



· 商务英语高频话题 ·

# 商务英语营销

## 高频话题

THE HIGH-FREQUENCY  
TOPICS  
OF BUSINESS  
ENGLISH-MARKETING



■ 浩瀚等 编著

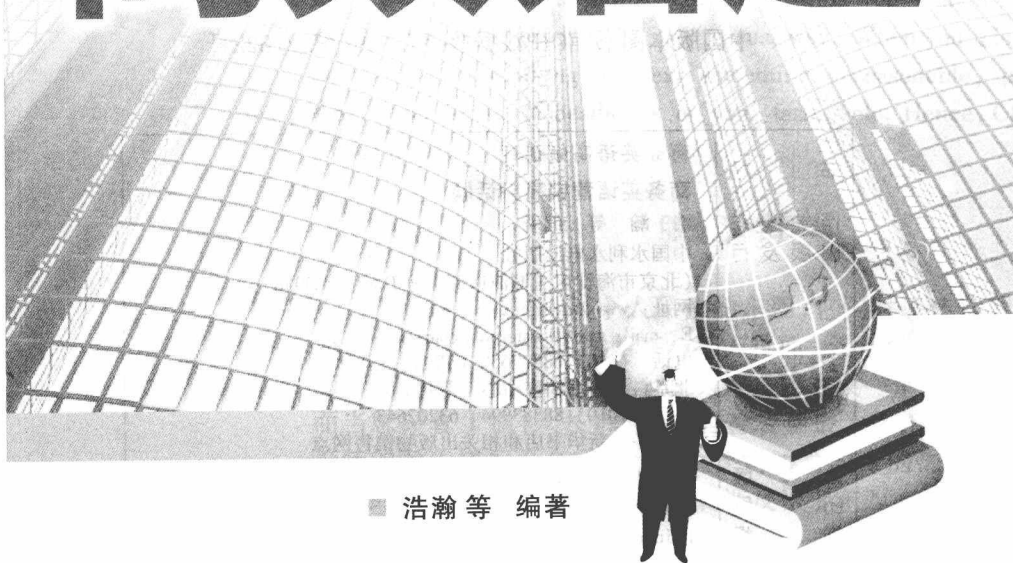


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## 内 容 提 要

本书所选取的素材涉及商务金融领域,以提高金融人员英语听说能力为目的而编写。书中涉及的话题涵盖商务金融业务的方方面面。采取“先听为主、多变表达、情景会话、熟背生巧”的方式,帮助读者正确、有效、轻松地掌握金融业的交流技巧,提高英语水平。

本丛书适合商务人士以及商务英语爱好者使用。

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# 前言

随着市场的国际化,国外市场慢慢地进入国门,国内市场也逐渐走向世界,这一趋势在中国越来越明显。中国的企业将与国际企业进行公平的竞争。这就要求市场营销人员不仅要精通专业知识,而且要精通专业英语;不但能够查阅英文专业文献,还能用英语进行交流。因此,如何在最短的时间内突破英语口语瓶颈,摆脱英语会话能力不足的困境,是当前一个亟待解决的问题。

本书旨在通过多种方式的训练帮助读者正确、有效、轻松、迅速地掌握营销英语口语交流的表达技巧。

本书在编写过程中特别设计了以下四个部分:

**1 先听为主:**在口语训练中,听是说的基础,说是听的目的。听力训练使读者在开口说之前,对对话中的关键字词及基本句型就有了先入为主的感觉。

**2 多变表达:**以关键字词和基本句型为模板,使读者更易掌握句子的表达,一语多说帮助读者掌握更丰富的语言表达方式,从而提高英语会话的水平。

**3 情景会话:**围绕话题提供不同的场景对话,让读者领略不同语境中的各种表达方式,并学以致用、融会贯通。

**4 熟背生巧:**只有通过反复操练,并亲身实践,才能熟能生巧。书中所提供的时尚短篇,可使读者在检测自己口语熟练程度的同时,巩固提高自己开口说英语的能力。

愿本书犹如新生的绿叶、含苞待放的花朵,给您的英语学习带来春天般的希望。

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# Chapter 1

Applying for a Marketing  
Commissioner and Interview

求职面试



**A:** Excuse me, sir. May I apply for the position of marketing commissioner?

**B:** Of course. Please sit down. What university did you graduate from?

**A:** I graduated from Beijing College of Commerce.

**B:** What was your major at college?

**A:** Modern Marketing.

**B:** Can you name some of the courses you completed in relation to Marketing?

**A:** Sure. I took such courses as Marketing Concept, Advertising, Public Relations, Administration, Market Survey and Forecast, Marketing Management, Consumer Psychology, E-Commerce, Car Sales and so on.

**B:** What kind of work are you doing now?

**A:** I work as an assistant manager with BMW company.

**B:** Why do you want to leave it?

**A:** As you know, it is not my major, and my boss doesn't give me a chance to show my knowledge. Besides, he is not easy to get along well with.

**B:** How long do you want to stay in our company?

**A:** To tell you the truth, I don't really have any ideas to that question. Who knows what will happen next minutes.

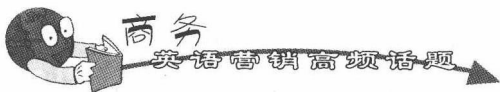


**A:** Good morning. Sit down please.

**B:** Thanks.

**A:** Did you have any sales experience?

**B:** I am working as a designer for a foreign trading company.



A: Where are you working?

B: I work at Zhongyang Foreign Company.

A: How long have you been working there?

B: I have been working there since 2004.

A: How many employers have you worked for?

B: Five.

A: What work were you responsible for at your previous unit?

B: I was responsible for advertising design.



### 职位申请及答复

#### Applying for a Job and Replying

① 贵公司有职位空缺吗? **Are there any... in your company?**

- Are there any vacancies in your company?
- Are there any positions vacant in your company?

② 我想应聘那个职位。I ... **apply for that position.**

- I would like to apply for that position.
- I want to apply for that position.

③ 我想要一份申请表。I would **like an application form.**

• May I take an application form?

• May I have an application form?

④ 这儿没有升迁的机会。There **is no opportunity for promotion.**

• There is not any opportunity for advancement.

⑤ 你叫什么名字? May I have **your name?**

• What is your name?

• May I know your name?



### 面试官提问

#### Questions for Employer

① 你上过哪个……? Which ... **did you attend?**

- Which school did you attend?
- Which college did you attend?

② 你的优势/劣势在哪里? What **advantage/disadvantage...?**

• What advantage/ disadvantage do you think you have?



- What advantage/ disadvantage do you have for this job?

**③你为什么学……? Why did you take ... as your major?**

- Why did you take Marketing as your major?
- Why did you learn Marketing?

**①你的市场营销成绩好吗? Did you get a good record in Marketing?**

- Did you have a good record in Marketing?

**⑤为什么到此来找工作? Why do you come here for a job?**

- Why did you choose to come here for a

job?

**⑥你是因为……才选择本公司的吗? Did you choose this company on account of...?**

- Did you choose this company on account of high pay?
- Did you choose this company on account of advancement?

**⑦你有……方面的经验吗? Do you have any experience...**

- Do you have any experience as a marketing commissioner?
- Do you get any experience as a marketing commissioner?



**面试者回答**

**Answers for Employee**

**①我毕业于江南大学。I graduated from...**

- I graduated from Jiang Nan University.
- I finished my school in Jiang Nan University.

**②我的专业是市场营销。My... is Marketing.**

- My major is Marketing.
- My specialty is Marketing.

**③我是……年……毕业的。I graduated from... in...**

- I graduated from middle school in 1998.
- I graduated from college in 2005.

**①我已获得…… I have ob-**

tained...

- I have achieved...

**⑤我曾修读过…… I have taken a course in .../I have learned the courses contain...**

- I have taken a course in economics.
- I have learned the courses containing economics.

**⑥我一直在什么……工作。I have been working in...**

- I have been working in BMW company as a sales representative in past two years.
- I have been a business personnel in an insurance company.



⑦我负责…… I was responsible for ...

- I was responsible for advertising designs.
- I was responsible for economic management.

⑧我在那里已经工作了…… I have been working there for/ since ...

- I have been working there for two years.
- I have been working there since 2008.
- I have been working there since my graduation from the university in 2008.

⑨我是……的主管。I am in charge of ...

- I am in charge of the trading department.
- I am in charge of the production department.

⑩我在……没有任何经验。I have no any experience in ...

- I have no any experience in this field.
- I have no any experience in sales.

⑪我擅长……I do well in communicating in English.

- I am good at designing advertisement.

⑫我可以胜任……一职。I am qualified for the post as ...

- I can do the job.
- I am qualified for the post as car saler.

⑬我对于……有经验。I am experienced in ...

- I am experienced in that.
- I am experienced in interpreting.
- I have experience in designing advertisement.

⑭我懂很多关于…… I know a lot about ...

- I know a lot about Marketing.
- I know how to sale.

⑮我于2004年在……获得……学位。I received my ... degree from ... in 2004.

- I received my MBA degree from Peking University in 2004.
- I received my Doctor's degree from Jiangnan University in 2004.

⑯我成绩优秀,平均…… I got excellent records ... average.

- I got excellent records, ninety-five average.
- I got excellent records, ninety average.

⑰我对这个职位感兴趣,是因为我知道贵公司是……最大的公司。I am interesting in this post because I know your company is the largest one in ...

- I am interested in this post because I know your company is the largest one in Asia.
- I am interested in this post because I know your company is the largest one in China/the whole world.



情景会话



介绍你的专业背景

Introducing Your Educational Background

- A: What university did you graduate from?  
B: I graduated from Beijing University.  
A: When did you graduate?  
B: I graduated last year.  
A: With what degree?  
B: I received a Bachelor's degree of Business Administration.  
A: What is your major?  
B: My major is Economics. I am interested especially in the Economic Structure of Developing Countries.  
A: Tell me about the courses you completed at university.  
B: I completed Marketing Principles, Sales Management, Distribution Theory, Economics, Accounting, Statistics, Psychology, and Business English.  
A: How do you think the education you have received will contribute to your work in this company?  
B: I think I have a good (basic) understanding of fundamentals in the areas your company deals with, and I can go on from here to build up the specific skills and knowledge I'll need to do my job well.  
A: When you were in school, what were your favorite subjects?
- A: 你从哪所大学毕业的?  
B: 我从北京大学毕业的。  
A: 你何时毕业的?  
B: 我去年毕业的。  
A: 你获得了什么学位?  
B: 我获得了工商管理学士学位。  
A: 你主修什么?  
B: 我主修经济学。我对“发展中国家的经济结构”特别感兴趣。  
A: 把你在大学所修的课程告诉我。  
B: 我修完了市场营销学原理、营销管理、商品配销论、经济学、会计学、统计学、心理学以及商业英语。  
A: 你认为你所接受的教育对你在本公司的工作有何帮助?  
B: 我想我对贵公司经营范围的基础有很好(基本)的了解,我能在这里积累特殊技能和知识,以便我日后更好地工作。  
A: 你在学校时最喜欢的科目是什么?