Marketing

营销英语

行业英语系列教材

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营 销 英 语
Marketing English

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内容提要

本书是行业英语系列教材中的一本。本书内容丰富、选材新颖，涵盖了市场营销的各个重要环节，强调了英语语言在各环节的运用，突出灵活多变性。本书是一本极具操作性、注重语言灵活运用的实践性教材。本书适合于结束了大学英语基础阶段学习的市场营销专业的学生，同时也可作为从业人员的培训教材。

凡购买高等教育出版社图书，如有缺页、倒页、脱页等质量问题，请在所购图书销售部门联系调换。

前 言

　　随着社会经济的不断发展,商品生产和贸易在经济生活中的地位日益重要,而在生产、贸易中处于领先地位的市场营销的重要性也日益突出。在某种程度上,企业生产运营的成败关键,取决于营销部门的运行情况。作为 WTO 的新成员,中国在国际经济中的地位不断提高,世界著名企业纷纷涌入中国投资、办实体、做贸易。因此,如何恰当、地道地与外商沟通以及在外资企业内部进行有效的沟通是当今营销人员亟需解决的重要问题。

　　本书依据市场营销的各个重要环节,取之精华编写而成,强调英语作为语言在各营销环节的运用,突出灵活多变性。本书不是一本理论性的教科书,而是一本极具操作性、注重语言灵活运用的实践性教材。

　　每个单元主要分三大板块,第一部分(Part A)为基础理论部分,主要介绍该部分的原理、相关知识及背景,为 Part B 和 Part C 提供铺垫。第二部分(Part B)为课文的主体———会话部分,主要从营销从业人员的角度出发,着重体现在各个营销环节中,营销管理人员之间以及营销人员与客户和公众之间的沟通,力求提供具有特色的典型个案和营销工作中经常碰到的情景。第三部分(Part C)为扩展练习部分,结合前两部分,学生可在此部分利用所学的理论知识及个案举一反三。各项活动均以学生为中心,让学生在各种练习活动中巩固已有的知识,并创造性地运用于自己的模拟实践中。

　　本书一大特色是:与传统的课本不同,本书既包含了营销业的基础知识,也有来自一线从业人员的宝贵经验。每个部分均以生动活泼的形式展现在读者面前,各个部分的形式各不相同,甚至各个单元的形式也根据内容与素材的差异而迥然不同。例如,在广告(Advertising)单元中,我们不仅提供了成功广告的范例,还让读者辨别效果好的广告与效果差的广告之区别所在。又如,分销(Distribution)单元中,我们通过各种形式的练习让读者更加深刻地去领会分销的意义和作用。听说练习是本书的主要焦点所在,考虑到从业人员的需求,每个单元在三大板块中均提供了大量的听说训练材料,把一些重要的行业基础知识融入到各种生动活泼的

练习和课堂活动中,如在营销计划(Marketing Planning)单元中,我们通过复合听力形式让读者理解其目的和意义。我们力求让学生在团队活动(Group Work)和结对活动(Pair Work)中轻松愉快地学到知识并灵活应用。例如在人员销售(Personal Selling)这一单元中,学习者得扮演销售员的角色,来应对各种客户。又如在社会和文化环境(Social and Cultural Environment)这一单元中,让读者应用营销环境的相关知识来分析肯德基在中国成功的原因。由此可见,本书不仅仅是一本教材,但也可作为一本自学、自修的课本。

营销英语(Marketing English)的读者对象可以是完成了大学英语基础阶段学习后的市场营销专业的学生,或是毕业后有意从事市场营销活动的其他相关专业的学生。本书亦可作为从业人员的培训教材。

本书 Part A, C 部分由金阳编写,Part B 部分由陆红菊编写。本教材的编写还得到了上海财经大学市场营销专业的资深专家吴宪和教授的指导,在此表示感谢。

由于本书编写仓促,错误在所难免,恳请专业人士和各位读者提出宝贵意见。

编者
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Social and Cultural Environment

Part A   Basic Knowledge

1

Read the following statements and choose the best answer.

1) All factors external to an organization that can affect the organization's marketing activities and that are mostly uncontrollable is termed as _____ .
   a. marketing mix
   b. target market
   c. marketing environment
   d. marketing transaction

2) The marketing environment includes all of the following except _____ .
   a. competitive environment
   b. political/legal environment
   c. production environment
   d. social environment

3) Andy Stein has the responsibilities of trying to identify future market opportunities or threats by reading technical journals and talking to customers. This process is called _____ .
   a. economic outlook
   b. demographic environment
   c. environmental scanning
   d. environmental review

4) Through the review of _____ , Ford Motor Company discovers that those customers aged 18 to 29 like brighter colors, the exciting elements of a car, like spoilers, and a loud music system.
   a. demographic environment
   b. economic environment
   c. competitive environment
   d. social environment

5) Cultural factors may include which of the following?
   a. Values.
   b. Attitudes.
   c. Ideas.
   d. All of the above.

6) American, United, Air France, and Southwest Airlines need to purchase new aircrafts and replace aging ones. Boeing Aviation Manufacturers look at these organizations as _____ .
   a. the market
   b. the market mix
   c. the marketing environment
   d. the competitive environment

7) Several characteristics that make the cultural environment important are _____ .
   a. changing roles
   b. cultural diversity
   c. emphasis on health and fitness
   d. All of the above

8) The emphasis on all natural, caffeine-free and preservative-free drinks could relate to which of the cultural trends?

    a. Desire for convenience.   b. Consumerism.

    c. Changing roles.   d. Emphasis on health and fitness.

9) The global success of MTV programming is an example of which trend in the cultural environment?

    a. Cultural diversity.   b. Changing roles.

    c. Popular culture.   d. Global culture.

10) In performing research for your organization, you have come across the following information that will affect the marketing of your firm's products; the largest percentage of growth occurred in the 45~64 and the age brackets and the number of typical family household units have declined. This data refers to the _____ environment.

    a. social   b. demographic   c. political/legal d. economic

11) No longer are household chores, child care, or grocery shipping solely the responsibility of women, more men spend time on these household and shopping chores. This is an example of what element of the social environment?

    a. Desire for convenience.   b. Popular culture.

    c. Changing roles.   d. Consumerism.

12) High unemployment, high interest rates, and high debt can affect the marketing of your products. These are effects of the _____ environment.

    a. economic   b. institution   c. technology   d. demographics

13) Hans Muller operates a small retail bakery in Germany. Until recently he was forced to close at 6 : 30 pm on weekdays and 2 pm on Saturdays, and was not allowed to operate on Sundays. These restrictions were due to _____.

    a. economic environment   b. social environment

    c. political/legal environment   d. None of the above
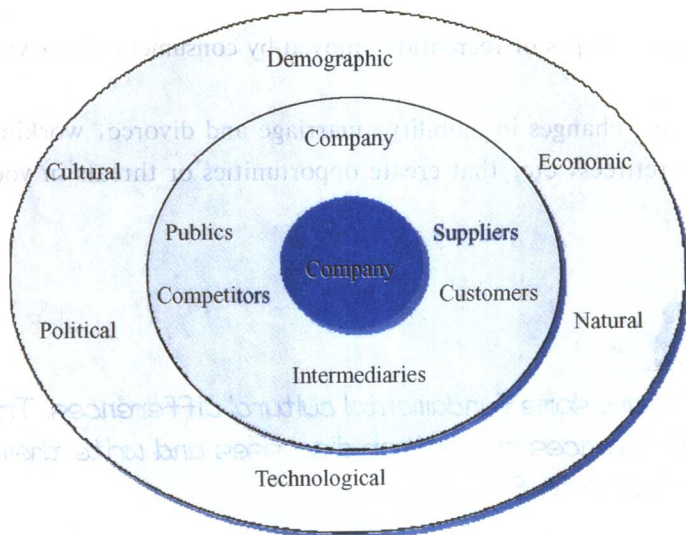
14) Continued immigration will enhance the need for marketing to recognize and respond to increasing _____ .
    a. cultural diversity   b. political/legal complexity
    c. social instability   d. economic disparity

15) The establishment of different flavored popcorn, such as jalapeno flavored for Hispanics and more butter flavored for Swedes, is reflecting which marketing environment the marketer must consider?
    a. Technology.   b. Political/Legal.
    c. Cultural.   d. Competitive.

The following are some special terms of marketing environment, try to match them with the definitions that follow. You can refer to the chart under it.

(1) microenvironment   a. Forces close to the company that affect its ability to serve its customer.

(2) cultural   b. Larger societal forces that affect the whole microenvironment.

(3) microenvironment   c. Laws, agencies and groups that influence and limit organizations and individuals in a given society.

(4) competitors   d. Forces that create new technologies, creating new product and market opportunities.

(5) publics   e. Those who serve a target market with similar products and services against whom a company must gain strategic advantage.

(6) customers   f. Institutions and other forces that affect a society's basic values, perceptions, preferences, and behaviors.

(7) political   g. Those who provide the resources needed to produce goods and services and are an important link the "value delivery system".

(8) marketing   h. Any group that perceives itself having an interest in a
    intermediaries   company's ability to achieve its objectives.

(9) technological   i. Institutions that help the company to promote, sell, and distribute its goods to final buyer.

(10) suppliers　　　　　 j. Those who purchase a company's goods and services.

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                    Demographic

              Company
  Cultural                        Economic

        Publics          Suppliers
                 Company
     Competitors         Customers        Natural
  Political

              Intermediaries

    Technological
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3 **Group work**

Suppose your company will launch a new product, then analyze the social environmental elements. The following are discussion questions for reference.

- Are there any important ethnic（民族的，种族的）groups in the population of interest?
- Does the education level in the population present opportunities?
- Does the mix of family structures（traditional，divorced，single，etc.）present opportunities?
- What core cultural values are held by the population of interest? Are there any important subcultures? How are cultural values shifting through time?
- Are there anything distinctive about the culture or social class of people who buy this type of product?
- Are there any important reference groups that influence the customer?

- Are there any trends toward conservative or liberal lifestyles?
- Is a trend toward less time for leisure likely to affect demand for your product?
- Will changes in types of recreation enjoyed by consumers affect your product market?
- Are there any changes in mobility, marriage and divorce, working women, number of retirees, etc. that create opportunities or threats in your product market?

The following are some fundamental cultural differences. Try to find out what differences the author discusses and write them down in the blanks from a to f.

Six Fundamental Patterns of Cultural Differences

a. _____ .

The way people communicate varies widely between, and even within, cultures. One aspect of communication style is language usage. Across cultures, some words and phrases are used in different ways. For example, even in countries that share the English language, the meaning of "yes" varies from "maybe, I'll consider it" to "definitely so" with many shades in between.

Another major aspect of communication style is the degree of importance given to non-verbal communication. Non-verbal communication includes not only facial expressions and gestures; it also involves seating arrangements, personal distance, and sense of time. In addition, different norms regarding the appropriate degree of assertiveness in communicating can add to cultural misunderstandings. For instance, some white Americans typically consider raised voices to be a sign that a fight has begun, while some black, Jewish and Italian Americans often feel that an increase in volume is a sign of an exciting conversation among friends. Thus, some white Americans may react with greater alarm to a loud discussion than would members of some American ethnic or non-white

racial groups.

b. _____.

Some cultures view conflict as a positive thing, while others view it as something to be avoided. In the U. S., conflict is not usually desirable, but people often are encouraged to deal directly with conflicts that do arise. In fact, face-to-face meetings customarily are recommended as the way to work through whatever problems exist. In contrast, in many Eastern countries, open conflict is experienced as embarrassing or demeaning; as a rule, differences are best worked out quietly. A written exchange might be the favored means to address the conflict.

c. _____.

From culture to culture, there are different ways that people move toward completing tasks. Some reasons include different access to resources, different judgments of the rewards associated with task completion, different notions of time, and varied ideas about how relationship-building and task-oriented work should go together.

When it comes to working together effectively on a task, cultures differ with respect to the importance placed on establishing relationships early in the collaboration. A case in point, Asian and Hispanic cultures tend to attach more value to developing relationships at the beginning of a shared project and more emphasis on task completion toward the end as compared with European-Americans. European-Americans tend to focus immediately on the task at hand, and let relationships develop as they work on the task. This does not mean that people from any one of these cultural backgrounds are more or less committed to accomplishing the task, or value relationships more or less; it means they may pursue them differently.

d. _____.

The roles individuals play in decision-making vary widely from culture to culture. For example, in the U. S., decisions are frequently delegated — that is, an official assigns responsibility for a particular matter to a subordinate. In many Southern European and Latin American countries, there is a strong value placed on holding decision-making responsibilities oneself. When decisions are made by groups of people, majority rule is a common approach in the U. S.; in Japan consensus is the preferred mode. Be aware that

individuals' expectations about their own roles in shaping a decision may be influenced by their cultural frame of reference.

e. _____ .

In some cultures, it is not appropriate to be frank about emotions, about the reasons behind a conflict or a misunderstanding, or about personal information. Keep this in mind when you are in a dialogue or when you are working with others. When you are dealing with a conflict, be mindful that people may differ in what they feel comfortable revealing. Questions that may seem natural to you — What was the conflict about? What was your role in the conflict? What was the sequence of events? — may seem intrusive to others. The variation among cultures in attitudes toward disclosure is also something to consider before you conclude that you have an accurate reading of the views, experiences, and goals of the people with whom you are working.

f. _____ .

Notable differences occur among cultural groups when it comes to epistemologies (〔哲〕认识论) — that is, the ways people come to know things. European cultures tend to consider information acquired through cognitive means, such as counting and measuring, more valid than other ways of coming to know things. Compare that to African cultures' preference for affective ways of knowing, including symbolic imagery and rhythm. Asian cultures' epistemologies tend to emphasize the validity of knowledge gained through striving toward transcendence. (Nichols, 1976) Recent popular works demonstrate that our own society is paying more attention to previously overlooked ways of knowing.

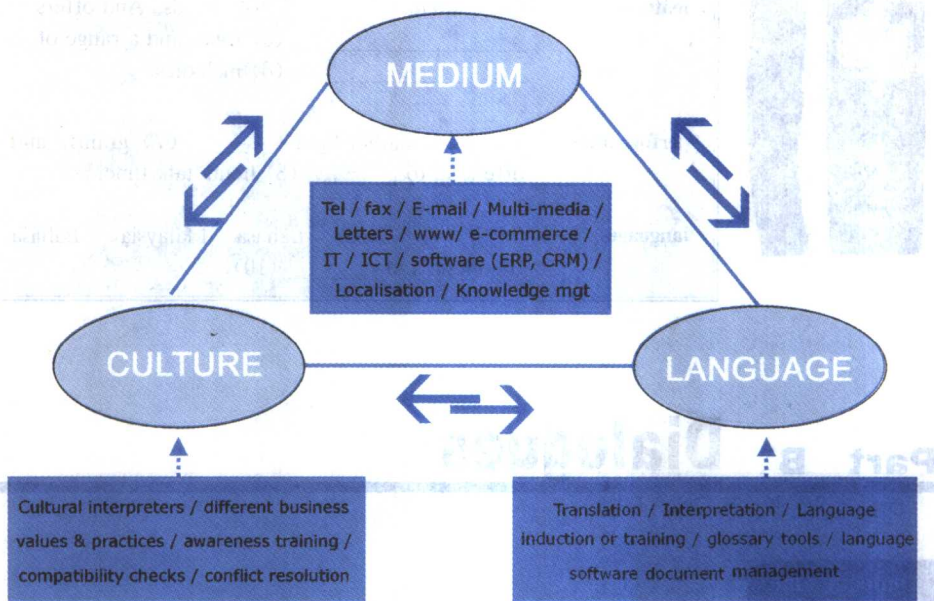You can see how different approaches to knowing could affect ways of analyzing a community problem or finding ways to resolve it. Some members of your group may want to do library research to understand a shared problem better and identify possible solutions. Others may prefer to visit places and people who have experienced challenges like the ones you are facing, and touch, taste and listen to what has worked elsewhere.

5 Group work

Have you found some difficulties in communicating with foreigners? How do you usually solve those problems? Anticipate what problems you will have in your work according to the following chart.

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                    MEDIUM

        Tel / fax / E-mail / Multi-media /
        Letters / www/ e-commerce /
        IT / ICT / software (ERP, CRM) /
        Localisation / Knowledge mgt

    CULTURE  <------------------>  LANGUAGE

Cultural interpreters / different business    Translation / Interpretation / Language
values & practices / awareness training /     induction or training / glossary tools / language
compatibility checks / conflict resolution    software document management
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6 Case Study

Nokia is the leading company of cell phone. Why has it succeeded in Asia? Listen to the passage twice and fill in the blanks in the following table with the information you heard.

New Words			
compact	小型的	*melody*	悦耳的音调
interface	界面	*vibrating*	振动