



中等职业学校教学用书(现代市场营销专业)

市场营销英语基础

◎ 范学红 主编

本书配有电子教学参考资料包



电子工业出版社
PUBLISHING HOUSE OF ELECTRONICS INDUSTRY

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内 容 简 介

《市场营销英语基础》一书是面向中等职业学校营销及财贸类专业学生的配套教材。本书以中等职业学校学生 Jack 为主线,从他毕业后面试进入 ABC 公司工作开始,围绕其在公司内的工作展开各单元内容。

本书共有十五个单元,每单元分为八个模块,包括热身准备、词汇、对话学习、阅读理解、练习实践、点石成金、语法项目和单元检测。其中,练习实践模块包含两个部分:讨论和写作。讨论部分围绕该单元主题,以多种形式引导学生就相关内容,结合所学的营销知识阐述自己的观点;写作部分涉及相关的英语应用文写作,如产品介绍、理赔信、保险单、订单等。点石成金模块介绍了与该单元主题相关的营销技巧。语法项目模块以习题的形式出现部分需掌握的语法内容,为学生以后的继续学习打下基础。

本书还配有电子教学参考资料包(包括教学指南和习题答案),详见前言。

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前言



进入 21 世纪,我国经济形势发生了翻天覆地的变化,国际经济交往越来越频繁,营销的重要性以及营销学学习的重要性日益突出。在营销过程中,人们彼此间的相互作用,彼此间的沟通、联系和交往的实现需要借助“语言”工具。

中等职业教育要培养学生具有基本的科学文化修养,掌握必需的文化基础知识、专业知识和比较熟练的职业技能;同时还要具有继续学习的能力和适应职业变化的能力。本教材正是为了满足这一要求编写的,并照顾到中等职业学校学生的特点,注重交际性,注重专业应用性,适合中等职业学校营销及财贸类专业学生使用。

目前市场上也有相关的专业英语书籍,但大多数是针对更高层次的学生或专业人员的,理论性较强,对于中等职业学校学生来说,应用性及参考性不大。另有一部分书籍较偏重于口语,对知识的扩展和培养学生解决问题的能力指导性较差。而本教材的优势在于:它是针对中等职业学校学生,为满足市场对初中级人才的需求而编写,具有很强的实用性。本教材具有以下特点:

1. 整体性

本书以中等职业学校学生 Jack 为主线,从他毕业后面试进入 ABC 公司工作开始,围绕其在公司内的工作展开各单元内容,像讲故事一样,人物简单,环节清楚,不易产生杂乱感。

2. 基础性

本书是营销专业学生学习专业英语的基础课程,因此教材的重点在于最基本的营销知识,对话和阅读理解部分选择适合中职学生知识起点的对话和阅读文章,并适当降低难度,以适应中等职业学校学生的英语起点。

3. 实用性

本教材在编写时充分考虑到中职学生的特点及其将来可能的工作,摒弃了营销专业知识中理论性较强的部分内容,从应用的角度出发,配合相应的图片、案例,使教材更加生动;同时通过各种形式的练习,激发学生用英语表达自己的想法,加强学生英语的应用与练习。

4. 扩展性

本教材的每个单元都有“点石成金”和“练习实践”等模块。“练习实践”模块中的“Try to write (写作)”部分涉及相关的英语应用文写作,如产品介绍、理赔信、保险单、订单等;“点石成金”模块介绍与该单元主题相关的营销技巧;“Grammar”模块以习题的形式给出部分需掌握的语法内容,为学生以后的继续学习打下基础。

5. 可操作性

本教材在对话部分, 为学生设计了相应内容的角色扮演和补全对话练习; 另外, 每单元后还配有单元检测, 为学生及教师对本单元内容的测试提供了很大的方便和可操作性。

参加本教材编写的有: 北京市商业学校陈平 (Unit2, Unit5, Unit10)、李丹 (Unit4, Unit12, Unit13); 郑州经济贸易学校李云 (Unit3, Unit7); 无锡南洋国际学校毛丽霞 (Unit6, Unit9); 北京市金融商贸职业技术学校范学红 (Unit11, Unit14, Unit15)、张雪梅 (Unit1, Unit8), 由范学红任主编并统稿。

由于编写仓促, 本书难免存在不当及疏漏之处, 望广大使用者批评指正。

为了方便教师教学, 本书还配有教学指南和习题答案 (电子版)。请有此需要的教师登录华信教育资源网 (www.huaxin.edu.cn 或 www.hxedu.com.cn) 免费注册后再进行下载, 有问题时请在网站留言板留言或与电子工业出版社联系 (E-mail: hxedu@phei.com.cn)。

编者
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Unit One An Interview



Part 1 Warming-up

Matching

- | | |
|---|-----------------------------------|
| 1. What's your name? | A. I studied Marketing in school. |
| 2. What is your major? | B. Fine, thanks. |
| 3. How are you? | C. My name is Jack. |
| 4. Nice to meet you. | D. No, Thank you. |
| 5. Would you like to have a cup of tea? | E. Nice to meet you, too. |



Part 2 New Words and Expressions

interview	['intəvju:]	v.	面试
		n.	面试
fluent	['fluənt]	adj.	流畅的, 流利的
fluently	['fluəntli]	adv.	流畅地, 流利地
request	['ri'kwest]	vt.	请求, 要求
		n.	请求, 要求
assistant manager			助理
brief	[bri:f]	adj.	简短的
graduate	['grædjueit]	n.	毕业生
		v.	毕业
major	['meɪdʒə]	n.	专业
		v.	主修
active	['æktiv]	adj.	积极的
employee	[em'plɔɪ'i:]	n.	职工; 员工
express	[iks'pres]	v.	表达
reputation	[repju'teɪʃən]	n.	名誉, 名声



Produce	[prə'dju:s]	v.	生产, 制造
channel	['tʃænl]	n.	海峡; 频道
keep afloat			保持生存
enterprise	['entəpraiz]	n.	企业; 事业
revenue	['revɪnju:]	n.	财源总收益
transformation	[.trænsfə'meɪʃən]	n.	改变
executive	[ig'zekjutiv]	n.	行政官
argue	['a:gju:]	v.	争论, 辩论
profit	['prɒfɪt]	n.	利润
provide	[prə'vaɪd]	v.	供应, 供给

Part 3 Dialogue

Jack wants to get a job at ABC International Electronic Technology Development Company. Now he is at interview.

Jack: Good afternoon, sir. My name is Jack. I come for an interview as requested.

Mr. White: Good afternoon, Jack. I'm Rick White, the assistant manager of ABC Company. Would you like to make a brief self-introduction?

Jack: I graduated from Beijing Finance and Trade Vocational School, and I majored in Modern Marketing. I got excellent records in all my subjects while I was active in the students' union.

Mr. White: Employees in this company must be good at English. So please tell me how you are getting on with your English.

Jack: Ok, I think my oral English is pretty good because I can express myself fluently. Besides, I can read some newspapers in English, such as *China Daily*.

Mr. White: Why do you choose our company for a job?

Jack: Because it is said your company has a good reputation and working here would give me the best chance to use what I have learned in school.

Mr. White: Since your major is modern marketing, could you tell me what you think of it?

Jack: It is not just a promotion of a new product, but a series of actions from searching a market to services after selling it.

Mr. White: Well, thank you for your interest in our company.

Jack: You are welcome, Mr. White, I'm looking forward to hearing from you again.





More Expressions

For Jack

1. May I come in?
2. May I ask for an apartment?
3. Maybe you could hire me one trial.
4. I really hope you could reconsider your decision.
5. May I know the reason why you don't choose me?

For Mr. White

1. Which subject did you major in in university?
2. What made you decide to study this subject?
3. Did you get any honors at your school?
4. Did you do any part-time job when you studied?
5. What experience have you gained from your part-time job?

Exercises

1. Role-play

Mary wants to get a job at a clothing shop. Work in pairs. Use the expressions We've learnt to make (up) a new dialogue and act your dialogue out with your partner.

2. Discuss in group

Looking at the advertisement for a Sales Executive in Red Star Company, Mr. Right and Mr.

Wrong came to have an interview given by Mr. White. Guess who can get the position and discuss why.

Mr. White: You are Mr. Wrong? I'm Rick White, the assistant manager of Red Star Company.

Mr. Wrong: Yes, I am. How do you do?

Mr. White: How do you do? So you have worked at your present company for 2 years, why do you want to leave it?

Mr. Wrong: As you know, I am working as a driver now, and my boss doesn't give me a chance to show my knowledge. Besides, he is not easy to get along well with.

Mr. White: How long do you want to stay in our company?

Mr. Wrong: To tell you the truth, I don't really have any ideas to that question. Who knows what will happen next minutes.

Mr. White: You are Mr. Right? I'm Rick White, the assistant manager of Red Star Company.

Mr. Right: Yes, I am. How do you do?



Mr. White: How do you do? So you have worked at your present company for 2 years, why do you want to leave it?

Mr. Right: As you know, I am working as a secretary now, but my major is Economic Management. I really want to get more experience in Marketing.

Mr. White: How long do you want to stay in our company?

Mr. Right: To tell you the truth, it doesn't depend on me. I really want to get the job. I won't leave as long as I have chance to use my knowledge and skills.

Part 4 Reading

- Pre-reading:** 1. Can you give any examples of the cartoon characters of the Disney Company?
2. Do you know who the CEO of the Disney Company is now?

How did Disney Find Its Market?



In 1984, when Eisner became the CEO of the Disney Company, the "Mouse House" produced only one cartoon character every three to five years. Its entire film library had only 158 features, and its single cable channel, the Disney Channel, lost money. In addition, Disney had actually no income from sales of videos. To keep afloat, the company depended on its amusement parks and its Mickey Mouse licensing.

In 2005, Disney was one of the richest companies in America. Its enterprise value—Wall Street's favored measure of an entertainment company—had increased 32 fold since 1984 and stood at \$69 billion. Its film library had grown to 900 features, which were licensed on TV and sold on video and DVD, and its home-entertainment income counted for nearly one-third of the revenues of the entire industry.

How did Eisner succeed in adding \$65 billion in enterprise value to Disney? Having come from television, Eisner saw that Disney's future would be in home entertainment—not in movie theaters.

The first decision he made to brought about this corporate (团体的, 公司的) transformation came in the mid-'80s. At the time, Disney studio executives were arguing that to release the company's beloved cartoon movies on video cassette (盒带) would kill any profits to be made from re-releasing them in theaters. Eisner considered the situation differently. He found people were getting more and more busy and they had no time to go to the cinema with their children. Besides, adults enjoyed watching videos at home while children liked watching their beloved cartoons characters from time to time. So he put the videos into stores. Within a few years, video sales were providing almost all the profits for Disney's movie division and, by 2004, Disney got \$6 billion from the sales of videos and DVDs.

Choose the best answer according to the passage.

1. Who found the new market for the Disney Company?
A. Walt. Disney. B. Mouse House. C. Eisner. D. the CEO.
2. When Eisner became the CEO of the company, how many characters did Disney have?
A. 3. B. 3 to 5. C. 158. D. 900.
3. The Disney Company couldn't make a lot of profit in 1984, could it?
A. Yes, it couldn't. B. No, it could. C. Yes, it could. D. No, it couldn't.
4. What takes up one-third of whole income of the company?
A. 900 features. B. TV.
C. Video and DVD. D. Home-entertainment income.
5. How did Eisner succeed in adding value to Disney?
A. Because he had come from television.
B. Because he knew home entertainment could make money.
C. Because he knew Disney's future would be in movie theaters.
D. Because he knew how to run amusement parks.



Part 5 Practice

1. Discussion

Discuss in group of four to find out what preparation you should do for an interview, and draw a picture to show your conclusion.

2. Try to write

Resume

英文简历的格式结构包括页眉、教育背景、个人资料和工作经历四部分。



1. 页眉

(1) 名字: 例如“李扬”, Yang Li, 但标准的、外资公司流行的简历中的名字写法, 则是 YANG LI。

(2) 地址: 北京以后要写中国 China。邮编的标准写法是放在省、市名与国名之间。

(3) 电话: 区号后的括号和号码之间加空格, 如(86-10) 6505-2266。这是英文写作的规定格式。

2. 教育背景

(1) 时间要倒序, 最近的学历要放在最前面。

(2) 学校名要大写并加粗, 这样便于招聘者迅速识别你的学历。

(3) 学历, 可以把学历名称放在最前面。

(4) 社会工作, 担任班干部, 只写职务就可以了; 参加过社团协会, 写明职务和社团名, 如果什么职务都没有, 写“member of club(s)”。社团协会, 国外一般都用 club。不必写年月和工作详情, 有些可留待工作经历中写。

3. 个人资料

(1) 名称: Personal Information。无论是教育背景、工作经历, 还是个人资料, 既可以首字母大写, 也可以全部字母大写, 还可以全部字母小写。另外, 名称可以写在最左侧, 也可居中。

(2) 语言: 如“Fluent in English”。

(3) 电脑, 如“Frequent user of Office 2000”。

(4) 资格证书。

(5) 兴趣爱好。

4. 工作经历

暑期工作。作为学生, 雇主通常并不指望你在暑期工作期间会有什么惊天动地的成就。不过即使实在没有, 就算是在父母的单位待过几天, 也不妨写上。这样也算是接触过社会, 了解了一些行业, 做过一些工作。

Read the resume of Jack, and write one for yourself.

YU ZHANG

Room xxxBuilding xxx , Beijing 100084

(010) 6277xxxx

E-mail: Jack@ 126.com

Objective

To obtain a challenging position as assistant of marketing manager of ABC International Electronic Technology Development Company.