

面向21世纪市场营销专业系列规划教材

总主编 应 斌 汤定娜

# 实用市场营销

SHIYONG SHICHANG YINGXIAO HEXIN YINGYU

# 核心英语



主 编 刘显正 夏胜武

副主编 崔 丞 崔艳霞 陈 媛



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## 内容简介

本书参阅和借鉴了大量国内外资料,对营销理念的产生与发展、营销的定义、营销学的基本内容:营销环境、消费者购买行为、市场预测及决策、市场竞争、目标市场、产品策略、定价策略、分销策略、促销策略以及其他营销模式等方面都作了较为详细的陈述,条理清晰、层次分明、要点突出。每章开始都有教学目标、案例引入,每章结尾都有归纳小结,书中选用了许多国内外经典案例。本书有助于学生了解商品流通的过程和规律,学习、理解和掌握市场营销的原理,提高自身营销技能和能力,尤其是双语沟通的能力,为就业做好理论和实践上的准备。本书对普及和传播菲利普·科特勒的营销理念和思想具有积极的作用。作为教科书,该书编写规范,选材丰富,难度适中,便于学习。

本书适用于我国已具有一定英语阅读能力的管理学、经济学、商学、金融学、物流、商务翻译、经贸英语(方向)等各类专业的本科生、专科生、高职生和营销英语爱好者。对从事涉外经贸的营销人员和管理工作者亦颇有使用价值。

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# Preface 前 言

在满足社会主义市场经济建设对管理人才需要的过程中,我国的管理教育有了极大的发展,尤其是在我国加入WTO后,世界经济全球化和企业竞争白炽化,许多高校考虑到当今的企业对就业学生的技能和能力要求越来越高,于是把双语教学提到了议事日程上。新的形势要求管理学教师使用双语讲授专业课程,这标志着我国的专业英语教学面临着越来越高的要求。许多高校新开设了管理英语课程或在商务英语专业(或英语专业商贸方向)增设了市场营销学英语,这将为我国的管理学外语教学改革带来极大的机遇与挑战。为了适应这一形势的需要,我们编写了《实用市场营销核心英语》。在编写的过程中,我们力求理论联系实际,突出实用性和可操作性,在准确阐明营销基本理论体系的基础上,力争反映当前市场营销研究所面临的新问题,并融入了各位参编教师多年的市场营销和专业英语的教学经验及成果,使读者更易吸收。

市场营销学作为一门科学和艺术是企业管理人员和企业雇员必须学习、掌握的一门学问。企业“只有与市场系统保持输入输出关系,进行物质的、劳务的、信息的交换或置换,才能求得生存。”掌握这方面的双语知识有助于学生了解商品流通的过程和规律,学习、理解和掌握市场营销原理,提高自身营销技能,尤其是用双语沟通的能力,为就业做好理论和实践上的准备。

本书参阅和借鉴了大量国内外资料,对营销学的产生与发展、营销的定义、营销学的核心内容都作了较为详细的陈述,条理清晰、层次分明、要点突出。每章开始都有教学目的、案例引入,每章结尾都有归纳小结,文中提供生词的中译文。我们希望学生能更多接触国内外经典案例,让他们学有所获。本书对普及和传播菲利普·科特勒的营销理念和思想具有积极的作用。作为教科书,该书编写规范,选材丰富,难度适中,便于学习。

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本书分三个部分,共14个单元:第一部分由第1单元组成,介绍了市场营销的概况、基本概念及全球特别是中国市场的营销方式、营销策略的变革,以便读者对市场有个整体的了解。第二部分由第2~6单元组成,介绍了市场营销的预测及决策,包括了市场营销的环境、消费者采购行为、市场营销系统与市场调研及预测、竞争对手分析、目标

市场定位等。第三部分由第7~14单元组成,介绍了市场营销组合中传统的核心营销策略,包括产品与服务、价格、渠道,以及促销、整合营销等内容。同时,也加入了对现代市场营销发展中的几个主要的营销方式的介绍,以开阔读者的视野。

本书在编写过程中参阅、引用了市场营销学界许多专家、学者们的研究成果,在此表示真诚的感谢!

由于编者水平有限,书中难免仍有一些错误,恳请使用者提出宝贵意见。

编者  
2013年2月

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# ▶ PART I

## THE FIRST STEP TO MARKETING



# CHAPTER 1

## AN OVERVIEW OF MARKETING

The objectives in this chapter are to help the students learn to:

- Describe the reasons for studying marketing.
- Define the term marketing.
- Describe the marketing process.
- Describe customer-focused strategy.
- Describe four marketing management philosophies.
- Discuss the differences between sales and market orientations.
- Compare exchange with marketing.

In order to have an overview of marketing, we are going to discuss it from two aspects—preliminary understanding of marketing and further understanding of marketing.

### 1.1 Preliminary Understanding of Marketing

First of all, let's read the case of Yan Li to get marketing well.

#### How Yan Li Created a Job Opportunity

Yan Li is a laid-off worker. She's turned to entrepreneurship (个体商) to create a job opportunity. She owns a lemonade stand (柠檬汽水售货摊), or more precisely a juice cart. She tows a cabin on wheels down to the local university campus every day and serves juice and peanut butter and banana sandwiches to students. How is Yan Li engaged in marketing? First, she's selected a family of products she knows something about and believes that students want. Second, she's arrived at a price for those products, based on the costs for her materials, her cart, and the value she puts on her time. She promotes her wares with brightly colored signs and menu boards around the cart. If she were a little more sophisticated, she might create promotional strategies like buy-one-get-one-free coupons (买一赠一优惠购物券), multiple-purchase discount cards, or business-card drawings (抽奖卡).

She begins the act of placing her product by maneuvering her cart into position in the morning. With that ungainly drive, she brings the factory to the store to the customer. Yan Li does more than just place her product in front of her customers: She is a one-woman distribution channel.

Yan Li the factory worker cuts fruit, and then blends to order with skill and speed. Yan Li the distributor sees to it that raw materials are on hand, and supplies like silverware and cups are also at the ready. Yan Li the sales agent discusses menu options with prospects, helping them decide what sizes and flavors will satisfy their appetite and thirst. She even provides support after the sale—mostly filling requests for more ice or a napkin. That's Yan Li's marketing activity.

Yan Li and her customers both feel happy with the buying exchange at the juice stand. Her customers satisfy their hunger or thirst. Yan Li satisfies her profit objectives, going home with lighter fruit baskets and a heavier cash drawer. Both parties of the exchange look forward to repeating the experience soon and often.

Yan Li's case offers us the most fundamental way to understand marketing. Marketing is more than selling and advertising. The marketer needs to know consumer needs, develop products and services that provide superior customer value, price, distribute, and promote effectively. As a manager of her marketing activity, Yan Li needs to study each area and formulate a strategy for her situation.

### 1.1.1 Previewing Marketing

Marketing is a science of researching how to change product into commodity. As a science, marketing has undergone a process of its birth, growth, and maturity. Its principles have been blown on by the American economists and the economists from other countries in the world as a dandelion clock, and its seeds multiplied, and floated to the ends of the earth. Today, marketing is practiced widely all over the world. Why? The reasons are as follows:

Marketing is affecting a country's economy and standard of living because it influences the allocation of goods and services. Most countries in North and South America, Western Europe, Asia and Africa have well developed marketing systems. Even in socialist countries, where dramatic political and social changes have created new opportunities for marketing. Business and government leaders in most of these countries are eager to learn everything about modern marketing practices. They are craving for the recognition of their economy as a full market economy.

In recent decades, with the development of science and technology and the increase of productivity, overcapacity (生产能力过剩) has been occurring. It appears more and more important for a company to know how to be strongly customer-focused and heavily committed to marketing ideas to direct its production and management, improve quality and reduce costs.

Marketing plays an important role in our society. Marketing plays a crucial role in our daily life. As Peter Mullen notes, "We are all customers now in every area of customer inter-relationship from the supply and consumption of education and health



care to the queue in the post office and the ride in an inter-city express, and in every financial transaction from the buying of biscuits to the purchase of a shroud (寿衣).”

It's obvious that we participate in the marketing process as consumers of goods and services. About half of the money we spend pays for marketing costs, such as marketing research, product development, packaging, transportation, storage, advertising, and sales expenses. By developing a better understanding of marketing, we will become better-informed consumers. We will understand the buying process and be able to negotiate more effectively with sellers. Moreover, we will be better prepared to demand satisfaction when the goods and services you buy do not meet the standards promised by the manufacturers or the marketers.

In other words, people need to understand marketing from the point of view of consumers. People need to recognize the methods in which the goods are always sold. People need many transactions every day to feed, clothe, shelter and transport. Marketing makes food available when we want it, in desired quantities, at accessible locations, and in sanitary (卫生的) and convenient packages and forms. Marketing is all around us. We see marketing in fruit markets, small shops, supermarkets or large shopping malls. We see it in the ads that fill your TV screen or enliven your Web pages, magazines and newspapers. Marketing is almost in everything and everywhere.

Marketing is not only for manufacturers, wholesalers and retailers, but for all kinds of individuals and organizations. People from all walks of life use marketing to manage demand for their services. So do schools, hospitals, museums and performing arts groups. Without developing and carrying out marketing programs neither individuals nor organizations can get what are needed.

Marketing is important to businesses, whose fundamental objectives are survival, profits, and growth. Businesses must assess the wants and satisfactions of present and potential consumers, designing and managing product offerings (产品项目), determining prices and pricing policies, developing distribution strategies, and communicating with present and potential customers.

All businesspeople in the marketing department need to know how to define and segment (细分) markets and how to position (定位) themselves by developing need-satisfying products and services for their chosen target segments (目标市场细分). They must know how to price their offerings attractively and affordably (买得起), and how to choose and manage the marketing channel that delivers these products and services to customers. They need to know how to advertise and promote their products and services, so that customers will know about and want them. All these demand a broad range of skills to sense, serve and satisfy consumers.

When seeking jobs, people have to market themselves. Many will start their careers