南开商务英语系列教材





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南开大学出版社



# **Marketing English**

# 市场营销专业英语

(全日制本科)

南开大学出版社 天津

#### 图书在版编目(CIP)数据

市场营销专业英语/郑琦,李桂华主编.一天津:南开大学出版社,2009.9

(南开商务英语系列教材) ISBN 978-7-310-03233-4

I.市··· I.①郑···②李··· II.市场营销学一英语一高等学校-教材 Ⅳ.H31

中国版本图书馆 CIP 数据核字(2009)第 163886 号

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## 南开大学出版社出版发行

一 出版人:肖占鹏

> 河北昌黎太阳红彩色印刷有限责任公司印刷 全国各地新华书店经销

2009 年 9 月第 1 版 2009 年 9 月第 1 次印刷 880×1230 毫米 32 开本 9 印张 254 千字 定价:16.00 元

如遇图书印装质量问题,请与本社营销部联系调换,电话:(022)23507125

# 前言

本书为市场营销管理及相关专业的大学本科生和在职自学人员编写,旨在帮助学生提高市场营销专业英语阅读理解水平以及运用英语进行业务交流和洽谈的能力。全书共分 16 单元,内容涵盖营销管理原理、市场调研、市场细分、目标市场、市场定位、产品策略、广告促销、产品定价、国际营销等领域,目的在于让学生通过专业英语的学习,熟悉并掌握尽可能多的英语专业术语及相关专业知识和营销理念;在着重训练学生专业英语文献阅读能力的同时,使学生进一步熟悉掌握专业英语的文体结构、风格特征及修辞技巧,从而为学生在将来的工作实践中比较熟练地使用英语打下坚实的基础。

参加本书编写的教师多数都曾经翻译或出版过该领域的著作,并 都曾在国外进修学习过,具有多年从事市场营销领域教学和专业英语 教学的丰富经验。

本书内容具有以下特点: 1.本书的编写参考了当前最新的原版教材,内容新颖,语言规范,章节编排也符合专业的发展模式和教学需求。2.为了便于学生对市场营销专业知识体系的全面掌握,本书内容涵盖全面、系统,不仅包含市场营销专业的基本概念,也反映了该领域的最新进展。3.为了帮助学生提高阅读专业英语文献的能力,同时也满足自学者的需要,每单元均配有练习题及参考答案。因此,本书在市场营销专业英语的教学中具有很高的实用价值。它既可作为高等院校市场营销专业本科学生的专业英语教材,也可作为其他相关专业学生和自学者的参考教材。

希望本书能为市场营销专业及其他相关专业的学生拓展求知空间、学好专业英语助一臂之力。

本书的编写工作由以下老师合作共同完成:郑琦副教授编写第1、2、3、5、6单元,刘建华副教授编写第7、8、9单元,李桂华教授、

王淑翠副教授编写第 4、10 单元,张惠华副教授编写第 12、15、16 单元,赵路老师编写第 11、13、14 单元,郑琦副教授、李桂华教授负责对全书最后审校、统纂并配以习题和参考答案后定稿。

在本书的编写过程中,参阅了大量相关的英文专业书籍文献和工 具书,并得到南开大学出版社的大力支持和热情帮助,在此我们一并 表示诚挚的谢意。

由于时间仓促,加之作者的学识、能力所限,书中难免有不妥之处,敬请广大读者和同仁不吝赐教。

编者 2009年3月于南开园

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# **Unit 1 Introduction to Core Marketing Concepts**

#### **Text**

What does the term marketing mean? Many people think of marketing only as selling and advertising. And no wonder—every day we are bombarded with television commercials, newspaper ads, direct-mail offers, sales calls, and Internet pitches. However, selling and advertising are only the tip of the marketing iceberg. Although they are important, they are only two of many marketing functions and are often not the most important ones. The famous management guru Peter Drucker explains marketing this way: "The aim of marketing is to make selling superfluous. The aim is to know and understand the customer so well that the product or service fits him or her and sells itself." This is not to say that selling and advertising are unimportant, but rather that they are only part of larger "marketing mix" (a set of marketing tools that work together to affect the marketplace) that must be orchestrated for maximum impact on the marketplace.

Today, marketing must be understood not in the old sense of making a sale—"telling and selling"—but in the new sense of satisfying customer needs. If the marketer does a good job of understanding consumer needs, develops products that provide superior value, and prices, distributes, and promotes them effectively, these products will sell very easily.

The famous American marketing Professor Philip Kolter defines

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 with others. To explain this definition, we will examine the following important core marketing concepts: needs, wants, and demands; marketing offers (products, services, and experiences); value and satisfaction; exchanges, transactions, and relationships; and markets. These core marketing concepts are linked, with each concept building on the one before it.

Wants are the form human needs take as they are shaped by culture and individual personality. A person in China needs food but wants typically rice, noodle, and drinks green tea. Japanese may eat a lot of rice, sushi, fish and other seafood. An American needs food but wants Big Mac, french fries, and a soft drink. Wants are shaped by one's society and are described in terms of objects that will satisfy needs. When backed by buying power, wants become demands. Given their wants and resources, people demand products with benefits that add up to the most value and satisfaction.

Outstanding marketing companies go to great lengths to learn about and understand their customers' needs, wants, and demands. They conduct consumer research and analyze mountains of customer sales, warranty, and service data. Their people at all levels—including top management—stay close to customers. For example, top executives from Wal-Mart spend two days each week visiting stores and mingling with customers. At consumer products giant Procter & Gamble, top executives even visit with ordinary consumers in their homes and on shopping trips. "We read the data and look at the charts," says one P&G executive, "but to shop [with consumers] and see how the woman is changing retailers to save 10 cents on a loaf of bread [so she can] spend it on things that are more important—that's important to us to keep front and center."

#### Marketing Offers-Products, Services, and Experiences

Companies address needs by putting forth a value proposition, a set of benefits that they promise to consumers to satisfy their needs. The value proposition is fulfilled through a marketing offer—some combination of products, services, information, or experiences offered to a market to satisfy a need or want. Marketing offers are not limited to physical products. In addition to tangible products, marketing offers include services, activities or benefits offered for sale that are essentially intangible and do not result in the ownership of anything. Examples include banking, airline, hotel, accounting services, medical services and home repair services. More broadly, marketing offers also include other entities, such as persons, places, organizations, information, and ideas.

Many sellers make the mistake of paying more attention to the specific products they offer than to the benefits and experiences produced by these products. They see themselves as selling a product rather than providing a solution to a need. A manufacturer of quarter-inch drill bits may think that the customer needs a drill bit. But what the customer really needs is a quarter-inch hole. These sellers may suffer from "marketing myopia." They are so taken with their products that they focus only on existing wants and lose sight of underlying customer needs. They forget that a product is only a tool to solve a consumer problem. These sellers will have trouble if a new product comes along that serves the customer's need better or less expensively. The customer with the same need will want the new product.

Thus, smart marketers look beyond the attributes of the products and services they sell. They create brand meaning and brand experiences for consumers. For example, Coca-Cola means much more to consumers than just something to drink—it has become an American icon with a rich tradition and meaning. And Nike is more than just shoes, it's what the shoes do for you and where they take you. The familiar Nike swoosh

stands for high sports performance, famous athletes, and a "Just Do It!" attitude. By orchestrating several services and products, companies can create, stage, and market brand experiences.

#### Value and Satisfaction

Consumers usually face a broad array of products and services that might satisfy a given need. How do they choose among these many marketing offers? Consumers make choices based on their perceptions of the value and satisfaction that various products and services deliver.

Customer value is the difference between the values the customer gains from owning and using a product and the costs of obtaining the product. Customers form expectations about the value of various marketing offers and buy accordingly. How do buyers form their expectations? Customer expectations are based on past buying experiences, the opinions of friends, and marketer and competitor information and promises.

Customer satisfaction with a purchase depends on how well the product's performance lives up to the customer's expectations. Customer satisfaction is a key influence on future buying behavior. Satisfied customers buy again and tell others about their good experiences. Dissatisfied customers often switch to competitors and disparage the product to others.

Marketers must be careful to set the right level of expectations. If they set expectations too low, they may satisfy those who buy but fail to attract enough buyers. If they raise expectations too high, buyers will be disappointed. Customer value and customer satisfaction are key building blocks for developing and managing customer relationships.

#### **Exchange, Transactions, and Relationships**

Marketing occurs when people decide to satisfy needs and wants through exchange. Exchange is the act of obtaining a desired object from someone by offering something in return. Whereas exchange is the core

concept of marketing, a transaction, in turn, is marketing's unit of measurement. A transaction consists of a trade of values between two parties: One party gives X to another party and gets Y in return. For example, you pay Wal-Mart ¥12,000 (RMB) for an HD television set.

In the broadest sense, the marketer tries to bring about a response to some marketing offer. The response may be more than simply buying or trading products and services. A political candidate, for instance, wants votes, a church wants membership, and a social-action group wants idea acceptance.

Marketing consists of actions taken to build and maintain desirable exchange relationships with target audiences involving a product, service, idea, or other object. Beyond simply attracting new customers and creating transactions, the goal is to retain customers and grow their business with the company. Marketers want to build strong economic and social connections by promising and consistently delivering superior value. We will discuss the important concept of customer relationship management in more details later.

#### Markets

The concepts of exchange and relationships lead to the concept of a market. A market is the set of actual and potential buyers of a product. These buyers share a particular need or want that can be satisfied through exchange relationships. The size of a market depends on the number of people who exhibit the need, have resources to engage in exchange, and are willing to exchange these resources for what they want.

Originally the term market stood for the place where buyers and sellers gathered to exchange their goods, such as a village square. Economists use the term market to refer to a collection of buyers and sellers who transact in a particular product class, as in the housing market or the grain market. Marketers, however, see the sellers as constituting an industry and the buyers as constituting a market.

Marketers are keenly interested in markets. Each nation's economy and the whole world economy consist of complex, interacting sets of markets that are linked through exchange processes. Marketers work to understand the needs and wants of specific markets and to select the markets that they can serve best. In turn, they develop products and services that create value and satisfaction for customers in these markets. The result is profitable long-term customer relationships.

#### Marketing

The concept of markets finally brings us full circle to the concept of marketing. Marketing means managing markets to bring about profitable exchange relationships by creating value and satisfying needs and wants. Thus, we return to our definition of marketing as a process by which individuals and groups obtain what they need and want by creating and exchanging products and value with others.

Creating exchange relationships involves work. Sellers must search for buyers, identify their needs, design good marketing offers, set prices for them, promote them, and store and deliver them. Activities such as product development, research, communication, distribution, pricing, and service are core marketing activities. Although we normally think of marketing as being carried on by sellers, buyers also carry on marketing. Consumers do marketing when they search for the goods they need at prices they can afford. Company purchasing agents do marketing when they track down sellers and bargain for good terms.

Figure 1.1 shows the main elements in a modern marketing system. In the usual situation, marketing involves serving a market of end users in the face of competitors. The company and the competitors send their respective offers and messages to consumers, either directly or through marketing intermediaries. All of the actors in the system are affected by major environmental forces (demographic, economic, physical, technological, political, legal, social, cultural).

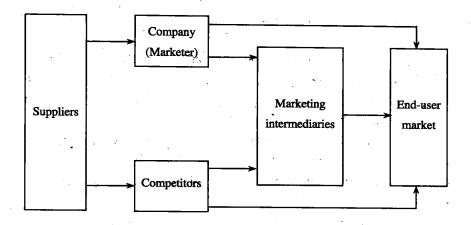


Figure 1.1 Elements of a modern marketing system

Each party in the system adds value for the next level. Thus, a company's success depends not only on its own actions but also on how well the entire system serves the needs of final consumers. Supermarket chains like Wal-Mart and Carrefour cannot fulfill its promise of low prices unless its suppliers provide merchandise at low costs. And car makers cannot deliver high quality to car buyers unless its dealers provide outstanding service.

## Glossary

bombard v. to assail vigorously 攻击,痛斥 guru n. a recognized leader in a field (某一领域的)大师 superfluous adj. being beyond what is required or sufficient 多余的;不 必要的

pitch n. an advertisement 广告

sushi n. cold cooked rice dressed with vinegar that is shaped into bite-sized pieces and topped with raw or cooked fish, or formed into a roll with fish, egg, or vegetables and wrapped in seaweed 寿司

- intermediary n. one that acts as an agent between persons or things; a means 中介机构
- intangible *n*. something intangible, especially an asset that cannot be perceived by the senses 无形的东西(尤其是感觉不到的资产)
- myopia n. lack of discernment or long-range perspective in thinking or planning 缺乏远见,缺乏辨别力
- swoosh n. the Nike corporate logo so called from 1989 耐克公司的标志 shape v. to give a particular form to; create 塑造, 创造
- athlete n. a person possessing the natural or acquired traits, such as strength, agility, and endurance, that are necessary for physical exercise or sports, especially those performed in competitive contexts 运动员
- orchestrate v. to arrange or manilpulate, esp. by means of clever or thorough planning or maneuvering 使……协调地结合在一起;为获得预期最大效果而组织或控制一些要素
- disparage v. to speak of or treat slightingly; to depreciate; to belittle 轻视, 贬低
- transaction n. a trade of values between two parties or something transacted, especially a business agreement or exchange 交易

## **Key Terms and Concepts**

customer satisfaction: the extent to which a product's perceived performance matches a buyer's expectations 顾客满意度

demands: human wants that are backed by buying power 需求

exchange: the act of obtaining a desired object from someone by offering something in return 交换

market: the set of all actual and potential buyers of a product or service 市场 marketing: a social and managerial process whereby individuals and groups obtain what they need and want through creating and

exchanging products and value with others 市场营销

marketing concept: the marketing management philosophy that holds that achieving organizational goals depends on determining the needs and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitors do 市场营销观念

marketing offer: some combination of products, services, information, or experiences offered to a market to satisfy a need or want 营销提供品

needs: a state of felt deprivation 需要, 所需

transaction: a trade of values between two parties 交易

wants: the form taken by a human need as shaped by culture and individual personality 欲望,所欲

#### **Exercises**

- I. Discussion and Review Questions:
- 1. In your own words, what does the term marketing mean?
- Marketing is managing profitable customer relationships. Discuss the concept of customer value and how it relates to successful marketing.
- 3. What are the marketing offers? Can experiences be part of the marketing offer(s)?
- 4. What is customer value and what factor or factors could influence the customer satisfaction?
- 5. What is an exchange?
- 6. What is a transition? And what's the difference between exchange and transaction?
- 7. What are needs? And what are wants?
- 8. Could you tell the difference between needs and wants?
- II. Vocabulary Review:

Without referring to the text, fill in the blanks in the following

sentences with the correct words from the list. You may change the tense, number, or form of the words to fit the context. Use each word only once; not all of the words on the list will be used.

orchestrate	intangible	intermediari	es	opinions
transaction	shape	guru	disparage	want-
need	exchange	bombard	demand	
1. Many people	think of mark	eting only as sell	ling and advert	ising. And no
wonder—eve	ry day we ar	e w	ith television	commercials,
		offers, sales calls		
2. Wants are	by	one's society ar	nd are describe	d in terms of
objects that v	will satisfy nee	ds.		
3. A	consists of	f a trade of value	es between two	parties: One
party gives A	I to another pa	rty and gets Y in	return.	· · · ·
4. Satisfied co	ustomers buy	again and tel	l others abou	t their good
experiences	. Dissatisfied	customers often	switch to con	mpetitors and
t	he product to o	others.		
5. In addition	to tangible p	roducts, market	ing offers incl	ude services,
activities or	benefits offere	ed for sale that ar	e essentially _	and
do not result	in the owners	hip of anything.		-
6. By	several s	ervices and proc	lucts, compani	es can create,
stage, and m	arket brand ex	periences.		. •
7. Famous busi	iness managen	nent Pete	er Drucker said	i, "The aim of
marketing is	to make sellir	ng superfluous."		. 3
8. Customer e	expectations a	re based on pa	ast buying exp	periences, the
of	friends, and	marketer and	competitor inf	ormation and
promises.			•	
		petitors send the		
_		lirectly or throug		
-		ng markets to br		
relationship	os by creating	value and satisfy	ing needs and v	vants.

the right:					
1. marketing offer	a. the set of all actual and potential buyers of a				
	product or service				
2. demands	b. the form taken by a human need as shaped by				
	culture and individual personality				
3. customer satisfaction	c. the act of obtaining a desired object from				
	someone by offering something in return				
4. exchange	d. some combination of products, services,				
	information, or experiences offered to a market				
1	to satisfy a need or want				
5. marketing concept	e. human wants that are backed by buying power.				
6. wants	f. the extent to which a product's perceived				
	performance matches a buyer's expectations				
7. market	g. a state of felt deprivation				
8. needs	h. the marketing management philosophy that				
	holds that achieving organizational goals				
	depends on determining the needs and wants of				
	target markets and delivering the desired				
	satisfactions more effectively and efficiently				
	than competitors do				
IV. True or False Statements:					
1. Exchange is synony	mous with transaction. ( )				
2. Marketers and economists agree on the definition of the term					
"market." ( )					
	entities which are commonly marketed: goods,				

services, distances, ideas, and information. (

5. Selling and advertising are all about marketing. (

4. In marketing sense, Dalian may be considered a product. (