

工商企业管理英语系列教材

BUSINESS MANAGEMENT ENGLISH
JEREMY COMFORT and NICK BRIEGER

bme



MARKETING

市场营销

北京语言学院出版社

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工商企业管理英语系列教材

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杰里米·康福特
尼克·布里哲

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引 言

《工商企业管理英语》系列教材包括四本专业内容的书：

《市场营销》

《财务管理》

《生产和经营》

《人事管理》

和一本同这四种书配套的语言与交际参考资料《商业英语语言手册》。

基本原则

本丛书的基本原则是将培训内容集中于：

- 主要的管理训练，
- 语言知识，
- 交际技巧。

因此本书是专为下列人员设计的：

- 专业人员：需要在自己的专业领域内提高语言技巧和交流技巧，
- 非专业人员：希望扩大管理方面的知识和提高语言技巧和交流技巧。

市场营销

读者对象和教学目的

本书的读者对象是市场营销管理在职人员和学员：在日益国际化的工商管理界，他们需要用英语交流。本书内容尤为适合英语不是母语的读者，语言水平至少要达到中级，并且需要：

- 有效地提高在这一领域内的阅读能力和听力能力，
- 提高在这一领域内的说话技巧和写作技巧，
- 扩大市场营销管理专业用语和更为通用的商业英语的积极词汇，
- 将这一语言知识运用于自己的工作和学习中。

内容的编排

本书及配套磁带分为学习材料、题解和专业词汇。

学习材料

学习材料共 8 个单元，每个单元分为 A、B 两篇，每篇又分为两个部分。

第一部分以阅读练习为基础；第二部分以听力练习为基础。每个部分包括下面的内容：

1. 准备

针对下面的阅读/听力练习设计的问题。

2. 阅读/听力

课文和练习。

3. 理解/解释

有关课文的细节问题。

4. 语言重点

语言实践练习——可以参考《商业英语语言手册》的解释。

5. 词语学习

通过语言练习增加专业、商业和特有词汇。

6. 运用

这是口头和书面交际练习，鼓励使用者将提供的信息运用于自己的领域。

题解

这一部分包括：

- 听力文选录音文字
- 学习材料中下列练习的答案：
 - 2. 阅读/听力练习
 - 3. 理解/解释问题
 - 4. 语言重点练习
 - 5. 词语学习练习
- 必要的交际活动的知识

专业词汇

500 个市场营销管理词语。选收的词语以在这一领域内的使用频度为依据。所收词语不限于书中使用过的。简单的释义后，必要时有用法举例。

将每部分中的活动作为一个单元使用

1. 准备

这里的问题将把你引导到下面的练习中，鼓励你去思考和讨论这一题目。

2. 阅读/听力

(i) 阅读

每篇课文都集中于一个主要的专业性问题。在阅读过程中或者读完后总有练习要做：这样阅读就会主动。为了提高你的阅读技巧，你应当：

- 略读课文，找出有关的主题，
- 浏览有关段落，完成作业。

然后对照题解检查你的答案。如果答案是错的，那么重读有关的片段。阅读练习最好作为家庭作业独立完成。答案可以下次在课上讨论。

(ii) 听力

每篇课文都集中于一个主要的专业性问题。同样，你在听磁带时也总有练习要做。为了提高你的听力技巧，你应当：

- 先从头至尾听一遍，然后
- 再听时，停下录音机写出你的回答。

最后，对照题解检查你的答案。

3. 理解/解释

提出的问题都是为了

- 检查你对课文细节的理解，
- 鼓励你对该题目做进一步思考。

你也许需要再读/听一遍课文以回答这些问题。如果你是在课上做作业，那么就讨论你的回答。最后，核对题解。正如你会看到的，有时并没有“正确的”答案。

4. 语言重点

这项练习集中扩展你的语言知识。你可以在课上来做这些练习，也可以自学完成。如果你需要更多的知识，请参考《商业英语语言手册》。你每完成一项练习，就请对照题解中的答案。

5. 词语学习

这项练习集中扩大你的词汇量。你可以课上做也可以自学完成。答案在题解中。你也可以希望对照阅读或听力段落来体会这些词是如何使用的。

6. 运用

这项练习在于提高你的语言技巧和交际技巧。练习最好是两人一组或分成小组来完成。在题解中有时你会发现补充资料。

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STUDY MATERIAL

UNIT 1

The role of marketing

Section A	What is marketing?	3
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Section A: What is marketing?

Part 1: Some definitions of marketing

1 Warm-up

- 1.1 How would you define the function of marketing?
- 1.2 Do you agree with Peter Drucker when he said, 'The aim of marketing is to make selling superfluous'?

2 Reading

In this section you will find a number of statements about the role of marketing. Read them through, then use them as a basis to formulate your own definition of marketing.

1. 'Marketing is too important to be left to the marketing department.' (David Packard)
2. 'In a truly great marketing organisation, you can't tell who's in the marketing department. Everyone in the organisation has to make decisions based on the impact on the consumer.' (Professor Stephen Burnett)
3. 'Most people mistakenly think of marketing only as selling and promotion. . . . This does not mean that selling and promotion are unimportant, but rather that they are part of a larger *marketing mix*, a set of marketing tools that work together to affect the marketplace.' (Philip Kotler)

4. 'The aim of marketing is to make selling superfluous. The aim is to know and understand the customers so well that the product or service fits him and sells itself.' (Peter Drucker)
5. 'Marketing is 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.' (Philip Kotler)
6. Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer.'
7. 'Marketing is getting the right goods and services to the right place at the right time at the right price with the right communication and promotion.'
8. 'Marketing is the creation and delivery of a standard of living.'

What would be your own definition of marketing?

3 Comprehension/interpretation

- 3.1 Which statement suggests that everybody in a company is a marketer? 2
- 3.2 Which statement completely discounts the importance of selling?
- 3.3 Which statement emphasises the role of the four Ps (product, price, place, promotion)?
- 3.4 Which statement sees marketing more in a sociological role?

4 Language focus

- 4.1 Adjectives versus adverbs (see Unit 48 in *Language Reference for Business English*)

Look at the following sentences taken from the Reading passage:

'Marketing is too *important* to be left to the marketing department.'

'Most people *mistakenly* think of marketing only as selling and promotion.'

Now complete the sentences below with a word chosen from the following list:

hard heavily late slightly well
successful normally lately generous rapidly

1. Our product is so successful that we are rapidly running out of stock.
2. Normally, we invest heavily at this time of year.
3. Profits have only slightly increased and therefore we have had to cut back on further investment.
4. Lately, he has been arriving late at every meeting.
5. The sales department performed well last year so we have given all the sales people a generous bonus.
6. He worked so hard that he fell ill.

4.2 Adjective modification (see Unit 49 in *Language Reference for Business English*)

Look at the following sentence taken from the Reading passage:

'In a truly great marketing organisation ...'

Now complete the sentences below by combining two adjectives from the following list:

oriented	complex	tremendous	different
good	radical	sufficient	unusual
qualified	commercial	technical	difficult

1. She's very well qualified. I think she should get the job.
2. The computer program is extremely difficult. I can't understand it.
3. Normally the work is easy. This time it has proved unusually complex.
4. He's technically oriented but not different, so he'd make a good engineer but not a salesman.
5. The policy is not different from last year. Basically we will try to increase market share.

5 Word study

Complete the list below by inserting the missing forms:

Verb	Noun
to decide	a <u>decision</u>
to <u>sell</u>	sales
to promote	<u>promotion</u>
to <u>create</u>	creation
to exchange	an <u>exchange</u>
to <u>perform</u>	performance
to act	an <u>act</u>
to <u>produce</u>	a producer
to consume	a <u>consumption</u>
to <u>communicate</u>	communication
to deliver	a <u>delivery</u>

NOTE: Some of the noun forms above are used without an article (a/an). This is because sometimes we want to talk about the concept rather than a particular act or event, for example, compare:

- Sales are falling.
- He got a sale with one of the top manufacturers.

6 Transfer

Discuss the following statements:

- The days of the traditional salesman are over.
- The eighties enhanced the role of marketing; the nineties are likely to downgrade it.

Part 2: Some conflicting management philosophies

1 Warm-up

- 1.1 Do you feel all companies must be predominantly market-oriented?
- 1.2 Is there a danger that if a company is too market-oriented that it will ignore other ingredients of success such as efficient production?

2 Listening

In this section you will hear a discussion about the direction a certain company should take. There are five participants. Each expresses a different view. These views can be summarised as follows:

- The production concept*
The company should focus on improving production and distribution efficiency.
- The product concept*
The company should focus on making product improvements.
- The selling concept*
The company should focus its effort on selling and promotion.
- The marketing concept*
The company should focus on the needs of its customers.
- The societal marketing concept*
The company should consider the needs not only of its customer but also of society as a whole.

As you listen to the discussion, allocate one of the concepts (A–E) to each of the speakers (1–5):

<i>Speakers</i>	<i>Concept</i>
1	
2	
3	
4	
5	

3 Comprehension/interpretation

- 3.1 How does speaker 1 aim to bring down prices?
- 3.2 How does speaker 3 intend to develop a strategy for the future?
- 3.3 What added dimension does speaker 4 include?
- 3.4 Why does speaker 5 mention the Japanese?

4 Language focus

- 4.1 Opinion-giving (see Unit 75 in *Language Reference for Business English*)

Look at the following sentences taken from the Listening passage:

'I feel we must certainly ensure quality . . .'

'As I see the problem, the major focus . . .'

Now substitute the italicised phrases in the sentences below with the closest equivalent selected from the following list:

I feel	In my opinion	It's certain
We could discuss	What we must do is	I tend to think
I'm sure that	From this point of view	

1. *As I see it*, we should double our development investment.
2. *What we have to do is* withdraw from this sector.
3. *I think* we can't continue as we are.
4. *I'm inclined to believe* we should leave this sector.
5. *I'm convinced that* we must stay in this sector.
6. *We might consider* a gradual withdrawal from the market.
7. *There's no doubt* we can't leave it any later.
8. *From this angle*, we have no alternative.

- 4.2 Agreeing and disagreeing (see Unit 76 in *Language Reference for Business English*)

Look at the following sentences taken from the Listening passage:

'I think we'd all agree with you as far as you go.'

'I'm not sure I agree with either of you.'

Now match equivalents in terms of strength/neutrality/weakness, for example:
I agree ↔ I disagree.

- | | |
|-----------------------------------|---|
| 1. I think we'd all agree | a. That's interesting but |
| 2. I'm 100 per cent with you! | b. I'm inclined to disagree |
| 3. I can see what you mean | c. There's no way we can agree to that |
| 4. You've got a point | d. I disagree entirely! |
| 5. I tend to agree with you | e. It looks as though there's no agreement |
| 6. We can certainly agree to that | f. I'm not sure I understand your point of view |

5 Word study

What are the opposites of the following words? Use a dictionary if necessary.

1. improvement
2. available
3. competitive
4. effective
5. inside-out
6. investment
7. to bring down prices
8. to stay ahead
9. mass-market

6 Transfer

Discuss the probable management philosophies of the following companies:

- A traditional family-run company manufacturing machine tools.
- A young, high-tech company operating in state-of-the-art electronics.
- A large national utility providing a service throughout the country.

Section B: Marketing planning

Part 1: Strategic planning

1 Warm-up

- 1.1 Is the profit motive the only real motive for a company's existence?
- 1.2 What are the dangers to a company of over-planning?

2 Reading

In this section you will find an edited extract from *The Principles of Marketing* (Kotler and Armstrong) entitled 'Strategic planning'. Read it through and complete Charts 1.1 and 1.2.

Strategic planning is the process of developing and maintaining a strategic fit between the organisation's goals and capabilities and its changing market opportunities. It relies on developing a clear company mission, supporting objectives, a sound business portfolio, and co-ordinated functional strategies.

The steps in the strategic planning process are shown in Chart 1.1. At the corporate level, the company first defines its overall purpose and mission. This mission is then turned into detailed supporting objectives that guide the whole