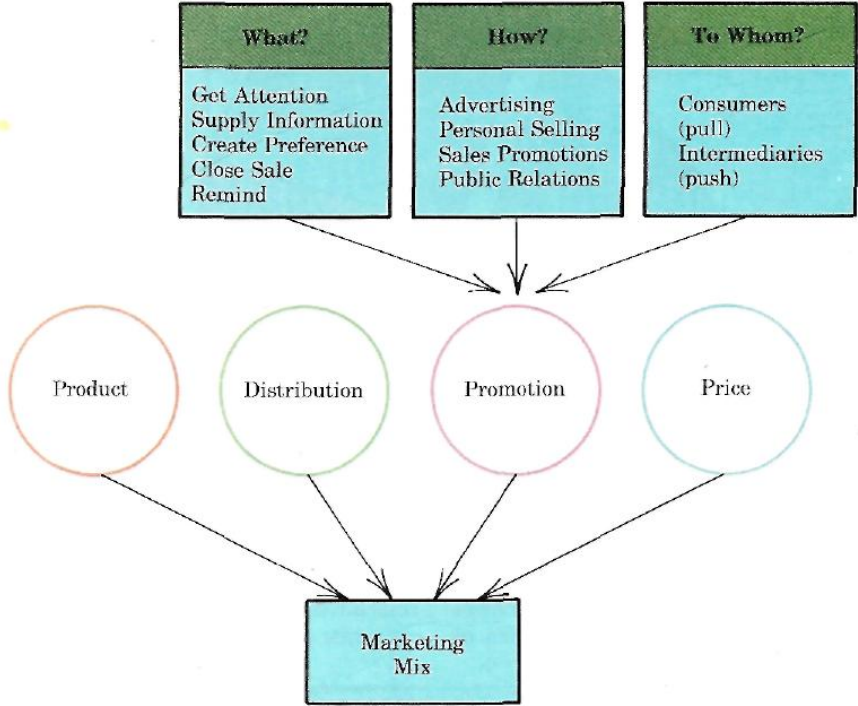
2. Read the text and then decide which of the three summaries following the text most fully and accurately expresses its main ideas.

TYPES OF PROMOTIONAL TOOLS

Marketing is often defined as a matter of identifying consumer needs and developing the goods and services that satisfy them. This involves developing the right product, pricing it attractively, and making it available to the target customers, by persuading distributors and retailers **to stock** it. But it is also necessary to inform potential consumers of the product's existence, its features, and its advantages, and to persuade them to try it. There are generally several stages involved in a consumer's decision to buy a

new product. A well-known acronym for this process is AIDA, standing for Attention, Interest, **Desire**, and Action. According to the familiar “4P’s” formulation of the marketing mix – product, price, place, and promotion – **attracting** attention, **arousing interest**, and persuading the consumer to act are all part of promotion. Marketing textbooks **conventionally** distinguish four basic promotional tools: advertising, sales promotion, **public relations**, and personal selling, which together make up the marketing communications mix.

For consumer goods, the most important tool is generally advertising. As well as advertising particular brands, companies also carry out prestige, or **institutional advertising**, designed to build up the company’s name or image. Advertising is often combined with sales promotion, such as free samples, coupons and competitions.



For industrial goods, particularly specialized ones, the most important

tool is often personal selling. Sales reps can build up relationships with company buyers, and can be very useful in persuading them to choose a particular product.

The fourth promotional tool is public relations (frequently abbreviated as PR): activities designed to improve or maintain or protect a company's or product's image. Public relations includes things like company publications, most **notably** the annual report, sponsorship, **community relations programmes**, the lobbying of politicians, and the creation of news stories, all designed to get publicity for the company or a particular product. **Unlike** paid advertising, publicity is any (favorable) mention of a company's products that is not paid for, in any medium received by a company's customers or potential customers. Companies often attempt to place information in news media **to draw attention to** a product or service. Quite **apart from** financial considerations, the advantage of publicity is that it is generally more likely to be read and believed than advertising. It can have a great **impact** on public **awareness** that could not even be achieved by a massive amount of advertising.

Within the limit of their budget, marketers have to find the optimal communications mix of advertising, sales promotion, personal selling, and publicity, without **neglecting** the other elements of the marketing mix, i.e. the possibility of improving the product, lowering its price, or distributing it differently.

FIRST SUMMARY

Marketing involves making a good, cheap product and convincing customers to buy it by way of a good communications mix. For consumer goods,

this is generally done with advertising and sales promotions. For specialized industrial goods, this is done by personal selling. Publicity, such as favourable mentions of a company's products in news media, is also useful.

SECOND SUMMARY

Marketing involves four basic elements: advertising, sales promotion, public relations, and personal selling. The first three of these are used for consumer goods. These tools, along with product improvement, price reductions, and distribution channel innovations, make up the communications mix.

THIRD SUMMARY

Marketing involves producing the right product, pricing it attractively, making it available to potential customers, and promoting it. With consumer goods, this largely involves advertising and sales promotions. For industrial goods, personal selling is often more important. Publicity is also a useful tool as it is cheaper and generally more credible than advertising. Marketers have to combine these tools to create the best possible communications mix.

3. Translate the highlighted expressions in the text into your own language.

4. Match up the following verb-noun collocations from the text:

- | | |
|----------------|----------------|
| 1. to satisfy | a. an impact |
| 2. to develop | b. attention |
| 3. to inform | c. consumers |
| 4. to build up | d. needs |
| 5. to lobby | e. politicians |

- | | |
|---------------|------------------|
| 6. to draw | f. producers |
| 7. to believe | g. publicity |
| 8. to have | h. relationships |

5. Speak on Promotion as part of the Marketing mix using the scheme on page 38.

6. Select the correct alternatives to complete the text.

ADVERTISING

Advertising informs consumers about the existence and benefits of products and services, and attempts to persuade them to buy them. The best form of advertising is free (1) ... advertising, which **occurs** when satisfied customers recommend products or services to their friends, but very few companies **rely on** this alone.

Large companies could easily **set up** their own advertising departments but they tend **to hire** the services of a/an (2) ... A contract to produce the advertisements for a specific company, product, or service is known as a/an (3) The client company generally decides on its advertising (4) ..., the **amount** of money it plans to spend in developing its advertising and buying media time and space. It also provides a (5) ..., or a **statement** of the objectives of the advertising, as well as an overall advertising strategy concerning what (6) ... is to be communicated. The choice how and where to advertise (newspapers and magazine ads, radio and television **commercials**, cinema ads, **posters on hoardings** (GB) or **billboards** (US), **point-of-purchase displays** in stores, mailings of **leaflets**, brochures or booklets, and so on), and in what proportions, is called a (7) ... The set of customers whose needs a company plans to satisfy, and therefore **to expose to** an advertisement are known as the (8) ... market.

The advertising of a particular product or service during a particular period of time is called an advertising (9)

Favorable **mentions** of a company's products or services, in any medium read, viewed or heard by a company's customers or potential customers, that are not paid for, are called (10)

- | | | |
|-----------------------|---------------------|-----------------------------|
| a. mouth-to-mouth | b. mouth-to-year | c. word-of-mouth |
| a. advertising agency | advertising company | c. public relations company |
| a. account | b. arrangement | c. deal |
| a. campaign | b. budget | c. effort |
| a. brief | b. dossier | c. message |
| a. facts | b. message | c. opinions |
| a. medium plan | b. medias plan | c. media plan |
| a. aimed | b. segmented | c. target |
| a. campaign | b. mix | c. plan |
| a. promotions | b. publicity | c. public relations |

Reading 2

PERSONAL SELLING

What do I do? I'm a salesman. Well, actually, because there are several women in our sales force, I guess I should say I'm a salesperson or a sales representative, or a sales rep for short. My job is to contact existing and prospective customers. Some salespeople are based in companies' offices, but I've always worked "in the field", traveling and visiting customers.

You know, sales reps are often the only person from company that customers ever see, so we're an **extremely** important channel of informa-

tion. Someone calculated a long time ago that the majority of new product ideas come from customers, **via** sales reps. So our tasks include **prospecting for** customers, communicating information to them about our company's products and services, helping the customers with possible technical problems, and gathering market research information. Since we have to be able to recognize customers' needs and problems, we often **collaborate** with engineers, particularly for technical problems, and with market researchers.

The **trouble** with personal selling is that it's the most expensive element in the marketing mix, so most firms only use it **sparingly**, often as a **complement** to advertising. Sales reps like me are more often necessary for **closing deals** than for providing initial information.

But these days we think about more than making a single deal. I mean, head office keep **reminding** us of "the marketing concept", and telling us not to think about making short-term sales but about solving customers' problems, bringing back information, achieving long-term sales, and maximizing profits. We have to know all about the company and its products, about the customers, and about competitors. Of course, we have also to know how to give an effective sales presentation!

In this company, each salesperson is **allocated** a particular territory in which to represent our entire range of products. This allows us to cultivate personal contacts, and means we don't have to travel too much. But I know other companies with highly diversified products or customers that prefer to have different sales reps for different products, or for different sets of customers.

Like most salesmen, I receive a fixed salary plus commission on the

quantity I sell. I'm also set a quarterly sales quota that I'm expected to meet, as part of the company's annual marketing plan.

7. Complete the following sentences to summarize the text above.

- (1) The job of a sales rep is
- (2) As sales reps are an important source of information new product ideas come
- (3) The main tasks of sales reps are
- (4) Most firms use personal selling carefully because it is
- (5) According to new marketing concept sales reps must think about
- (6) They also must be capable to give
- (7) To establish personal contacts and not to travel very much each sales rep represents
- (8) Companies with diversified products or customers have
- (9) Sales reps are usually paid

 **Reading 3**

8. Six reasons of price reduction are referred to in the following text.

Which are they?

- (1) ----- (3) ----- (5) -----
- (2) ----- (4) ----- (6) -----

SALES PROMOTIONS

Sales promotions such as free samples, price reductions, **redeemable coupons**, and competitions are short-term tactics designed to stimulate either earlier or stronger sales of a product. Free samples, for example, combining with extensive advertising, may **generate** the initial trials of a newly launched product. Price reductions or redeemable coupons can be used to

attract **price conscious brand-switchers** to try a mature brand, or **to reward** regular users for their brand loyalty and **to maintain** market share. But brand-switchers being brand-switchers, sales promotions are only likely to produce a short-term **response**, unless the brand has good qualities that non-brand users did not know about.

Apart from attracting new users, price cuts in supermarkets can be used **to counter** a promotion by a competitor, or to sell excessive inventories, while the company reduces production. Retailers rather than manufacturers, also often regularly reduce the prices of specific items as **loss leader**, which bring customers into the shop where they will also buy other goods. Manufacturers' sales promotions are generally **temporary**, lasting the average length of the purchasing cycle, because a product on offer too often **appears** to be **cheap** and therefore of low quality, which can seriously damage its brand image.

Sales promotions can also be used to encourage distributors and dealers to stock new items or larger volumes, or to encourage **off-season buying**. Companies can **aim** promotions **at** their own sales force, encouraging them to sell a new product or model, or to increase their activities in selling an existing one.

Sales promotions can also be used in the business market, by suppliers of **components** and **supplies**, for example. Yet industrial buyers are generally more interested in high quality and **reliable delivery**; unlike brand-switchers they tend not to be attracted by **occasional** price reductions.

9. Make a list of differences which distinguish common sales promotion from manufacturers' sales promotion.

Vocabulary focus

10. Match up the following collocations.

- | | |
|-----------------|-----------------------------|
| 1. to attract | a. a competitor's promotion |
| 2. to counter | b. a price reduction |
| 3. to maintain | c. a new product |
| 4. to offer | d. customers |
| 5. to stimulate | e. market share |
| 6. to try out | f. sales |

11. Match the terms on the left with the definitions on the right.

- | | |
|---------------------|---|
| 1. brand-switcher | a) a certificate offering consumers a price reduction on a particular product |
| 2. brand image | b) a consumer who shows no loyalty to a particular brand, but changes among competing products |
| 3. brand loyalty | c) a popular product sold with no profit, in order to attract customers to a store |
| 4. free sample | d) a small amount of a new product given to consumers to encourage them to try it |
| 5. industrial buyer | e) someone who purchases goods or services that will be used in the production or supply of other goods or services |
| 6. initial trial | f) strongly influenced by the price when buying goods or services |
| 7. loss leader | g) the average length of time between a consumer's repeat purchases of the same product |

8. price-conscious h) the commitment of consumers to a particular brand
9. purchasing cycle i) the first time a consumer buys a product to see what it's like
10. redeemable coupon j) the public's beliefs and perceptions about a particular product

12. Classify the following 28 terms into four groups, according to which of the four major communications or promotional tools they belong to.

annual reports		lobbying	
billboards or hoardings		mailing	
brochures or booklets		packaging	
catalogues		point-of-purchase displays	
commercials		posters	
community relations		price reductions	
company publications		print ads	
competitions and contests		sales presentations	
couponing		sales reps	
demonstrations		samples	
donations to charity		sponsorship	
free gifts		symbols and logos	
free trials		telemarketing	
leaflets		trade fairs and shows	

<i>Advertising</i> <i>(11)</i>	<i>Public Relations</i> <i>(6)</i>	<i>Sales Promotion</i> <i>(7)</i>	<i>Personal Selling</i> <i>(4)</i>
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 **Language focus**

We use the first conditional when we think the expected outcome of a situation is very likely.

*If we **increase** sales, we'll **make** a profit.*

*If we **delay**, we'll **be** too late.*

We use the second conditional when the outcome is less certain or is imaginary.

*If we **reduced** our costs, we'd **be** in a stronger position.*

*If we **increased** our spending, we'd **be** in serious financial difficulties.*

The third conditional is used to speculate about consequences of events that happened or began to happen in the past.

*If I **had known** the work was going to take so long, I **wouldn't have started** it before the weekend.*

*If there **hadn't been** a spelling mistake in the letter of credit, the order **would have** arrived on time*

13. Complete the sentences with 'll, 'd, won't, or wouldn't

- a. If I were you, I look for a more reliable supplier.
- b. I'm sure we ... get this contract unless we offer a lower price.
- c. We ... have to look for another supplier if you were able to dispatch immediately.
- d. If you can't deliver this week, we ...have to turn to another supplier.
- e. I think that if you offer them some concessions they ... do the same.
- f. If you didn't offer such good terms, we ... do business with you.
- g. What discount ... you offer us if we decided to spend 1 million with you?

- h. If we improved the payment terms, ... you consider buying from us?
- i. If we join an association of producers, we ... get a better price for our product.

14. Match these sentences halves.

- | | |
|--|--|
| i. If you hadn't improved your delivery terms, | a) ... we'd offer a 5% cash discount. |
| ii. If you gave us a discount of 10%, | b) ... we would have closed your account. |
| iii. If your payment is overdue, | c) ... we would place a firm order. |
| iv. If they had made a lower bid last month, | d) ... we would have accepted it immediately. |
| v. If I had foreseen the extent of the damage, | ... we would have found a new supplier. |
| vi. If you paid late, | f) ... we'll offer a 5% cash discount. |
| vii. If they pay within 30 days, | g) ... we would have checked all our insurance policies. |
| iii. If your payment had been overdue, | h) ... we'd have to close your account. |
| 9. If they bothered to pay promptly, | i) ... we'll have to close your account. |

 **Listening**

15. You will hear Jogishwar Singh explaining the promotional strategies for the trial launch of Fresh Fries, a fast food product that will be sold in vending machines.

Look at the phrases below. Which of these topics are mentioned in the interview?

- 1) free advertising on television
- 2) publicity in newspapers
- 3) publicity on television
- 4) giving away the fries for free for a trial period
- 5) letting vending-machine operators have a free trial
- 6) paid advertising
- 7) the colour of the machines
- 8) the fact that this is a novel product
- 9) the price of the product
- 10) the size and shape of the machines
- 11) the unique taste of the product
- 12) where the machines are situated

INTERVIEWER: How do you expect potential customers to become aware of Fresh Fries? Are they just going to walk down the street and see these machines?

J. SINGH : That is correct. You know the machines will be painted? As you can see from the picture, in very bright fast-food colours, which is red and yellow. I'm sure you have really to make an effort in order to miss such a machine if it is placed on the path around which you will be, and you know we will place many of them, even the test machines, we will put them in and around Piccadilly Circus, so I'm sure people will notice them.

INTERVIEWER: So the location is important?

J.SINGH : It is important, yes.

INTERVIEWER: Advertising and publicity would be really secondary, or

....

J.SINGH: Well, I wouldn't say it's secondary, but I think it is more important, you know, that once ... we are not really launching a media blitz until our test machines are out, and we have digested the lessons from the first series of 25 machines. Then, we've been talking to some television chains, you know, who are very much interested in the product, and they are, they have already confirmed to us that they are willing to make short programmes that they will broadcast on their business news. Now that is all free publicity for us, you know. We are counting on the novelty of the product to get us free time on television, and so that we can concentrate... We will also have paid advertising, but you know, according to our experts, the best advertising we can get is to get people to taste the fries, so we prefer to give these machine free for three months for trial, so you know, the operator gets them free for three months, and I think that is a much better advertising strategy.

INTERVIEWER: Absolutely. Your publicity strategy got me here. I saw you on the front page of a newspaper ...

J.SINGH: Which incidentally, I didn't tell the newspaper to put our picture.....

😊😊 Follow-up

16. Imagine that you are responsible for promoting one of the following:

- a new up-market health and fitness club
- a new brand of jeans, manufactured by a new (and therefore unknown) company
- a new, fashionable but inexpensive range of quartz watches
- potatoes, to be sold in supermarkets
- a new taxi company in your town

Decide exactly what your product is, what is special about it, and which tools you would use to promote it. Imagine that you have a generous budget, and are thus able to employ several different tactics.



Essential words and expressions

To aim at	➤ быть нацеленным, направленным на
To allocate	➤ распределять, выделять
Apart from	➤ кроме, сверх
To appear	➤ оказываться
To arouse	➤ вызывать
To attract	➤ привлекать
Awareness	➤ осведомлённость, информированность
A billboard	➤ доска для объявлений
A brief	➤ краткое изложение
Cheap	➤ дешёвый
To close a deal	➤ закрывать, ликвидировать сделку
To collaborate	➤ сотрудничать
A commercial	➤ рекламный ролик на радио или телевидении

Community relations program	➤ программа по налаживанию отношений с общиной (с местными жителями)
Complement	➤ дополнение
Components	➤ комплектующие изделия
Conventionally	➤ условно, обычно
To counter	➤ противодействовать, противостоять
(To) desire	➤ желать, желание
Delivery	➤ доставка
To draw attention to	➤ привлекать внимание к чему-либо
To expose to	➤ подвергать чему-либо
Extremely	➤ чрезвычайно
To generate	➤ вызывать, создавать, порождать
To hire	➤ нанимать
A hoarding	➤ рекламный щит
(To) impact	➤ влиять, влияние
Institutional advertising	➤ престижная реклама, рекламирование достоинств компании
A leaflet	➤ тонкая рекламная брошюра
Loss leader	➤ товар, продаваемый в убыток для привлечения покупателей
To maintain	➤ сохранять, поддерживать
Marketing communications mix	➤ комплекс средств по продвижению товаров на рынок
(To) mention	➤ упоминать, упоминание
To neglect	➤ пренебрегать
News stories	➤ реклама в печати, рекламный газетный материал
Notably	➤ особенно, исключительно, значительно
Occasional	➤ случайный, редкий
To occur	➤ иметь место, происходить

Off-season buying	➤ внесезонная покупка
Point-of-purchase display	➤ реклама на месте продажи
A poster	➤ постер, рекламный плакат
Price-conscious brand switchers	➤ покупатели, не приверженные одной торговой марке, а обращающие внимание на более низкие цены
To prospect for	➤ искать
Public relations	➤ престижная реклама, общественное мнение
Publicity	➤ реклама и пропаганда
Redeemable coupons	➤ купоны, подлежащие возмещению, погашению
Reliable	➤ надёжный
To rely on	➤ полагаться на
To remind	➤ напоминать
Response	➤ ответная реакция
To reward	➤ поощрить, вознаградить
To set up	➤ создать, организовать
Sales promotion	➤ стимулирование сбыта (реклама в местах продажи, бесплатные образцы товаров, рекламные призы, купоны и т.п.)
Sparingly	➤ экономно, бережливо, умеренно
A statement	➤ изложение, перечень, отчёт
To stock	➤ запасать, хранить
Supplies	➤ предметы материально-технического снабжения
A trouble	➤ проблема
Unlike	➤ в отличие от
Via	➤ через

UNIT IX
CAREERS IN MARKETING

Preview

1. Discuss the following questions.

1. What do you think makes a good marketing manager?
2. What four of the following qualities do you think are the most important?
 - a) *being decisive: able to make quick decisions*
 - b) *being efficient: doing things quickly, not leaving tasks unfinished, having a tidy desk, and so on*
 - c) *being friendly and sociable*
 - d) *being able to communicate with people*
 - e) *being logical, rational and analytical*
 - f) *being able to motivate and inspire and lead people*
 - g) *being competent: knowing one's job perfectly, as well as the work of one's subordinates*
 - h) *being persuasive: able to convince people to do things*
 - i) *having good ideas*
 - j) *being highly educated and knowing a lot about the world*
 - k) *being prepared to work 50 to 60 hours a week*
 - l) *wanting to make a lot of money*
3. Which of these qualities can be acquired? Which must you be born with?
4. What kind of marketing area would you like to be engaged in?
5. What are your career expectations?

Vocabulary focus

2. Which of these words would you use to describe yourself in a work or study situation? Add any other useful words.

<i>motivated</i>	<i>confident</i>	<i>reliable</i>	<i>proud</i>
<i>dedicated</i>	<i>loyal</i>	<i>determined</i>	<i>charismatic</i>
<i>honest</i>	<i>adaptable</i>	<i>resourceful</i>	<i>meticulous</i>

3. Insert the following words in the gaps in the text below.

<i>applicant</i>	<i>job description</i>	<i>employment agencies</i>
<i>CV or resume</i>	<i>application form</i>	<i>references</i>
<i>interview</i>	<i>job vacancies</i>	<i>candidate</i>
<i>application</i>	<i>apply</i>	<i>short-listed</i>

Many people looking for work read the (1) ... advertised by companies and (2) ...in newspapers or on the internet. To reply to an advertisement is to (3) ... for a job. You become a (4) ... or an (5) You write an (6) ..., or fill in the company's (7) ... and send it, along with your (8) ... and a covering letter. You often have to give the names of two people who are prepared to write (9) ...for you. If your qualifications and abilities match the (10) ... , you might be (11) ... , i.e. selected to attend an (12)

Reading 1

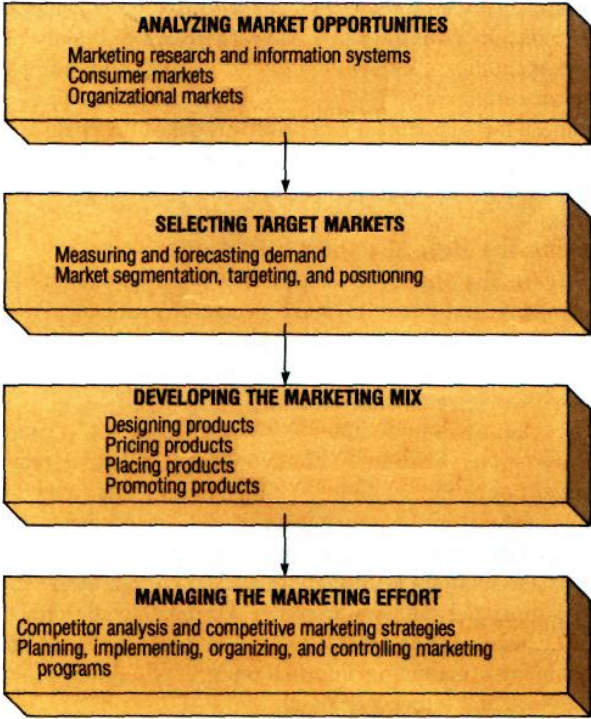
4. Read the text and tell what common qualities and skills are required to occupy the positions mentioned in the text.

CAREERS IN MARKETING

Marketing is the cutting edge of every business, the point of contact

between the firm and its customers. Without a product that meets customers' needs at a price that they are willing to pay, and without the skill to bring the product to customers' attention and persuade them to buy it, no business can survive.

Marketing management's job is to field effective marketing programs which will give the company a strong competitive advantage in its target markets. This involves four key marketing management functions – analysis, planning, implementation, and control.



Marketing analysis and planning involve examining the company's markets and marketing environment to find attractive opportunities, then deciding on marketing strategies that will help the company attain its overall strategic objective. Good marketing analysis and planning are only a start toward successful company performance – the marketing plans must

also be implemented well. Designing good marketing strategies is often easier than putting them in action.

People at all levels of the marketing system must work together to implement marketing strategies and plans. People in marketing must work closely with people in finance, purchasing, manufacturing, and other company departments. And many outside people and organizations must help with implementation – suppliers, sellers, advertising agencies, research firms, advertising media.

The company needs control procedures to make sure that its objectives will be achieved. Companies want to make sure that they are achieving the sales, the profits, and other goals set in their annual plans. This involves measuring ongoing market performance, determining the causes of any serious gaps in performance, and determining the best corrective action to close the gaps. Corrective action may call for improving the ways in which the plan is being implemented, or may even require changing the goals. Young people often find themselves attracted to marketing as a career because of the creative challenge it poses. The field is so diverse, however, that selecting a specific career goal presents a dilemma. Marketing is now being used not only for products, but also for services, and not only by for-profit companies, but also by nonprofit and government organizations.

Since career goals represent long-term planning emphasis will be made on those positions that can lead to the executive **suite**. The percentage of CEOs from marketing is higher than that of any other group. As competition heats up, companies tend to turn to marketers for leadership.

There are different types of marketing positions to suit a variety of skills and preferences. The typical marketing positions are brand and prod-

uct manager, advertising manager, sales promotion manager, public relations manager, physical distribution manager, store manager, market research manager and retail buyer, etc.



Those who want to make a career in marketing must learn a wide range of skills. These include skills in communicating and making presentations, listening, managing time, persuading, and following up on commitments.

Graduate degree is required for many specialized positions. University study should emphasize statistics, oral and written communication, psychology, sociology, and economics, behavioral sciences as well as general business and marketing courses. A strong background in computers is helpful as well.

The broader role of marketing includes business-to-business, international, service, and non-for-profit marketing in both the manufacturing and distribution sectors. It also recognizes the social responsibilities of the marketing firm to ensure product safety, product quality, and adequate environmental protection.

5. Answer the following questions:

- 1) What department do you study at?
- 2) What subjects relating to your future career do you study?
- 3) Have you had any experience in sales or in other marketing area before entering this department?
- 4) Why the percentage of CEO from marketing is higher than that of any other group?
- 5) Do you think the University degree is necessary for working in all marketing areas and for all marketing positions?
- 6) What are the main functions of marketing managers?
- 7) What skills are the most important for work in marketing area?
- 8) Why do companies need control procedures?
- 9) What do they include?
- 10) What social responsibilities must marketing people bear?

 **Reading 2**

6. The extracts below describe 8 marketing positions. Read the extracts and match each position to the job title.

Advertising account executive

Sales promotion manager

Retail buyer

Public relations manager

Brand and product manager

Market research manager

Physical distribution manager

Store (retailing) manager

1. These marketing people plan, direct, and control business and marketing efforts for their products. They are concerned with research and development, packaging, manufacturing, sales and distribution, advertising, promotion, market research, and business analysis and forecasting.

2. These managers are the interface between the agency and the client. They have to interpret the clients' objectives to the agency's creative group and sell the creative group's strategy for meeting those objectives to the client. Once a campaign has been agreed upon, these managers must coordinate the actions of the media and the production people to implement it.
3. This manager is someone who is engaged in developing and executing short-term incentives such as sweepstakes, coupons, and premiums to augment the other promotional efforts of the firm. He or she will interface with clients so as to communicate the promotion to the purchaser. This position is usually found in the area of consumer products.
4. These managers deal with the company's image rather than with its products. They may handle press, community, or consumer relations, political campaigning, interest-group representation, or fund raising. In addition to telling their employer's story, these managers must understand the attitudes and concerns of customers, employees, and various other "publics" with which their organization comes into contact. They also arrange and conduct programs in which company officials come into direct contact with the public, such as speeches and press interviews. Perhaps their most important role is to overcome any negative publicity that may accrue to the company.
5. These marketing people manage both people and resources. The responsibilities include determining the number, location, and type of warehouses necessary, the method of inventory management, and the appropriate transportation and order-processing methods, as well as interacting with all of the other functions to make sure that they are coordinated with physical distribution.

6. One of the prime responsibilities of this manager is in the personnel area, making sure the company has adequate numbers of people, properly trained, and that the labor costs are in line. The performance of this manager is measured by the profit contribution that the store makes, and the labor is the cost that the manager has the most control over. He or she must also be sure that the store has the proper amount of inventory and that it is displayed properly.

7. These marketing people study the wants and needs of the buying public. They plan, design, and implement surveys and test marketing campaigns. They are called upon when problems arise. After studying the situation, they might recommend more advertising, redesign of the product, or concentration on other markets where consumers are more inclined to buy the firm's product.

8. These marketing people seek goods that will satisfy their store's customers and can be sold at a profit. They learn about available goods from trade shows, in manufacturers' showrooms, and from wholesale and manufacturers' sales workers. They must be skilled at assessing the retail price at which their store will be able to sell the goods they buy. They must know the needs of their customers and must be good judges of quality and style.

15. After reading about different positions in marketing do you think you have the right skills and qualities to be a marketing manager? Can you tell what marketing area mostly appeals to you? And why?

Listening

8. *You will hear part of an interview with Steve Moody, the manager of the Marks&Spenser store in Cambridge, England. What do you know about Marks&Spenser? What do they sell?*

Listen to the first part of the recording, in which Steve Moody describes the role and responsibilities of a store manager. Which of the following tasks is he responsible for?

- | | |
|--|---|
| <input type="radio"/> designing the store and its layout | <input type="radio"/> running 40 out of 280 stores |
| <input type="radio"/> displaying the merchandise | <input type="radio"/> motivating staff |
| <input type="radio"/> employing the sales staff | <input type="radio"/> organizing the day-to-day logistics |
| <input type="radio"/> ensuring the safety of staff and customers | <input type="radio"/> pricing the merchandise |
| <input type="radio"/> establishing the company's principles | <input type="radio"/> maintaining a pleasant working environment |
| <input type="radio"/> getting commitment from the staff | <input type="radio"/> electing merchandise |
| <input type="radio"/> increasing profits | <input type="radio"/> supervising the day-to-day running of the store |
| | <input type="radio"/> training staff |

Steve Moody: So, as a store manager in Cambridge, which is probably the fortieth largest of the 280 stores we have got, I am responsible for the day-to-day running of the store. All the product is delivered to me in presde-

cribed quantities, and obviously I'm responsible for displaying that merchandise to its best advantages, obviously I'm responsible for employing the staff to actually sell that merchandise, and organizing the day-to-day logistics of the operation. Much more running stores is about the day-to-day operation, and ensuring that that's safe, and obviously because of the two hundred people that we would normally have working here it's ensuring that they are well trained, that they are well motivated, and that the environment they work in is a pleasant one, that they are treated with respect, and that they are committed to the company's principles.

Listen to the second part of the recording, and answer these questions.

1. Why are Marks&Spencer's store managers limited in giving accountability to their staff and delegating responsibilities?
2. What do they concentrate instead?

Interviewer: How much freedom do those people have within their jobs to make decisions themselves? How much delegation is there of responsibility down the chain?

Steve Moody: We would, as a business, like to encourage as much responsibility and delegation as possible. Of course that does depend on the abilities of the individuals, the environment in which you're working, and the time of year. With 282 stores we have a corporate appearance in the United Kingdom's high streets. It is quite important that when customers come intoMarks&Spencer's Cambridge they get the same appearance and type of looking store and the same level of service that they would expect if theywent into Marks&Spencer's Edinburgh in Scotland,

for example, and it's very important that we have a corporate statement that customers understand. So, there are obviously parameters and disciplines that, you know, not only the staff but supervision and management would follow. Within that, in terms of development and training, training is obviously an investment for all staff. If staff are trained to do their job well and they understand it, they will feel confident in what they're doing, that in turn will give a better service to the customers, obviously from Marks & Spencer's point of view it could well lead to increased sales.

Reading 3

9. Here is some advice to follow before, during and after your interviews. Read these advice and highlight the most important of them from your point of view.

Before the interview

1. Interviewers have extremely diverse styles – the tough probing why, why, why style; the interrogation style of question after question; let's-get-to-know-each-other style, and many others. Be ready for anything.
2. Practice being interviewed with a friend and ask for a critique.
3. Prepare to ask at least five good questions that are not readily answered in the company literature.
4. Anticipate possible interview questions and prepare good answers ahead of time.
5. Avoid back-to-back interviews – they can be exhausting.
6. Dress conservatively and tastefully for the interview. Be neat and clean.

7. Arrive about ten minutes early to collect your thoughts before the interview. Check your name on the interview schedule, noting the name of the interviewer and the room number.
8. Review the major points you intend to cover.

During the interview

1. Give a firm handshake when greeting the interviewer. Introduce yourself using the same form the interviewer uses. Make a good initial impression.
2. Retain your poise. Relax. Smile occasionally. Be enthusiastic throughout the interview.
3. Good eye contact, good posture, and distinct speech are musts. Don't clasp your hands or fiddle with jewelry, hair, or clothing. Sit comfortably in your chair. Do not smoke if asked.
4. Have extra copies of your resume with you.
5. Have your story down pat. Present your selling points. Answer questions directly. Avoid one-word answers but don't be wordy.
6. Most times, let the interviewer take the initiative, but don't be passive. Find good opportunities to direct the conversation to things you want the interviewer to hear.
7. To end on a high note, the latter part of the interview is the best time to make your most important point or to ask pertinent questions.
8. Don't be afraid to "close." You might say, "I'm very interested in the position and I have enjoyed the interview."
9. Obtain the interviewer's business card or address and phone number so that you can follow up later.

After the interview

1. After leaving the interview, record the key points that arose. Be sure to record who is to follow up on the interview, and when a decision can be expected.
2. Objectively analyze the interview with regard to questions asked, answers given, your overall interview presentation, and the interviewer's response to specific points.
3. Send a thank-you letter mentioning any additional items pertinent to your application and your willingness to supply further information.
4. If you do not hear within the time specified, write or call the interviewer to determine your status.

☺ Speaking 1

10. It would be wise to think of all possible questions asked during the job interview and prepare your answers beforehand. The questions given below will give you an idea of what the interviewers usually want to find out. Put the questions in the order you would ask them if you were an interviewer and then answer them.

1. Why did you leave your last job?
2. Tell me about your family.
3. What things about this job do you think would be difficult for you?
4. Do you have any experience in this type of work?
5. What do you like doing in your spare time?
6. Why have you applied for this kind of job?
7. Why do you think you can handle this job? (Why should we consider you for this position?)

8. What are your future career plans?
9. How well did you get on with your previous bosses?
10. What hours are you available for work?
11. Are you energetic?
12. Why would you like to work for this company?
13. What are your personal strengths?
14. Are you looking for a temporary or a permanent job?
15. Tell me about your experience.
16. What salary do you expect?
17. Have you had any serious illness or injury?
18. Do you prefer to work with others or by yourself?
19. What hobbies do you have?
20. Are you willing to work anywhere your company sends you?
21. Are you willing to work overtime?
22. What are your personal weaknesses?
23. What do you expect to get from this firm?
24. What would you make happy with this job?
25. Do you consider yourself to be a leader or a follower?

11. Job Interview.

Student A is going to be interviewed for the job for some marketing manager. Explain your motives for applying for this position. Make a list of your good points and be prepared to sell yourself at the interview. Think of the questions the interviewer will ask you and questions you will want to ask the interviewer.

Student B is an interviewer. Prepare the list of questions to ask the interviewee. Give him marks out of ten in each of the four areas.

Skills -----

Experience -----

Personality -----

Expectations -----

Writing 1

12. Study the following Curriculum vitae and then write your own CV.

Curriculum vitae	
YOUR NAME	
Your address	Your phone number Your e-mail address Your date of birth e.g. <i>11 January 1980</i>
OBJECTIVE: e.g. <i>A job in international marketing; A traineeship in trading; Marketing assistant; Account manager; Financial analyst.</i>	
WORK EXPERIENCE or PROFESSIONAL EXPERIENCE: Give dates (months or years) and name the employer(s). Put the most recent first. Be specific about your duties if they have any relevance to a business career, e.g. <i>Summer 2002, Office Assistant, Book Antiqua Ltd, New Jersey.</i> <i>The job involved file maintenance, data entry, word processing, proof-reading, customer service, and other clerical and administrative tasks.</i>	
EDUCATION or QUALIFICATIONS: List this in reverse order, e.g.	

2008-2009 Master's Degree in International management, Bigtown University, Bigtown (expected date of completion July 2002)

2005-2008 Degree in Business Administration, majoring in Finance/ Marketing, etc. (sometimes called a Bachelor's Degree)

An English translation of your institution might be Faculty or School of Business Administration and Economics.

Between 14 and 18 or 19 years old you probably attended what is translated as a High School or a Secondary School, where you probably obtained the equivalent of a High School Certificate. Your primary education is probably not important.

COMPUTER SKILLS: e.g.

Working knowledge of Microsoft Office, Word, Excel, Powerpoint, and internet software.

LANGUAGES: e.g.

French (mother tongue), good knowledge of German and English, elementary knowledge of Spanish. (Not 'knowledges' with "s")

Or: Fluent in Spanish and English, some knowledge of French and Italian.

HOBIES AND INTERESTS: e.g.

Underwater skiing, synchronized sewing, deep-sea football, long-distance cooking, cross-country swimming ...

It is preferable to list hobbies that demonstrate qualities that are relevant to the job you are seeking.

REFERENCES [OR TESTIMONIALS (US)]:

The names and addresses and (phone numbers, fax numbers, or e-mail addresses) of two referees are often required.

☺ Speaking 2

13. Look at this job ad: what would be its attractions – what might be its drawbacks?

ACME Atlantic are a well-known and respected trading company. We handle imports directly from manufacturers in 35 different countries, often to our own specifications, and currently export to 46 different countries worldwide.

We are looking for enthusiastic people to work in our office in Bermuda on temporary 3-, 6- and 9-month contracts. Applicants must be able to speak and write at least one foreign language fluently and can be nationals of any country.

Experience in import/export will be an advantage, but as special training will be available this is not essential. The main requirements are a willingness to work as a member of a team, to cope with pressure, to use the telephone in a foreign language and in English and to be prepared occasionally to work long hours when necessary.

There are several posts available and long-term prospects are good, though initially all successful applicants will be contracted for a maximum of 9 months.

The salary we will offer is excellent. We will pay for your

return air fare and provide adequate accommodation at a nominal rate

Please apply in your own handwriting, enclosing your resume, to Charles Fox, European Sales Office, ACME Atlantic Ltd., 45 Pentonville Road, London EC2 4AC.

14. In most parts of the world while applying for a job, it's common to submit a typed CV or resume. This usually accompanies a letter of application, which in some countries is expected to be handwritten. The letter should present the following information:

- * the job you are applying for and how you found out about it;
- * your reasons for believing you would be a good person for the job or company;
- * when and how you will follow up (for example, early next week, by telephone);
- * the fact you are enclosing your resume, which indicates where you can be reached.

Look at this application letter from the applicant for the job. In what ways does Aurthur Dent seem suitable (unsuitable) for the job?

Dear Mr. Fox,

Work in Bermuda

I noticed with interest your advertisement in today's Daly Planet.

You will see from enclosed CV that I have three years ex-

perience in marketing. My responsibilities have included all types of administrative work, product development, arranging and attending presentations, working with clients and solving problems that arise.

Although I have an excellent relationship with my present employers, I feel that my prospects with them are limited and that there would be more scope for my talents with a larger, more dynamic company.

If you consider my qualifications and experience are suitable, I should be available for interview at any time.

Yours sincerely,

DENT

Authur Dent

Writing 2

15. Imagine that you want to apply for the job. Draft an application letter, following these guidelines:

1. Introduce yourself: name, age, nationality, etc.
2. State where you are available.
3. Describe your relevant experience – or justify your lack of experience.
4. Describe your skills in your own language, English or other languages.
5. Describe how you meet the requirements of the job.
6. Say when you're available for interview.

USEFUL LANGUAGE

I would like to apply for the position of in your company.

I am sure my experience in would make a direct contribution to

Since my present position offers little prospect for advancement (personal development) I would prefer to be employed in an expanding (innovative, large) organization such as yours.

If my background and qualifications are of interest to you, please telephone me at

Your company would have a great deal to gain from employing me.

I am absolutely convinced that this makes me suitable for position in international marketing (market research).

My four years of sales manager experience have given me a background that would seem ideal for the position opening of sales manager in your firm.



Essential words and expressions

An account	➤	клиент рекламного агентства
Account executive	➤	руководитель рабочей группы клиента
Advertising account executive	➤	менеджер по работе с клиентами рекламного агентства
To accrue	➤	увеличиваться, накапливаться, нарастать (о процентах)
to assess	➤	оценивать
To augment	➤	увеличивать, прибавлять
To be in line	➤	в соответствии, укладываться в бюджет

Brand and product manager	➤	руководитель, ответственный за конструирование, производство и реализацию изделия
To call upon	➤	обращаться, призывать, востребовать
A copywriter	➤	составитель текстов рекламных объявлений
Executive suite	➤	команда руководителей
To field	➤	внедрять, обрабатывать
To follow up on commitment	➤	добиваться обязательств со стороны клиентов
Fund raising	➤	получение денег
To handle	➤	иметь дело с, договориться, управлять, регулировать, обслуживать
To interface	➤	взаимодействовать
A judge	➤	эксперт
Gap	➤	дефицит, нехватка, разрыв, расхождение
Manufacturer's sales worker	➤	работник сбыта предприятия
Meticulous	➤	мелочный, дотошный
To overcome	➤	преодолеть
A physical distribution manager	➤	ответственный за распространение товара
To pose	➤	ставить (вопрос, задачу), предлагать
Profit contribution	➤	отчисление прибыли
A purchasing agent	➤	работник отдела снабжения
A retail buyer	➤	розничный закупщик

A retail sales worker	➤	работник розничной торговли
A sales promotion manager	➤	руководитель отдела сбыта и рекламы
Script	➤	текст рекламы
Sweepstakes	➤	лотерея
A wholesales sales worker	➤	работник оптовой торговли

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