

21世纪高等学校专业英语系列规划教材



# 市场营销

## 专业英语教程

李娜 主编

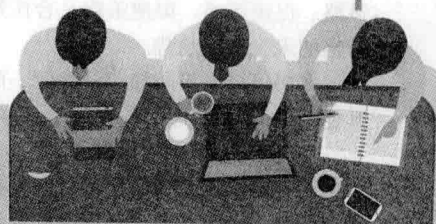


清华大学出版社 · 北京交通大学出版社

21世纪高等学校专业

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· 北京 ·

## 内 容 简 介

本书共分五大部分：第一部分为市场营销概论，主要介绍市场营销的基本概念、国际市场营销概况、市场营销环境和市场营销信息系统等；第二部分为消费者分析，从不同的视角对消费者展开分析，包括顾客价值理论、消费者需求及其购买行为分析；第三部分为市场分析，包括市场概述、市场调查、市场细分、市场定位及市场拓展；第四部分为策略分析，分别对市场竞争策略、目标市场营销策略、产品策略、价格策略、促销策略、渠道策略及合作策略进行分析；第五部分介绍了市场营销管理方面的内容，预测了市场营销的未来发展趋势。

本书可供高等院校英语专业、商务英语专业及市场营销专业学生使用，同时也可供市场营销工作者或其他英语爱好者使用。

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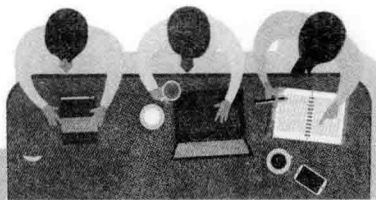
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# 前言



飞速发展的中国经济日新月异，需要与世界经济接轨；日益繁荣的文化产业也需要与世界文化交流；越来越多的中国人需要了解外国市场管理和市场营销策略，以取长补短。目前，市场上有很多市场营销方面的教材，要么过于侧重于理论，实践性不强；要么教材的内容过于陈旧，无法适应市场的需求。

本书在汲取以往教材优点的基础上，结合当今市场营销活动中的热点话题，将基本的营销理论与营销实践融为一体，以期达到理论性与实用性并举的目的。

为顺应新世纪经济和社会发展对高校教学的要求，进一步提高我国高等教育水平，在北京交通大学出版社的精心组织下，我们编写了这本适合高等院校使用的《市场营销专业英语教程》。本书有以下几个特点。

(1) 实用性。本书适用于高等院校英语专业、商务英语专业、市场营销专业学生，旨在让学生在掌握基本市场营销理论的基础上，了解一些常见的营销活动，既学习语言知识，又开阔眼界，为其将来走进社会、走上工作岗位奠定坚实的基础。

(2) 针对性。本书编者多年从事专业英语教学，深知学生的特点，所以本书的内容遵循由浅入深、循序渐进的原则，层层深入，逐步培养和提高学生对市场营销理论与实践的驾驭能力，以及语言的表达能力。

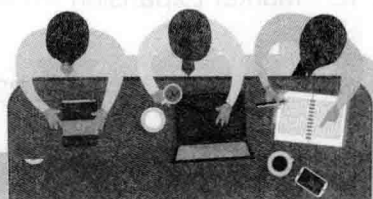
(3) 广泛性。本书多方位、多层次、多视角地为学生呈现了各种不同的市场营销活动，使学生有机会领略市场营销的庐山真面目。

本书由李娜（北京联合大学师范学院）担任主编并完成全书内容的编写。

由于编者水平有限，书中难免有疏漏、错误之处，望同行专家和广大读者不吝赐教。

编者  
2016年1月

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## Unit 1

### Marketing

# PART

# I

## Introduction to Marketing

# Unit 1

## Marketing



In the planned economy era, enterprises didn't have to worry about selling things, and they merely set up a supply department responsible for the procurement of raw materials. There is simply no such a concept of marketing. Later on, with the arrival of market economy, gone are days when enterprises depend heavily on the higher authorities in charge of sales of the products.<sup>1</sup> They have to rely on their own to find markets to sell their own products. In order to maximize the profits, many companies began to set up marketing departments. As market competition intensifies, there seems to be a growing awareness that they should attach more importance to not only sales but also a variety of sales-related work.<sup>2</sup> Thus the concept of marketing is gaining increasing popularity among people. It has changed and evolved over a period of time and there are many different definitions.

- The Chartered Institute of Marketing defines marketing as “the management process responsible for identifying, anticipating and satisfying customer requirements profitably”. This definition looks at not only identifying customer needs, but also satisfying them (short-term) and anticipating them in the future (long-term).

- Marketing is the process used to determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development.<sup>3</sup> It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves.<sup>4</sup>

- Marketing is the process of developing, pricing, distributing and promoting the goods or services that satisfy the needs of the potential customers.

- Marketing is the all-embracing function that links the business with customer needs and wants in order to get the right product to the right place at the right time.

- Marketing is not about providing products or services; instead, it is essentially about providing changing benefits to the changing needs and demands of the customer.

- Marketing is essentially about marshalling the resources of an organization so that they



meet the changing needs of the customer on whom the organization depends.

The above-mentioned definitions are all right. The better definitions are focused upon customer orientation and satisfaction of customer needs, thus making the customer, and the satisfaction of his or her needs, the focal point of all business activities. Marketing is founded in the belief that profitable sales and satisfactory returns on investment can only be achieved by identifying, anticipating and satisfying customer needs and desires.<sup>5</sup> The adoption of marketing strategies requires businesses to shift their focus from production to the perceived needs and wants of their customers as the means of staying profitable.

Now that you have been introduced to some definitions of marketing and the marketing concept, remember the important elements contained as follows.

- Marketing is about meeting the needs and wants of customers. In other words, it focuses on the satisfaction of customer needs, wants and requirements.

- Marketing is a management responsibility and should not be solely left to junior members of staff. Only with the joint efforts can an organization identify the needs and wants of the customer and deliver benefits, while at the same time ensuring that the satisfaction of these needs results in a healthy turnover for the organization.

- Marketing involves an ongoing process. The environment is “dynamic”. This means that the market tends to change—what customers want today is not necessarily what they want tomorrow. Therefore, the company is supposed to create long-term demand, perhaps by modifying particular features of the product to satisfy changes in consumer needs or market conditions.

- Successful marketing requires a deep knowledge of customers, competitors, and collaborators and great skills in serving customers profitably. Marketing therefore combines market research, new product development, distribution, advertising, promotion, product improvement, and so on. In other words, marketing begins and ends with the customer. Truly successful marketing understands the customer so well that the product or service satisfies the needs so perfectly that the customers are desperate to buy it.

Marketing activities are numerous and varied because they basically include everything needed to get a product off the drawing board and into the hands of the customer. The broad field of marketing includes activities such as: designing the product so it will be desirable to customers by using tools such as marketing research and pricing; promoting the product so people will know about it by using tools such as public relations, advertising, and marketing communications; setting a price and letting potential customers know about your product and making it available to them.

People have to spend 80% of their time marketing their new business. The reason lies in the fact that marketing encompasses many different parts of the business. Generally speaking, there are seven functions associated with marketing and these functions are the basis of all marketing activities.

● Pricing: setting and communicating the value of products and services. Setting the price at the right level.

● Selling: communicating directly with potential customers to determine and satisfy their needs.

● Distribution: determining the best ways for customers to locate, obtain, and use the products and services of an organization. It involves moving the products from the producer to the consumer.

● Product/Service management: designing, developing, maintaining, improving, and acquiring products and services that meet consumer needs.

● Financing: budgeting for marketing activities, obtaining the necessary funds needed for operations, and providing financial assistance to customers so they can purchase the business products and service.

● Market information management: obtaining, managing, and using information about what customers want to improve business decision making, performance of marketing activities.

● Promotion: communicating with customers about the product to achieve the desired result—customer demand for and purchase of the product. It includes advertising, personal selling, publicity, and public relations.

Each function can have a positive or negative effect on business. The point is to be aware of each of them and include them in our marketing decisions.



## Vocabulary

enterprise *n.* 企业

procurement *n.* 获得

maximize *v.* 最大化

intensify *v.* 变得更剧烈

trend *n.* 趋势

evolve *v.* 发展, 演变

identify *v.* 识别

strategy *n.* 策略

anticipate *v.* 预测

profitably *ad.* 营利地

potential *a.* 潜在的

all-embracing *a.* 包括一切的

marshal *v.* 整理

above-mentioned *a.* 上述的

orientation *n.* 方向, 导向

focal *a.* 焦点的, 中心的

return *n.* 利润, 盈利

adoption *n.* 采纳, 采用

perceived *a.* 感知到的

turnover *n.* 营业额

dynamic *a.* 动态的

modify *v.* 修改

collaborator *n.* 合作者

desperate *a.* 迫切的

varied *a.* 各种各样的

desirable *a.* 想要的

pricing *n.* 定价

available *a.* 可利用的, 可使用的

encompass *v.* 包括, 包含

distribution *n.* 分销

maintain *v.* 维护, 维修locate *v.* 定位involve *v.* 涉及, 牵扯acquire *v.* 习得, 获得budget *v.* 预算operation *n.* 运转, 操作, 实施, 运营assistance *n.* 帮助, 援助performance *n.* 业绩, 表现publicity *n.* 宣传

## Phrases and Expressions

in the planned economy era 在计划经济时代

raw material 原材料

market economy 市场经济

set up 成立, 设立

marketing department 营销部

attach importance to ... 重视

meet the need of ... 满足……的需求

gain increasing popularity 越来越受欢迎

be of interest to sb. 激发某人的兴趣

now that 既然

be supposed to do sth. 应该做某事

joint effort 共同努力

market research 市场调查

product improvement 产品改进

drawing board 筹备阶段

marketing communication 营销信息交流

lie in 在于

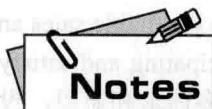
financial assistance 财政资助

business decision making 商业决策

desired result 预期的结果

personal selling 人员销售

public relation 公共关系



1. Later on, with the arrival of market economy, gone are days when enterprises depend heavily on the higher authorities in charge of sales of the products. 后来, 到了市场经济时代, 企业完全依靠高一级领导来销售产品的时代一去不复返了。  
本句中使用了 *when* 引导的定语从句, 为了保持句子平衡, 避免头重脚轻, 本句采用了倒装结构, 正常的语序应该是 “days when enterprises depend heavily on the higher authorities in charge of sales of the products are gone”。类似这样的结构还有: Round the corner walked a policeman. (A policeman walked round the corner.)。
2. As market competition intensifies, there seems to be a growing awareness that they should attach

more importance to not only sales but also a variety of sales-related work. 市场竞争非常激烈, 人们越来越意识到不仅要重视销售, 还要重视各种与销售相关的其他工作。

在本句中, 注意 intensify 的意思是“加强, 强化, 变得更剧烈”, 其词根是“intense”, 添加了后缀“-fy”, 类似的词语还有: purify (净化)、simplify (简化)、beautify (美化)、justify (辩解, 认为……有理)、notify (通知) 等。

在“... there seems to be a growing awareness that ...”中使用了 that 引导的同位语从句, 进一步解释说明“awareness”的内容。英语表达中常习惯用没有生命的物作主语 (无生命主语), 而汉语中则习惯用有生命的人作主语 (有生命主语), 因此这句话的意思是“人们越来越意识到……”。因此, 在英语学习中要深刻体会到英、汉两种语言在表达上存在的差异。

3. Marketing is the process used to determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development. 市场营销这一过程用来确定顾客会对什么样的产品或者服务感兴趣, 确定在销售、交流以及业务发展中采用什么样的策略。

本句中的“used to determine what products or services may be of interest to customers, and the strategy to use in sales, communications and business development”是过去分词短语作定语修饰“the process”, 其中“what products or services may be of interest to customers”是宾语从句, 作 determine 的宾语。短语“be of interest to customers”意思是“吸引客户, 客户对……感兴趣”, 类似的表达还有: be of great/first significance/importance (非常重要)、be of great/much help (非常有帮助)、be of high value (非常有价值)、be of the same age (年龄相当) 等。

4. It is an integrated process through which companies build strong customer relationships and create value for their customers and for themselves. 这是一个整合的过程, 各公司通过这一过程可以建立牢固的客户关系, 为客户和自身创造价值。

本句是一个介词前置的定语从句, 引导词 which 指代的是前面的先行词 process。

5. Marketing is founded in the belief that profitable sales and satisfactory returns on investment can only be achieved by identifying, anticipating and satisfying customer needs and desires. 坚信只有识别、预测以及满足顾客的诸多需求和愿望, 投资才能获得销售利润和满意的回报, 市场营销就是以此为基础的。

在本句中“in the belief that ...”的意思是“坚信……”, 其中 that 引导了同位语从句进一步解释说明 belief。此外, belief 还有其他常见的搭配, 如: have belief in sth. 相信, 信任; to the best of my belief 我坚信; beyond belief 难以置信等。

## Exercises



### I Answer the following questions according to the text.

1. What can we know about enterprises in the planned economy era?
2. What gave rise to the appearance of the marketing departments?
3. How can you understand the definition of marketing given by the Chartered Institute of Marketing?
4. What do the better definitions of marketing emphasize?
5. According to the writer, what is the basic belief of marketing?
6. In "Only with the joint efforts can an organization identify the needs and wants of the customer and deliver benefits ...", what does the phrase "the joint efforts" refer to?
7. What does the sentence "Marketing involves an ongoing process." mean?
8. How can you understand "In other words, marketing begins and ends with the customer."?
9. Why are marketing activities numerous and varied?
10. What activities are included in the broad field of marketing?

### II Decide whether the following statements are true or false.

1. In the planned economy era, the marketing concept was new to the public.
2. People used to attach more importance to sales rather than marketing.
3. The benefits that marketing brings to customers are more than those to organizations.
4. The definitions mentioned in the passage focus more on profits than on customers.
5. Marketing is so important that it should be left to managers and other senior members of the companies.
6. Companies are supposed to gear their products to the changing needs of customers.
7. Every aspect of business activities is involved in marketing.
8. Companies invest 80 percent of their money in marketing per year.
9. More profits are the basis of all marketing activities.
10. Market information management determines the best way to locate the products and services of an organization.

### III Fill in each blank with the proper form of the word in the bracket.

1. The term *marketing concept* holds that \_\_\_\_\_ (achieve) organizational goals depends on knowing the needs and wants of target markets and delivering the \_\_\_\_\_ (desire) satisfactions.
2. It is reported that supermarkets intensively research and study consumer behavior, \_\_\_\_\_ (spend) millions of dollars.
3. Companies are always looking for marketing opportunities of filling \_\_\_\_\_ (satisfy) needs in areas in which they are likely to enjoy a differential advantage, due to their particular competence.
4. Marketing may be defined as a set of human activities \_\_\_\_\_ (direct) at facilitating exchanges.
5. Concern and \_\_\_\_\_ (responsible) for marketing must therefore permeate all areas of the enterprise.
6. Niche marketing is becoming an \_\_\_\_\_ (increase) popular concept in the field of marketing and advertising and is now one of the most \_\_\_\_\_ (prefer) methods of making a product known to consumers.
7. These technological wonders \_\_\_\_\_ (able) the marketing professionals to track the navigation of the users through the sites.
8. Companies in today's business environment often spend a lot of money \_\_\_\_\_ (conduct) marketing research before releasing new products or services.
9. The market needs to be studied and future trends \_\_\_\_\_ (forecast).
10. This customer \_\_\_\_\_ (focus) philosophy is known as the "marketing concept".

### IV Fill in each blank with a proper preposition.

1. Their perceptions are built \_\_\_\_\_ culture, race, age or other personal opinions.
2. Companies will use test markets to determine the strength of consumer demand for goods or services prior \_\_\_\_\_ a national rollout of new products.
3. All resources need to be invested \_\_\_\_\_ the business and the staff needs to be motivated to adhere \_\_\_\_\_ the company's general objective.
4. The bankruptcy of that firm lies \_\_\_\_\_ the inefficiency of its marketing department.
5. Your new products are \_\_\_\_\_ great interest to us.
6. The company attaches importance \_\_\_\_\_ the customer satisfaction.
7. A businessman who is aware \_\_\_\_\_ the developments and increasing competition in the Internet knows that if a business entity owns only one website and promotes all of its

products there, then the website will most likely end \_\_\_\_\_ ranking low in the search results, thus not reaching its target audiences.

8. Simply stated, marketing is everything you do to place your product or service \_\_\_\_\_ the hands of potential customers.
9. Marketing is the social process \_\_\_\_\_ which individuals and groups obtain what they need and want through creating and exchanging products and value with others.
10. The philosophy of marketing needs to be owned by everyone \_\_\_\_\_ the organization.

**V** Fill in the blanks with the words and phrases given below. Change the form where necessary.

lie in	potential	involve	perceived	stay profitable
available	focal	anticipate	identify	desire

1. It \_\_\_\_\_ the customers by measuring the amount of time that they spend on each page, the links that they click on and therefore the products and options that they are interested in.
2. The marketing myopia \_\_\_\_\_ the concept of product.
3. Marketing \_\_\_\_\_ diverse disciplines like sales, public relations, pricing, packaging, and distribution.
4. In order to \_\_\_\_\_, companies are supposed to focus more on what consumers are willing to buy rather than on what the company can produce.
5. The most innovative ideas or the greatest products succeed only when you market within the context of people's \_\_\_\_\_.
6. A market can be defined as all the \_\_\_\_\_ customers sharing a particular need or want.
7. Marketers do not only identify consumer needs; they can \_\_\_\_\_ them by developing new products.
8. Marketing is your strategy for allocating resources (time and money) in order to achieve your \_\_\_\_\_ objectives.
9. The needs and wants of consumers should be regarded as the \_\_\_\_\_ point of all business activities.
10. The task of marketing research is to provide management with relevant, accurate, reliable, information \_\_\_\_\_ in the market.

**VI** Cloze.

Marketing is the process of teaching you 1 \_\_\_\_\_ consumers should choose your product or service 2 \_\_\_\_\_ your competitors; 3 \_\_\_\_\_ you are not doing that you are not marketing. It's



really 4 \_\_\_\_\_ simple! The key is 5 \_\_\_\_\_ the right method and defining the right message to use to educate and influence your consumers.

Companies make the mistake of thinking that marketing is just “one” thing, but marketing is 6 \_\_\_\_\_ that the consumer encounters when it 7 \_\_\_\_\_ to your business, from advertising, to 8 \_\_\_\_\_ they hear, to the customer service that they 9 \_\_\_\_\_, to the follow-up care that you provide. It’s all marketing and creating the decision 10 \_\_\_\_\_ the consumer whether or not to choose you initially or for 11 \_\_\_\_\_ business.

If you work in a medium or large size organization, then 12 \_\_\_\_\_ are that you would have heard the phrase “marketing communications”. It is the department that deals 13 \_\_\_\_\_ handling all 14 \_\_\_\_\_ for the company. Marketing communications is nothing 15 \_\_\_\_\_ the science and art of communicating information that the company wants to divulge 16 \_\_\_\_\_ the public. The information could be 17 \_\_\_\_\_ to the marketing of a product, talk about a new product launch or community initiatives 18 \_\_\_\_\_ by the company. Even as just communicating may seem an easy task since that is 19 \_\_\_\_\_ we do every day in our normal lives, there is a science behind what to communicate to whom and 20 \_\_\_\_\_ what tone and manner.

- |                       |                  |               |               |
|-----------------------|------------------|---------------|---------------|
| 1. A. what            | B. why           | C. which      | D. how        |
| 2. A. over            | B. rather        | C. but        | D. without    |
| 3. A. where           | B. why           | C. when       | D. if         |
| 4. A. so              | B. such          | C. very       | D. that       |
| 5. A. find            | B. to find       | C. finding    | D. to finding |
| 6. A. everything      | B. nothing       | C. something  | D. /          |
| 7. A. refers          | B. comes         | C. relates    | D. takes      |
| 8. A. that            | B. what          | C. which      | D. how        |
| 9. A. have            | B. offer         | C. receive    | D. own        |
| 10. A. in             | B. beyond        | C. for        | D. within     |
| 11. A. daily          | B. routine       | C. repeat     | D. usual      |
| 12. A. possibilities  | B. opportunities | C. likelihood | D. chances    |
| 13. A. with           | B. in            | C. for        | D. upon       |
| 14. A. communications | B. transactions  | C. businesses | D. goods      |
| 15. A. beside         | B. besides       | C. for        | D. but        |
| 16. A. for            | B. on            | C. to         | D. at         |
| 17. A. subject        | B. confined      | C. accustomed | D. related    |
| 18. A. made           | B. taken         | C. undertaken | D. assumed    |
| 19. A. what           | B. how           | C. why        | D. when       |
| 20. A. with           | B. in            | C. on         | D. by         |



**VII Translation.**

1. Marketing communications is the science and art of communicating information that the company wants to divulge to the public.
2. This information is then delivered to the marketing department where it is analyzed and a specific customized communication is created for the users.
3. Yet the most brilliant strategy won't help you earn a profit or achieve your wildest dream if it isn't built around your potential customers.
4. Truly successful marketing understand the customer so well that the product or service satisfies the needs so perfectly that the customers are desperate to buy it.
5. The adoption of marketing strategies requires businesses to shift their focus from production to the perceived needs and wants of their customers as the means of staying profitable.

**Extended Reading****Marketing and Selling**

The end of both selling and marketing is to maximize profit by promoting sales. Both are necessities to the success of a business. You cannot do without either process. If marketing is done well, the products can sell themselves. By strategically combining both efforts you will experience a successful amount of business growth. So sales and marketing are closely interlinked and are aimed at increasing revenue. As they are closely intertwined, it becomes hard to realize the differences between them. Although there is a lot of confusion about the differences, it is important to realize that there is a fine line between them. The bigger firms have made clear distinction between marketing and sales and they have specialized people handling them independently.

In order to distinguish marketing from other related professional services, S.H. Simmons, author and humorist, relates this anecdote. "If a young man tells his date she's intelligent, looks lovely, and is a great conversationalist, he's saying the right things to the right person and that's marketing ..."

In very simple words, sales can be termed as a process which targets individuals or small groups; marketing focuses on larger group or general public. As a matter of fact, marketing is much broader than selling. What's more, it is not a specialized activity at all. Instead, it encompasses the entire business and it is the whole business seen from the point of view of the final result, that is, from the customer's point of view. It covers a broad range of activities including monitoring market trends, conducting marketing research, demand forecasting, market