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全国职业技能英语系列教材

总主编 丁国声



# 市场营销及广告英语

Sylee Gore 原著  
苗 苗 韩 杨 编译  
黄宗英 主审



北京大学出版社  
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Cornelsen

English for Vocational Purposes

# *English*

for Marketing and Advertising

## 市场营销及广告英语

|            |     |
|------------|-----|
| Sylee Gore | 原 著 |
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# 全国职业技能英语系列教材

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# 总 序

我国高职高专教育的春天来到了。随着国家对高职高专教育重视程度的加深,职业技能教材体系的建设成为了当务之急。高职高专过去沿用和压缩大学本科教材的时代一去不复返了。

语言学家 Harmer 指出:“如果我们希望学生学到的语言是在真实生活中能够使用的语言,那么在教材编写中接受技能和产出技能的培养也应该像在生活中那样有机地结合在一起。”

教改的关键在教师,教师的关键在教材,教材的关键在理念。我们依据《高职高专教育英语课程教学基本要求》的精神和编者做了大量调查,秉承“实用为主,够用为度,学以致用,触类旁通”的原则,历经两年艰辛,为高职高专学生编写了这套专业技能课和实训课的英语教材。

本套教材的内容贴近工作岗位,突出岗位情景英语,是一套职场英语教材,具有很强的实用性、仿真性、职业性,其特色体现在以下几个方面:

## 1. 开放性

本套教材在坚持编写理念、原则及体例的前提下,不断增加新的行业或岗位技能英语分册作为教材的延续。

## 2. 国际性

本套教材以国内自编为主,以国外引进为辅,取长补短,浑然一体。目前已从德国引进了某些行业的技能英语教材,还将从德国或他国引进优秀教材经过本土化后奉献给广大师生。

## 3. 职业性

本套教材是由高职院校教师与行业专家针对具体工作岗位、情景过程共同设计编写。同时注重与行业资格证书相结合。

## 4. 任务性

基于完成某岗位工作任务而需要的英语知识和技能是本套教材的由来与初衷。因此,各分册均以任务型练习为主。



## 5. 实用性

本教材注重基础词汇的复习和专业词汇的补充。适合于在校最后一学期的英语教学,着重培养和训练学生初步具有与其日后职业生涯所必需的英语交际能力。

本教材在编写过程中,参考和引用了国内外作者的相关资料,得到了北京大学出版社外语编辑部的倾力奉献,在此,一并向他们表示敬意和感谢。由于本套教材是一种创新和尝试,书中瑕疵必定不少,敬请指正。

丁国声

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河北外国语学院院长

2008年6月

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# Introduction to marketing and advertising



Look at the following marketing and advertising activities. Can you add any?

Doing market research

Liaising with the sales department

Providing support for customer service

Drawing up a marketing plan

Showing visitors around the company

Writing press releases

Commissioning advertising

Creating advertisements

Presenting at a trade fair

Talking to customers

Speaking to journalists

Reading trade magazines



Now answer the questions.

- 1 Are all of these activities done in your company? If not, which ones are outsourced?
- 2 Which of the activities are you responsible for? Which are most important in your job?
- 3 Who do you speak to in English? What about? What English texts do you read? What do you write in English?

## VOCABULARY ASSISTANT

to commission 委托  
to draw up 草拟  
to liaise 联络



## 1 Look at the following extracts from job advertisements.

Match the title to the job description.

brand manager • director of marketing • head of PR • marketing assistant

1 His or her primary responsibility is to provide direct support to the media buyers. S/he will also track media mentions, support customer service, manage our relationship management tools, and provide other assistance within the marketing department when needed.

2 The successful candidate must be an excellent manager and have a proven track record in leading a large department. The mission is to develop and execute a comprehensive marketing plan that reinforces our leadership position. Direct responsibilities include media relations, PR, marketing communications, planning and more.

3 The job involves managing all aspects of public relations, publicity, etc. The right person will have solid writing skills and strong relationships with the appropriate media outlets. The position reports directly to the CEO. The salary is based on experience.

4 You will be responsible for developing and executing brand strategies and marketing initiatives for an assigned product line to meet revenue, profitability and budget targets. Requires strong knowledge of marketing principles and practices, and the ability to lead cross-functional teams to accomplish a successful go-to-market strategy. This position reports directly to the Director of Marketing.

**VOCABULARY ASSISTANT**

assigned 指定的

cross-functional teams 跨功能小组, 交叉功能小组

go-to-market strategy 直捣市场最佳策略, 走向市场战略, 商品化战略, 市场直达策略

media buyer 媒体专员

media outlet 媒体代销商, 媒体

proven track record 被证实的记录, 业绩记录

## 2 Match words from each column to make collocations from the job ads. Then match the collocations to the definitions (a-g) and to the Chinese counterparts.

- |            |   |                |
|------------|---|----------------|
| 1 media    | → | knowledge      |
| 2 customer |   | line           |
| 3 brand    |   | mentions       |
| 4 product  |   | relations      |
| 5 strong   |   | responsibility |
| 6 primary  |   | service        |
| 7 public   |   | strategies     |



- ☐ a a related series of items sold by a company (eg education software titles offered by a publisher)
- ☐ b the department that deals directly with consumers
- ☐ c communication with the general public
- ☐ d items where the company's name is seen in newspapers, magazines and websites
- ☐ e main task or function
- ☐ f good understanding
- ☐ g ways of promoting a brand

熟悉                  公关                  客服                  品牌战略  
主要职责          产品线              媒体舆论

**3 Here are some more jobs and companies involved in marketing and advertising. Match them to the descriptions and to the Chinese counterparts.**

ad agency • art director • copywriter • graphic designer •  
market research firm • PR officer

- One of this person's responsibilities is to create logos.
- This company is responsible for creating advertisements.
- This company might conduct a survey to find out more about your customer.
- This person supervises the design staff.
- This person interacts with the media to communicate important company information to the public.
- This person writes the text for advertisements.

广告代理公司      平面设计师      艺术总监  
公关主任          文案              市场调查公司

**4 Think about your job responsibilities and write an ad for your own job (or the job you would like to have). Here are some phrases to get you started.**

**USEFUL PHRASES**

**Talking about job descriptions**

The job involves...

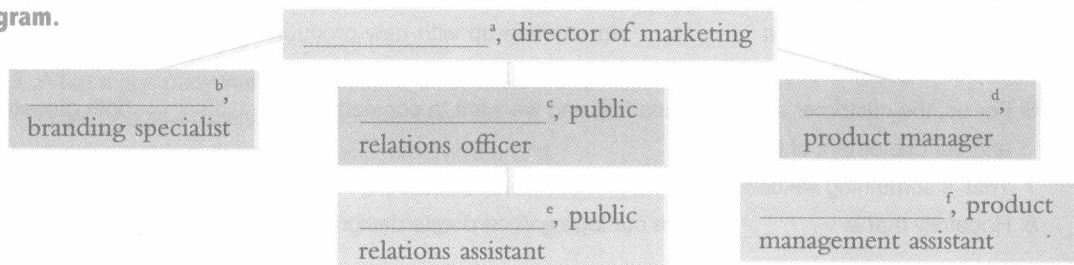
You /The successful candidate will be responsible for...

The right person will be in charge of...

Direct responsibilities include...



**5 Anna works in a medium-sized sporting goods company in Austria and is telling a new business partner who's who in the department. Listen to the dialogue and complete the organigram.**



Listen again and complete the sentences from the dialogue.

- 1 We have separate \_\_\_\_\_ for sales and marketing.
- 2 I'm the public relations \_\_\_\_\_ here.
- 3 I \_\_\_\_\_ directly to Sabrina, who's the \_\_\_\_\_ of marketing.
- 4 If you need to talk to somebody about individual \_\_\_\_\_, then you should contact Vittore or his \_\_\_\_\_, Thomas.
- 5 Sylvia is \_\_\_\_\_ for the image of our various brands.

6 Now draw an organigram for your own company or department. Use the following words and phrases to describe yourself and the people you work with.

to report to

to supervise

to answer to

to be in charge of

to be responsible for

I report to the director of sales and marketing.



7 Representatives of three companies—a bank, a budget airline and a car company—are giving presentations on their companies. Listen and make a note of each company's brand values.

Company 1: *quality* \_\_\_\_\_

Company 2: \_\_\_\_\_

Company 3: \_\_\_\_\_

Which company is the bank, which is the budget airline and which is the car company?

8 Listen again and complete these sentences from the presentations.

associate • communicate • emphasize • external • obvious • project • promote • remind • reputation • widely

- 1 We have three main brand values which we try to \_\_\_\_\_ in all our internal and \_\_\_\_\_ communication.
- 2 Our customers \_\_\_\_\_ us with the highest quality products.
- 3 Our products are \_\_\_\_\_ seen as the safest on the market.
- 4 That's something we can \_\_\_\_\_ through our brand.
- 5 We have always had a \_\_\_\_\_ for coming up with new products and we try to \_\_\_\_\_ that through our brand.
- 6 For us, the customer always comes first and we want to constantly \_\_\_\_\_ both ourselves and our customers of that fact.
- 7 That's something we continually \_\_\_\_\_ in our marketing.
- 8 Hopefully that is \_\_\_\_\_ from our logo and corporate design.

**DID YOU KNOW?**

**Although there are Chinese translations for most marketing terms, many of the English terms have been adopted throughout the business world and will be understood across cultures.**

|                        |       |
|------------------------|-------|
| brand                  | 商品的牌子 |
| branding               | 创品牌   |
| corporate design (CD)  | 企业设计  |
| corporate identity(CI) | 企业形象  |
| corporate image        | 企业形象  |

- 9 Look at the adjectives below and write down a company or product you associate with each one. Then compare your results with your partner's. Did you write down any of the same companies/ products?**

|                             |                      |
|-----------------------------|----------------------|
| reliable: _____             | trustworthy: _____   |
| easy to use: _____          | innovative: _____    |
| luxurious: _____            | unusual: _____       |
| good value for money: _____ | user friendly: _____ |

**Which characteristics do you want people to associate with your products or services? Why? What are your company's brand values (or what should they be)? Does your company have a slogan? What is it?**

- 10 Work with a partner. First use the profiles in the partner files to discuss the brand values of 'your' company, the national rail service. Then present your ideas to the rest of the class.**

**USEFUL PHRASES****Presenting your ideas**

we think/ feel that...

In our opinion, the best options are...

The most effective values for our company would be...

**PARTNER FILES**

Partner A File 1, p. 61  
Partner B File 8, p. 62

- 11 How many expressions with 'brand' do you know? Match the terms below with their definitions and then translate them into Chinese.**

brand awareness • brand equity • brand identity • brand image •  
brand loyalty • brand name • off-brand

- 1 What a brand is called
- 2 How much people are aware of a brand
- 3 What a company wants people to think about a brand
- 4 What people actually think about a brand
- 5 When a product doesn't fit the company's brand
- 6 The value (either monetary or not) that a brand adds to a product or service
- 7 When people like a brand and buy it again and again



Read this article from *The Marketer's Guide* and answer the questions.

## Brand love *by Peter Vane*

**Branding, branding, branding: If you haven't heard the word, you've been under a rock for the last, oh, ten years. But is all the talk about branding just so much hype?**



In a word: no. I think that branding is the most important point your company can consider—and everyone should consider it. And those of you who sell to companies—office chairs, obscure chemicals, you know who you are—you should be paying attention too.

It's not enough just to have everyone recognize your brand name or your logo. Branding is about connecting, after all, and everyone in marketing needs to know how to make their product connect to their customer. The best brand has a rational as well as an emotional appeal, and

Today, everyone's talking about iPods, and not just as state-of-the-art musical devices. When people talk about their iPods, you might think they're talking about a best friend: "I'd never go anywhere without it!" "If I had to choose between my iPod and my girlfriend, well..." Despite the number of me-too products designed to compete with the iPods, the original still has the largest market share. Why? Brand loyalty.

And remember, once you've inspired brand loyalty in your customers, you can't betray them and change the story of your brand. Cadbury, for example, has a reputation for their chocolates. But when they introduced Cad-

bury's *soup*, it flopped. The problem was that the product was off-brand, and didn't fit with the expectations people had about Cadbury's products.

So remember that when you're telling a story about your product, the story has to be consistent. Very few products live forever. iPods might already be yesterday's news.

But establish your brand, and people will remember it. When Apple introduces its next new idea, millions of people will be paying attention, ready to fall in love again.



speaks to your customer's head as well as his or her heart. You want your brand to be something the customer knows is the best—and feels is the best too.

### Over to you

- 1 How important is branding to your company? How important is it in your culture?
- 2 Make a list of brands you like and brands you don't like. Explain your feelings. (Did you have a bad experience with the brand? Was it advertised with an amusing or a horrible commercial?)

**12 Fill in the blanks with the words given below. Change the form where necessary.**

inspire • rational • compete • loyal • despite  
reputation • emotional • betray • appeal • consist

- 1 \_\_\_\_\_ a shortage of steel, industrial output has increased by five percent.
- 2 His \_\_\_\_\_ language reduced many of the audience to tears.
- 3 His best music was \_\_\_\_\_ by the memory of his mother.
- 4 The new fashion soon lost its \_\_\_\_\_.
- 5 Companies must be able to \_\_\_\_\_ in the market-place.
- 6 No \_\_\_\_\_ person would go to work in his pyjamas.
- 7 As long as you don't \_\_\_\_\_ me, I'll do whatever you ask me to (do).
- 8 All the men took a vow of \_\_\_\_\_ to their leader.
- 9 This store has an excellent \_\_\_\_\_ for fair dealing.
- 10 What you're saying now is not \_\_\_\_\_ with what you said last week.



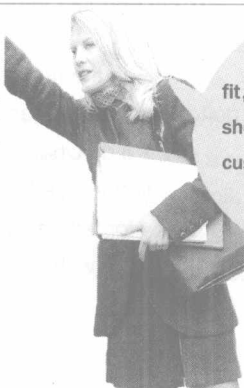
## 2

## Finding the customer



Launch

Tricia works for a small sporting goods store in Manchester. Look at what she says about her typical customer.



Our typical customer is health-conscious and enjoys keeping fit, but doesn't play sport professionally. He or she is more interested in sport as a hobby. Our customer is more concerned with good value for money than with having cutting-edge (最先进的) fashions and designs.

Who is your typical customer? Write a profile of this person. How is this information reflected in your marketing strategy? What are some of the ways you learn more about your customers and their needs?

### 1 Use the words in the box to complete the following list of ways to learn about your customers.

clients • competitors • find out • listening • loyal customers  
new trends • sales records • search terms

- 1 Email loyal customers directly with one or two questions.
- 2 Examine the \_\_\_\_\_ that people type into your website's search function. Which items are people looking for?
- 3 Schedule a social event, such as a wine tasting, for existing or potential \_\_\_\_\_, and use this as an opportunity to \_\_\_\_\_ more about what they want.
- 4 Compare your marketing approach with that of your \_\_\_\_\_. What areas are they targeting that you aren't?
- 5 Read trade journals to learn about \_\_\_\_\_. This will help you stay ahead of the competition.
- 6 Study your \_\_\_\_\_ to see what facts you already have about the people who buy from you.
- 7 Spend time in a shop or at a trade fair \_\_\_\_\_ to people. What do they talk about? What questions do they ask?

Now work together with a partner to decide which methods are best for researching:

- a a new product or service and
- b an existing product or service.

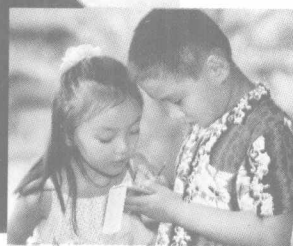


**2** The marketing team of the German-based company Euphony wants to research the market for mobile phones made specifically for children. Listen to the following discussion between three members of the team and make a note of the six data collection methods they mention.



Data collection methods

- 1 postal survey
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_



What advantages and disadvantages do the different methods have? Which is the cheapest? Which is the most expensive? Listen again if necessary.

### DID YOU KNOW?

Market research terms vary between Britain and the US. For example, an 'individual interview' in Britain is often called a 'one on one' or an 'in-person survey' in the US, a 'street interview' is called a 'sidewalk survey' and a 'postal survey' is called a 'mail survey'.

**3** Listen to the dialogue again (or look at the transcript on page 71–72) and find words to fit the following definitions.

- 1 useful answer: \_\_\_\_\_
- 2 a survey group which is not typical of a target group: \_\_\_\_\_
- 3 model of a product in development: \_\_\_\_\_
- 4 percentage of people who complete a survey: \_\_\_\_\_
- 5 the group of people a company wants to sell to: \_\_\_\_\_
- 6 information known about a customer: \_\_\_\_\_

Now complete the gaps below using the correct form of the words you have found. Then match the words with their Chinese counterparts.

- a Rolex's \_\_\_\_\_ is wealthy people who see a watch as a status symbol.
- b When you log on to a website, the pages you look at and the amount of time you spend on them are saved in your \_\_\_\_\_.
- c Even the best-designed surveys only have a \_\_\_\_\_ of about 4%, so don't set your expectations too high.
- d A \_\_\_\_\_ will make the data you gather worthless, so think carefully about who fills in your questionnaires.
- e We did an online survey but we didn't get many \_\_\_\_\_. Most of the visitors to our website aren't customers.
- f Once the product development department has created a \_\_\_\_\_, we can display it at trade fairs. I'm sure it will attract more people to our stand.

| A                   | B          |
|---------------------|------------|
| target market/group | 答复率        |
| user profile        | 用户信息       |
| response rate       | 偏差样本       |
| skewed sample       | 目标市场 / 目标群 |
| relevant responses  | 原型         |
| prototype           | 相关答复       |

4 Look at these other methods for assessing available information and collecting new information about your customers. Sort them into the correct category. Can you add any more to the table?

desk/field research

purchasing information

feedback forms

email surveys

opinion polls

panel surveys

sales statistics

pre-testing

| Sources of available data | Collection of new data |
|---------------------------|------------------------|
| sales statistics          | opinion polls          |
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