

致用 · 专业英语系列教材

市场营销 专业英语

第2版

*Professional English for
Marketing*

中南财经政法大学 沈钺 刘晓峰 编著

中国风



机械工业出版社
China Machine Press

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本书共由 13 个专题组成: 营销管理, 消费者行为, 营销环境, 营销调研, 营销战略和关系营销, 市场营销组合 1: 产品策略, 市场营销组合 2: 价格, 市场营销组合 3: 渠道, 整合营销传播、品牌管理、全球营销、网络营销和服务营销, 涵盖了市场营销专业的主干课程, 每个专题所用的参考资料都是国内外尤其是国外该领域最经典的教材和专著, 内容新颖, 编排合理, 适合研究生、本科生、大专等各层次市场营销专业英语的学习。

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PROFESSIONAL
ENGLISH FOR
MARKETING

推荐序

自教育部《关于加强高等学校本科教学工作 提高教学质量的若干意见》的通知出台以后,双语教学已经从一类重点院校和理工专业向外拓展。国内各种类型、各个级别的关于双语教学的研讨会更是风助火势,对双语教学的推广起到了极大的推动作用。

在这一背景下,“市场营销学”课程双语教学的发展随之方兴未艾,但其中也存在一些问题,教材的选用即是其一。当前,“市场营销学”的双语教材主要有三种类型:直接选用国外原版教材、选编原版教材部分章节和自编英语讲义。这三种形式在实际应用中都有一些问题,比如,国外原版教材篇幅太大,不适合国内教学安排与学时安排,且价格不菲,很难做到学生人手一册;选编原版教材部分章节又有不够系统、不够全面的问题;自编讲义则由于印刷条件有限,图文不够清晰,同时内容也受到教师个人专长范围的限制。为了解决这些问题,机械工业出版社华章公司请在高校长期从事“市场营销学”教学和科研的教师,编写了这本“市场营销学”的双语教材。

本教材由沈铨女士和刘晓峰先生编著,他们都是国家级精品课程“市场营销学”的主讲人,在中南财经政法大学从事多年的“市场营销学”教学和科研;英语基础良好,长期在加拿大、澳大利亚和中国香港居住和访学,熟悉市场营销学领域的国际最新进展。具体来说,两位编者拥有丰富的基础教学和双语教学经验,早于2001年即率先在中南财经政法大学开设市场营销学的双语教学。此外,沈铨女士还具有良好的科研基础,主编《全球营销学》和《品牌管理》两部优秀教材,参编《市场营销学》等多部教材,并有专著一部,在重点专业核心期刊上公开发表学术论文近20篇。

本书的内容全面,涵盖了包括消费者行为学、整合营销传播、营销调研、服务营销和网络营销等方面的内容。其中每个专题首先由一个案例引出;正文则系统地介绍了该主题;其后的核心词汇和知识扩展主要以中文写作,便于读者更深入系统地掌握该主题内容。

作为一门基础教材,本书既反映了本学科的基础理论和基本概念,又反映了学科最新的学术成就和发展方向,适用于经管、理工、医农和师范等各专业“市场营销学”这一基础课程的教学。

万后芬

中南财经政法大学教授、博导

国家精品课程《市场营销学》主持人

“国内市场国际化、国际市场国内化”这一趋势在中国越来越明显。我国经济正快速与国际市场接轨,逐步融入全球经济,因而加入全球生产链和流通链是我国企业与贸易公司生存及发展的必然选择;同时国际企业也早已大量进入中国市场。在这一背景下,从事营销的人员不仅要熟练掌握市场营销的基本理论、基本概念和基本方法,还要大力提高其市场营销专业英语水平,以应对全球化的挑战。为此,我们编写了这本《市场营销专业英语》教材,它适用于研究生、本科生、大专等各层次市场营销专业英语的教学,也适用于其他市场营销课程的双语教学。此外,本书也适用于实践,如用于从事涉外经济的实践人员自学,以及用于准备各种英语面试包括硕士面试和求职面试。

本书由13个专题组成:营销管理、消费者行为、营销环境、营销调研、营销战略和关系营销、市场营销组合1:产品策略、市场营销组合2:价格、市场营销组合3:渠道、整合营销传播、品牌管理、全球营销、网络营销和服务营销。其中每个专题又由案例、正文、核心词汇和知识扩展等四个部分组成。

本书主要具有以下三大突出优点:第一,内容全面,不仅仅覆盖市场营销这一门课程的内容,而是覆盖了整个市场营销的主干专业课程的内容,因而有利于读者全面掌握营销领域的专业英语知识;其次,本书各专题安排新颖,所用参考资料来源于国外的经典教材和专著,既便于课堂讲授,也可用于读者自学;最后,本书的编者沈铨女士是“市场营销学”国家精品课程的主讲人之一,并且长期在加拿大居住访学,精通市场营销的教学和科研。

本书由沈铨女士和刘晓峰先生负责全书的构思和编写。本书的编写得到了机械出版社华章公司的大力支持,在此书的再版过程中,本书编辑张有利先生提出了许多建设性的意见。本书在编写过程中,借鉴了许多国内外专家学者的观点,参考了许多论文、专著和网站资料,在此一并向他们表示感谢。由于水平和时间的关系,本书难免有疏漏和错误之处,敬请同行和读者批评指正。

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Marketing Management

营销管理



案例

Case

The Wharton School

Business Week ranked the Wharton MBA program first in the United States for the third time.

This rating can be traced to the entrepreneurial marketing thinking and positioning insight of Professor Jerry Wind, a colleague in the Marketing Department of the Wharton School. Jerry headed the faculty-student-alumni-administration committee that developed the new Wharton curriculum in the early 1990s. When the faculty adopted the innovative new curriculum, Jerry was the person who did most of the public relations interviews following the approval.

In every interview Jerry repeated four key phrases over and over. Wharton will train managers who are global, cross-functional, good leaders, and leveraged by technology. These benefits were designed into the new curriculum because the school's research showed them to be very valuable to Wharton's various constituencies and not perceived as delivered by the other premier business schools. All of the other Wharton administrators who spoke to the press took their cue from Jerry and also emphasized those four attributes over and over. Because these all were fairly new concepts for business schools to adopt and because Wharton was the first major business school to overhaul its curriculum, all the major business media picked up the story and gave it emphasis. Most of the target

segments that Wharton wanted to influence changed their perception of Wharton's position because of this media blitz.

There was a perceptual vacuum on most of those attributes that Wharton was able to fill. Once a perception has been lodged in someone's mind, it is not easily changed. Thus, in the competition among business schools, it has been very difficult for a major business school to capture from Wharton the public's perception of distinctiveness on any of those four dimensions.

There was a lot more to the new curriculum than the four phrases that were emphasized. However, because Jerry is a positioning expert, he knew that the target markets would be able to perceive only a limited number of differentiating attributes. The market research done by Jerry's committee helped them to decide the four most important new differentiating attributes to stress. If the school had tried to publicize all of the new attributes of the new curriculum, the message would have been diluted and the school would not have been able to reach its preeminent perceptual position with its target markets.

Again for perspective, 53 percent of the Inc. 500 CEOs did many positioning studies, but only 26 percent of the non Inc. 500 did them. One of the reasons behind the Inc. 500 success could be their positioning.

正文 Text

1.1 What is Marketing

1.1.1 Marketing Defined

Many people, including some of you, have a misconception about what marketing is all about, and we know some of the misconception. But marketing is not a new ad campaign of this month's promotion at the local shopping center. It is not simply selling things and taking the customers' money; nor is it an attempt to fool the customer. Marketing's ultimate assignment is to (1) discover and (2) satisfy customers' real needs. The American Marketing Association, representing marketing professionals in the United States and Canada, states that "marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives." This definition shows marketing to be a far broader concept than many people think. It also stresses the importance of beneficial exchanges that satisfy the objectives of both those who buy and those who sell ideas, goods, and services—whether they be individuals or organizations.

1. Exchange and Customer Value

The exchange, or the trading of things of value between buyer and seller so that each is better off than before, is central to marketing. The fact that successful firms gain loyal customers by providing value is not a new concept. But what is new to marketing is the attempt firms are now making to better understand how customers perceive value in their specific environment. The notion of customer value is the critical marketing issue and is discussed at the end of this chapter.

2. The Diverse Factors Influencing Marketing Activities

Although an organization's marketing activity focuses on assessing and satisfying consumer needs, countless other people, groups, and forces interact to shape it (Figure 1-1). Foremost is the organization itself, whose mission determines what business it is in and what objectives it seeks. Within the organization, top management is responsible for achieving these objectives. The marketing department works closely with other departments and employees to help provide the customer-satisfying products required for the organization to survive and prosper.

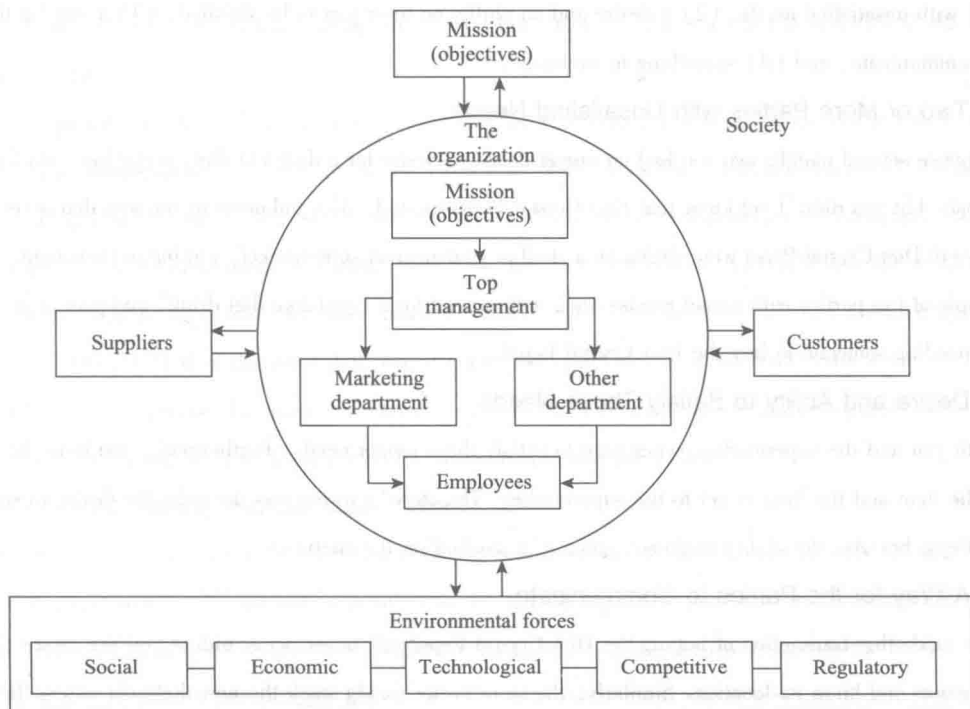


Figure 1-1 An organization's marketing department relates to many people, groups, and forces

Source: Eric N. Berkowitz, Frederick G. Crane, "marketing", Times Mirror Professional Publishing Ltd.,

Figure 1-1 also shows the key people, groups, and forces outside the organization that influence marketing activities. In addition to the customers, two groups with an important stake in the organization's success are its shareholders and its suppliers. Environmental forces, such as social, technological, economic, competitive, and regulatory factors, also shape an organization's marketing activities.

Finally, an organization's marketing decisions are affected by and in turn often have an important impact on society as a whole.

The organization must strike a continual balance among these individuals and groups, whose objectives sometimes conflict. For example, it is not possible to simultaneously provide the lowest-priced and highest-quality products to customers and pay the highest prices to suppliers, highest wages to employees, and maximum dividends to shareholders.

1.1.2 Requirements for Marketing to Occur

For marketing to occur, at least four factors are required: (1) two or more parties (individuals or organizations) with unsatisfied needs, (2) a desire and an ability on their part to be satisfied, (3) a way for the parties to communicate, and (4) something to exchange.

1. Two or More Parties with Unsatisfied Needs

Suppose several months ago you had an unmet need—a desire for a different diet, sugar-free cola that take like Pepsi—but you didn't yet know that Diet Crystal Pepsi existed. Also unknown to you was that several dozen bottles of Diet Crystal Pepsi were sitting on a shelf at your nearest supermarket, waiting to be bought. This is an example of two parties with unmet needs: you, with a need for a Pepsi-like diet drink, and your supermarket owner, needing someone to buy the Diet Crystal Pepsi.

2. Desire and Ability to Satisfy These Needs

Both you and the supermarket owner want to satisfy these unmet needs. Furthermore, you have the money to buy the item and the item to get to the supermarket. The store's owner has not only the desire to sell Diet Crystal Pepsi but also the ability to do so, since it's stocked on the shelves.

3. A Way for the Parties to Communicate

The marketing transaction of buying the Diet Crystal Pepsi will never occur unless you are aware that the product exists and know its location. Similarly, the store owner won't stock the new diet cola unless there's a market of potential consumers near the supermarket who are likely to buy. When you see your supermarket's newspaper ad for Diet Crystal Pepsi at half price, this communication barrier between you (the buyer) and your supermarket (the seller) is overcome.

4. Something to Exchange

Marketing occurs when the transaction takes place and both the buyer and seller exchange your money for the supermarket's Diet Crystal Pepsi. Both of you have gained something and also given up something, but you are both better off because you have each satisfied your unmet needs. You have the opportunity to drink Diet Crystal Pepsi, but you gave up some money; the store gave up the Diet Crystal Pepsi but received money, which enables it to remain in business. This exchange process is central to marketing.

1.2 How Marketing Discovers and Satisfies Consumer Needs

The importance of discovering consumer needs and satisfying them is so critical to understanding marketing that we look at each other of these two steps in detail below.

1.2.1 Discover Consumer Needs

The first objective in marketing is discovering the needs of prospective consumers. Sound simple? Well, it's not. In the abstract, discovering needs looks easy, but when you get down to the specifics of marketing, problems crop up.

It's frequently very difficult to get a precise reading on what consumers want and need when they are confronted with revolutionary ideas for new products. Right after World War Two, IBM asked a prestigious management consulting firm to estimate the total future market for all electronic computers for all business, scientific, engineering, and government uses. The answer was less than 10! Fortunately, key IBM executives disagreed, so IBM started building electronic computers anyway. Where would IBM be today if it had assumed the market estimate was correct? Most of the firms that bought computers five years after the market study had not actually recognized they were prospective buyers because they had no understanding of what computers could do for them—they didn't recognize their own need for faster information processing.

1. Consumer Needs and Consumer Wants

Should marketing try to satisfy consumer needs or consumer wants? The answer is both! Heated debates rage over this question, and a person's position in the debate usually depends on the definitions needs and wants and the amount of freedom given to prospective customers to make their own buying decisions.

A need occurs when a person feels physiologically deprived of basic necessities like food, clothing, and shelter. A want is a felt need that is shaped by a person's knowledge, culture, and personality. So if you feel hungry, you have developed a basic need and desire to eat something. Let's say you then want to eat an apple or a candy bar because, based on your past experience and personality, you know these will satisfy your hunger

need. Effective marketing, in the form of creating an awareness of good products at convenience locations, can clearly shape a person's wants. Diet Crystal Pepsi is an example.

An issue is whether marketing persuades prospective customers to buy the "wrong" things—say, a "bad" candy bar rather than a "good" apple—to satisfy hunger pangs. Certainly, marketing tries to influence what we buy. A question then arises: at what point do we want government and society to step in to protect consumers? Most people would say they want government to protect them from harmful drugs and unsafe cars, but not from candy bars and soft drinks. The issue is not clear-cut, which is why legal and social issues are central to marketing. Because even psychologists and economists still debate the exact meanings of need and want, we shall avoid the semantic arguments and use the terms interchangeably in the rest of the book.

Discovering needs involves looking carefully at prospective customers, whether they are children buying M&M's candy, college students buying Rollerblade in-line skates, or firms buying Xerox photocopying machines. A principal activity of a firm's marketing department is to study industry trends, to examine competitors' products, and even to analyze the needs of an industrial customer's customers.

2. What a Market Is

Potential consumers make up a market, which is (1) people (2) with the desire and (3) with the ability to buy a specific product. All markets ultimately are people. Even when we say a firm bought a Xerox copier, we mean one or several people in the firm decided to buy it. People who are aware of their unmet needs may have the desire to buy the product, but that alone isn't sufficient. People must also have the ability to buy, such as the authority, time, and money. As we saw earlier in the definition of marketing, people may buy, or accept, more than just goods or services. For example, they may buy an idea that results in an action, such as having their blood pressure checked annually or turning down their thermostat to save energy.

1.2.2 Satisfying Consumer Needs

Marketing doesn't stop with the ideas obtained from discovering consumer needs. Since the organization obviously can't satisfy all consumer needs, it must concentrate its efforts on certain needs of a specific group of potential consumers toward which an organization directs its marketing efforts.

1. The Four Ps: Controllable Marketing Mix Factors

Having selected the target market consumers, the firm must take steps to satisfy their needs. Someone in the organization's marketing department, often the marketing manager, must take action and develop a complete marketing mix designed to appeal to the target consumer. The marketing mix elements are called controllable factors, because they are under the control of the marketing department in the organization. The marketing

mix consists of what are often called the four Ps, a shorthand term first published by E. Jerome McCarthy. The marketer constructs a mix by selecting appropriate aspects of each of the four Ps. The four Ps are:

Product: a good, service, or idea to satisfy the consumer's needs.

- Price: what is exchanged for the product.
- Promotion (integrated marketing communications): a means of communicating between seller and buyer.
- Place (distribution): a means of getting the product into the consumer's hands.

After discovering what prospective customers need, the marketing manager must translate the ideas from consumers into some concepts for products the firm might develop. These ideas must then be converted into a tangible marketing mix. Prospective consumers then react to the mix offered, either favourably.

In an effective organization this process is continuous: consumer needs trigger product concepts that are translated into actual products that stimulate further discovery of consumer needs. We'll define each of the four Ps more carefully later in the book, but for now it's important to remember that they are the elements of the marketing mix to satisfy consumer needs.

2. The Uncontrollable, Environmental Factors

In addition to the controllable marketing factors, or marketing mix, there are a host of factors largely beyond the control of the marketing department and its organization. These are called uncontrollable, environmental factors and can be placed into five groups: social, technological, economic, competitive, and regulatory forces.

Examples are what consumers themselves need and want, changing technology, whether the economy is expanding or contracting, actions that competitors take, and government restrictions. These five forces may serve as accelerators or brakes on marketing, sometimes expanding an organization's marketing opportunities and at other times restricting them.

Traditionally, many marketing executives have treated these environmental factors as rigid, absolute constraints that are entirely outside their influence. However, recent studies and marketing successes have shown that a forward-looking action-oriented firm can often overcome some constraining environmental factors. IBM's technical and marketing breakthroughs gave birth to the entire digital electronic computer industry, even though initially consumers were apathetic. Apple did the same for personal computers. In 1990, after more than a decade of negotiations with Soviet bureaucrats, McDonald's Canada opened a 700-seat restaurant in Moscow and served more than 10 million customers in the first year. It now has two more restaurants there and has plans for up to 20 in the Russian city. Had environmental factors been viewed as rigid and uncontrollable, they might have forestalled productive marketing actions, do not fight those forces but instead use them to explore possibilities.