● 赵会军 张希颖 主编 ●

市场营销

A Course of

(英文版)



Marketing (English Version)



苏州大学出版社 Soochow University Press

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随着全球经济的发展和市场化运作不断加强,我国越来越迫切需要既有专业知识又能熟练运用英语的人才。如何有效地提高实际语言运用能力,培养既有专业知识又能熟练运用英语的人才,从而符合社会经济生活的实际需求,已成为教育工作者的历史责任。

为了适应新形势,满足各大专院校经济类专业、管理类专业,尤其是市场营销专业教学的需求,我们编写了《市场营销》(英文版)。本书具有以下特色:

- 1. 内容新颖,知识系统全面,专业性、可读性强。
- 2. 强调专业基础,注重全面提高学生运用英语表达专业知识的能力。
- 3. 编写者都是从事市场营销英语教学的一线教师,具有多年丰富的教学经验和实践经验。
- 4.《市场营销》(英文版)一书语言通俗易懂又具有专业特色,特别注重实际营销业务的知识介绍。

全书共11个单元,分别介绍了全球营销概况、市场营销的概念、变化的营销环境、营销信息系统、消费者市场及消费行为、STP营销(市场细分、目标市场选择与产品定位)、产品、定价、地点、促销、社会责任和市场道德等关于市场营销的主要知识。

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本书可供经济、贸易、商业、管理类等专业的学生作为教材使用,亦可供具备一定英语基础的专业工作人员作为培训和学习使用。

由于编者水平有限,书中不妥之处在所难免,敬请广大读者批评指正。

编 者 2009年6月



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CHAPTER ONE

A Changing World, a Changing Marketing

Chapter Objectives

When you finish this chapter you should:

- ✓ Understand what is marketing.
- ✓ Understand the difference of need, want and demand.
- ✓ Know how marketing develops over years.
- ✓ Understand the Important new terms.



Opening Case

We live in a global marketplace. When you read this case, you may be sitting in a chair imported from Brazil or at a desk imported from Denmark. You may have purchased these items, from IKEA, the Swedish golbal funiture retailer. The computer on your desk could be either a low-priced PC clone from Taiwan, or perhaps a Macintosh designed in the United States and manufactured in Irealand. Your shoes are likely to be from Italy, and the coffee you are sipping is from Latin America or Africa. You might be listening to the latest Pal Simon CD, thanks to your boombox's bulit-in CD player, the technology for which was developed jointly by two companies—one Japanese and the other Dutch. Your sweater could be the latest fashion for Italy's Bentton. What time is it now? When you check your watch, can you tell where it was made? It may be from Japan, Hongkong, Singapore, the Philippines, or Switzerland.



In the past 150 years, a sweeping transformation has profoundly affected the people and industries of many nations. Prior to 1840, students sitting at their desks would not have had any item in their possession which was manufactured more than a few miles from where they lived—with the possible exception of the books they were reading. However, since World War II there has been an unparalleled expansion into global markets by companies that previously served only customers located in the home country. Two decades ago, the phrase "global marketing" did not even exist. Today, businesses look to global marketing for the realization of their full commercial potential. That is why you may own some of the products described in the preceding paragraph, no matter whether you live in Asia, Europe, North or South America. But there is another even more critical reason why companies need to take global marketing seriously: survival. A company that fails to become global in outlook risks losing its domestic business to competitors having lower costs, greater experience, and better products.

Source: Peter D. Dennett, Dictionary of Marketing Terms, Second Edition, Chicago: NTC Business Books, 1995.



Electronic commerce is a major part of every industry and marketplace these days. So-called e-businesses such as Amazon. com, Taobao. com, and Ebay have already become household names and major players in the transformation of all the countries into an information-based economy.

You may already know a lot about marketing—it is all around you. You see the results of marketing in the abundance of products that line the store shelves in your nearby shopping mall or supermarket. You see marketing in the advertisements that fill your TV screen, magazines and mailbox. At home, at school, where you work, there you play—you may expose to marketing in almost everything you do. Yet, there is much more to marketing than meets the consumer's casual eyes. Behind it all is a massive network of people and activities competing for your attention and purchasing dollars.

We are living in a global marketplace. As you read this book, you may be sitting in a chair imported from Brazil or a desk imported from Denmark. You may buy the items from IKEA. And your PC on the desk may has the clone from Taiwan, which has very low price. Your CD-player or Mp3 may be provided by Sony or Ipod, one Japanese company and the other US company. Yesterday's



marketing fantasy has become today's reality: A global marketplace has emerged.

What Is Marketing?

Marketing is often describes as one of the functional areas of a business, distinct from finance and operations. Effective coordination of marketing with other functional areas is increasingly viewed as an important organizational task. The activities involved in product design, manufacture, marketing and after-sale service can be described as comprising a value chain. Decisions at every stage, from idea conception to support after the sale should be assessed in terms of their ability to create value for customers.

Marketing includes all activities performed by a company, and of course marketing should be performed with two fundamental goals in mind: to create customer value and to achieve competitive advantage.

Thus, selling and advertising are only part of a larger "marketing mix"—a set of marketing tools that work together to affect the marketplace. We define marketing as a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value needs, wants, and demands; products value, satisfaction, and quality, exchange, transactions, relationships, and markets.

Some people think that only large business organizations operated in highly developed economies use marketing, but sound marketing is critical to the success of every organization—whether large or small, for-profit or not for-profit, domestic or global. Large for-profit firms such as Coca-cola, McDonald's, Sony, IBM, Wal-Mart use marketing. And so do non-profit organizations such as colleges, hospitals, museums, symphonies and even churches. Moreover, marketing is practiced not only in the United States but also in the rest of the world.

Why We Need Marketing?

Marketing affects almost every aspect of daily life. In advanced economy marketing may cost more than fifty percent of each customer's money, and for some goods or services the percentage is even much higher. It is easy to understand that all the goods and services you buy, the stores where you shop, and the radio and TV programs paid for by advertising are there because of marketing. This process doesn't come cheap. Marketing is something that you

are exposed to all the time. Even your job resume is part of a marketing campaign to sell yourself to some employers. Not so with marketing—you will be a consumer dealing with market for the rest of your life.

Marketing can even affect economic growth; it plays an important role in economic growth and development. Marketing stimulates research and new ideas—resulting in new products. Marketing gives customers a choice among products. If these products satisfy customers, fuller employment, higher incomes and a higher standard of living can result. An effective marketing system is important to the future of all nations.

The most important reason for studying marketing should be that there are many exciting and rewarding career opportunities in marketing. Marketing is often the route to the top. Throughout this book you will find information about opportunities in different areas of marketing—in sales, advertising, product management, marketing research, distribution, and other areas. And how you can use a marketing approach to plan your own future is all about career planning, whether in marketing or other fields.

Even if you are aiming at a job that is not in marketing, you will be working with marketing people. Knowing something about marketing will help you understand them better. It will also help you do your own job better. Marketing is important to the success of every organization. Remember, a company that can not successfully sell its products does not need accountants, financial managers, production managers, personnel managers, computer programmers or credit managers.

Marketing's Role Has Changed over Years

Marketing has not always been so complicated. In fact, it is only in the last 40 years or so that an increasing number of producers, wholesalers, retailers, and non-profit organizations have adopted modern marketing thinking. Instead of just focusing on producing or selling products, these organizations focus on customers and try to integrate an organization's wide effort to satisfy them.

Five Stages of Marketing Evolution

We will discuss five stages in the evolution of marketing: (1) the simple trade era, (2) the production era, (3) the sales era, (4) the marketing department era, and (5) the marketing company era. We will talk about these eras as if they are

applied generally to all firms—but keep in mind that some managers still have not made it to the final stage. They are stuck in the past with old ways of thinking.

• The simple trade era

When societies first moved toward some specialization of production and were away from a subsistence economy where each family raised and consumed everything that it produced, leaders played an important role. Early "producers for the market" made products that were needed by themselves and their neighbours. As bartering became more difficult, societies moved into the simple trade era—a time when families traded or sold their "surplus" output to local intermediaries. These specialists resold the goods to other consumers or distant intermediaries. This was the early role of marketing, and it is still the focus of marketing in many of the less-developed areas of the world. In fact, even in North America, the United Kingdom, and other more advanced nations, marketing did not change much until the nineteenth century, when the Industrial Revolution brought larger factories.

• From the production era to the sales era

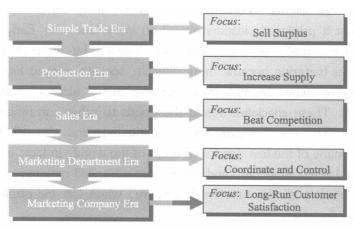
From the Industrial Revolution until the 1920s, most companies were in the production era. The production era is a time when a company focuses on producing a few specific products—perhaps because few of the products are available in the market. "If we can make it, it will sell." is the management thinking characteristic of the production era. Because of product shortage, many nations, including many of the newly independent republics of Eastern Europe, continue to operate with production era approaches.

By about 1930s, most companies in Eastern nations had more production capability than ever before the industrialized Western nations had more production capability than ever before. Now the problem was not just to produce, but to beat the competition and win customers. This led many firms to enter the sales era. The sales era is a time when all marketing activities are brought under the control of one department to improve short-run policy planning and to try to integrate the firm's activities.

• To the marketing company era

Since 1960, most firms have developed at least some staff with a marketing management outlook. Many of these firms have even graduated from the

marketing department era into the marketing company era. The marketing company era is a time when, in addition to short-run marketing planning, marketing people develop long-range plans—sometimes ten or more years ahead—and the whole company effort is guided by the marketing concept.



Needs, Wants and Demands

Human have many complex needs, and these include basic physical needs for food, clothing, warmth, and safety; social needs for longing and affection; and individual needs for knowledge and self-expression. These needs are not invented by marketers; they are a basic part of the human beings who look for an object that will satisfy them. Needs are states of feeling deprivation. People in less-developed societies may try to reduce their desires and satisfy them with what is available, while people in industrial societies may try to find or develop objects that will satisfy their needs.

Wants are the form taken by human needs as they are shaped by culture and individual personality. A hungry man in the United States may want a hamburger, French fries, and Coke. Another hungry person in Bali may want mangoes sucking pig, and beans, and a Chinese may want dumpling. Wants are descried in terms of objects that will satisfy needs. As a society evolves that wants of its members expand. As people are exposed to more objects that arouse their interest and desire, producers try to provide more want-satisfying products and services will satisfy needs.

Human have almost unlimited wants but limited resources. Thus, they want to choose products that provide the most value and satisfaction for their money. When backed by buying power, wants become demands.

Customer Value and Customer Satisfaction

Customer value concerns the difference between the benefits a customer sees from a firm's market offering and the costs of obtaining those benefits. The customer's view of costs and benefits is not just limited to economic or even rational considerations and a low price may not result in superior value.

Marketing's role has changed over years, and we should know more about what will happen in the new century, and marketing approachs for the 21st century. The approaches are as follows:

- Marketing is not a function but is a way of doing business.
- Marketing is an attitude.
- Marketing requires vision, creativity, imagination, and anticipation.
- Good marketing planning makes things happen as opposed to waiting for them to happen.
- Marketing is an investment.
- Marketing involves creating maximum value for the customers "bundle of benefits".
- ♦ Get close to the customers, suppliers and distributors, and stay there. Relationship-building is an important key to marketplace success.
- A firm cannot be all things to all people. Not two customers are alike in terms of their wants, desires, and expectations. So this gives innumerable possibilities in terms of potential benefit.
- ♦ The customer is number one!
- ♦ Marketing is about improving the firm's bottom line by satisfying customers better than competitors do.
- Information is crucial to make the right marketing decision.

Key Terms

1. marketing(营销): a social and managerial process by which individuals and groups obtain what they need and want through creating and



exchanging products and value with others.

- 2. wants (需要): the form taken by human needs as they are shaped by culture and individual personality.
- 3. demands: human wants that are backed by buying power.
- 4. customer value (顾客价值): the difference between the values the customer gains from owning and using a product and the costs of obtaining the product.
- 5. customer satisfaction (顾客满意度): the extent to which a product's perceived performance matches a buyer's expectations. If the product's performance falls short of expectations, the buyer is dissatisfied. If performance matches or exceeds expectations, the buyer is satisfied or delighted.
- 6. market(市场): the set of all actual and potential buyers of a product and service.



I. Choose the correct one from the answers

- 1. Marketing creates task utility, but not time or place utility.
 - A) True

- B) False
- 2. Macro-marketing emphasizes how the whole marketing system works.
 - A) True

- B) False
- 3. Changes in the demographic, social, political, economic, and technological environments have altered people's preferences for how they want their needs to be satisfied.
 - A) True

- B) False
- 4. Farmers, going to the local village market to sell their crops is in the simple trade era.
 - A) True

B) False

- 5. During the sales era:
 - A) a company emphasized selling because of decreased competition.



- B) the emphasis was on "getting people to buy what we make".
- C) production techniques were very flexible.
- D) companies thought "if we can make it, it will sell".
- E) all marketing activities are brought under the control of one department.
- 6. Which of the following is NOT likely to be found in a company with a marketing orientation? The company:
 - A) sells whatever it can make.
 - B) designs its packaging as a selling tool.
 - C) uses marketing research to see if it is satisfying its customers.
 - D) sees delivery as a service.
 - E) focuses on locating new opportunities.
- 7. Marketing is:
 - A) a very broad set of activities required to ensure that consumers can get the products and services they want and need.
 - B) limited to only selling and advertising.
 - C) purchasing goods and services that most consumers don't need by using aggressive tactics to overcome consumer resistance.
 - D) making a good product that sells itself.
 - E) producing goods and/or services.
- 8. The main difference between the "marketing department era" and the "marketing company era" is:
 - A) there is no difference.
 - B) more emphasis on short-run planning in the marketing department era.
 - C) whether the whole company is customer-oriented.
 - D) whether the president of the firm has a background in marketing.
 - E) more emphasis on selling and advertising in the marketing department era.
- 9. A major company is well known for market-oriented long-range planning. This company is probably operating in the _____ era.
 - A) marketing research
 - B) marketing department
 - C) marketing company
 - D) marketing concept



- E) long-range planning
- 10. Customer value:
 - A) will be the same for all consumers.
 - B) is easy to calculate in a numerical formula.
 - C) is thought about a lot by customers.
 - D) is a cost-to-benefit analysis by consumers
 - E) means consumers always select the lowest-priced products.
- 11. One way of helping to build a long-term relationship with existing customers is:
 - A) to introduce new products for new target markets.
 - B) to have everyone in an organization work together to provide customer value before and after each purchase.
 - C) to slash prices.
 - D) to aggressively attack competitors with negative publicity.
 - E) to introduce a policy that "all sales are final" to reduce costs.

II. Translate the following into Chinese

Marketing affects almost every aspect of daily life. In advanced economy marketing may cost more than fifty percent of each customer's money, and for some goods or services the percentage is even much higher. It is easy to understand that all the goods and services you buy, the stores where you shop, and the radio and TV programs paid for by advertising are there because of marketing. This process doesn't come cheap. Marketing is something that you are exposed to all the time. Even your job resume is part of a marketing campaign to sell yourself to some employers. Not so with marketing—you will be a consumer dealing with market for the rest of your life.

☐ III. Fill in the blanks

When societies first moved toward some specialization of production and were away from a subsistence economy where each family raised and consumed everything it produced, leaders played an important _____. Early "producers for the market" made products that were needed by themselves and their neighbours. As bartering became more difficult, societies

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moved into the simple trade era—a time when families traded or ______ their "surplus" output to local intermediaries. These specialists resold the goods to other _____ or distant intermediaries. This was the early role of marketing, and it is still the focus of _____ in many of the less-developed areas of the world. In fact, even in North America, the United Kingdom, and other more ____ economies, marketing did not change much until the nineteenth century, when the Industrial Revolution brought larger factories.

II. Answer the following questions

- 1. What is marketing?
- 2. What is the difference between marketing department era and marketing company era?
- 3. What is the difference between needs, wants and demands?

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