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剑桥市场营销英语

# Professional English in Use



## Marketing

Cate Farrall & Marianne Lindsley



人民邮电出版社  
POSTS & TELECOM PRESS

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**Cate Farrall  
Marianne Lindsley**

**人 民 邮 电 出 版 社**  
**北 京**

## 图书在版编目(CIP)数据

剑桥市场营销英语/(英)法拉尔(Farrall, C.), 林斯利(Lindsley, M.)著;

- 北京:人民邮电出版社, 2010. 1

ISBN 978 - 7 - 115 - 22115

I. 剑… II. ①法… ②林… III. ①市场营销学—英语 IV. ①H31

中国版本图书馆 CIP 数据核字(2010)第 002060 号

**Professional English in Use Marketing** (ISBN 978 - 0 - 521 - 70269 - 0), by Cate Farrall, Marianne Lindsley, first published by Cambridge University Press 2008.

This edition for the People's Republic of China is published by arrangement with the Press Syndicate of the University of Cambridge, Cambridge, United Kingdom.

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## 剑桥市场营销英语

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策 划 刘 力 陆 瑜

责任编辑 颜林柯

装帧设计 陶建胜

◆ 人民邮电出版社出版发行 北京市崇文区夕照寺街 14 号 A 座

邮编 100061 电子函件 315@ptpress.com.cn

网址 <http://www.ptpress.com.cn>

电话 (编辑部)010 - 84937150 (市场部)010 - 84937152

(教师服务中心)010 - 84931276

北京人卫印刷厂印刷

新华书店经销

◆ 开本: 787 × 1040 1/16

印张: 9.25

字数: 180 千字 2010 年 1 月第 1 版 2010 年 1 月第 1 次印刷

ISBN 978 - 7 - 115 - 22115 - 5/F

定价: 55.00 元

本书如有印装质量问题,请与本社联系 电话:(010)84937153

## 内 容 提 要

《剑桥市场营销英语》专为市场营销从业人员以及相关专业中级或中高级英语学习者用以扩充和提高市场营销词汇与知识编写。本书可作为自学材料，也可以作为班级共同学习的课本，既可一对一来学习，还可以学习小组的形式来学习。

本书由 50 个双页主题单元组成，包括 10 个部分，涵盖市场营销基础理论、市场调研、产品、定位与品牌建立、人员、价格、渠道、促销、包装以及公共关系等方面。每一个单元的左手边页，详细解释了关键词和表达方式；右手边页的一系列练习则帮助学习者检查和进一步理解所学到的知识。在单元和单元的衔接处还设有“交叉知识考察点”，来讲解同一单词及近义词在不同背景下的不同意义和用法。每一单元都设计有“请你参与”部分。这为每一位学习者提供了情境模拟的机会，可以将学习到的新词汇表达法用到自己相关的市场营销领域去，因而对新知识可以更好地消化和吸收。

本书的后面还附有练习答案和索引。



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# Introduction

## Who is this book for?

*Professional English in Use Marketing* presents the vocabulary and expressions required to speak about marketing and related fields. It is designed to help those who work in marketing and need to use English. It will also help marketing students preparing for their first contacts with English speakers or studying for exams in English. The level of the book is intermediate to upper-intermediate.

This book assumes you know, or are in the process of learning from your marketing course, common marketing and communication concepts (such as *the marketing mix* and *targeting*). Our focus is on the words that are often used by professionals when talking and writing about marketing (such as *core target* and *focus groups*) and on English words which are given a special meaning in marketing (such as *buzz* and *loyalty*). Every unit uses authentic sources, including marketing forums, company websites, articles from the trade press, marketing blogs, marketing presentations, and case studies.

You can use the book on your own for self-study, or with a teacher in the classroom, one-to-one or in groups.

## How is the book organized?

The book has 50 two-page thematic units. The units are divided into ten sections which cover topics such as **Product**, **Price** and **Place**. The first section, **Marketing basics**, introduces essential marketing vocabulary and concepts which you will need to tackle the more specialized units later in the book.

The left-hand page of each unit explains new words and expressions and shows how the vocabulary is used in real contexts. The right-hand page allows you to check and develop your understanding of the new language and how it is used, through a series of exercises. There is cross-referencing between units to help you develop your vocabulary.

There are twelve **appendices**, covering examples of confusing words, preparing a marketing plan, talking about numbers, describing brand values, market segments, indirect distribution methods, advertising techniques, TV and radio dayparts and programmes, types of out-of-home advertising, types of magazine, a newspaper rate card, and mailshot items.

There is an **answer key** at the back of the book. Most of the exercises have questions with only one correct answer. But some of the exercises, including the **Over to you** activities at the end of each unit (see opposite), are designed for writing and / or discussion.

There is also an **index**, which lists all the new words and expressions presented in the book and gives the unit numbers where they appear. It also indicates how the terms are pronounced.

## The left-hand page

This page presents the key vocabulary in bold typeface for each theme or skills area. The language is introduced in a series of short texts, dialogues, diagrams and tables. Many vocabulary items are illustrated. Each unit has sections indicated by a letter – usually A, B and C – and a clear title.

In addition to vocabulary explanations, this page includes information about typical collocations (word combinations) and register (formal and informal language).

There are also **notes** on language points, for example where a particular grammatical form is associated with a word, or where the same word may have different uses.

## The right-hand page

The exercises on the right-hand page allow you to check your understanding and give you practice in using the words and expressions presented on the left-hand page. There are a variety of exercises including crosswords, short texts, gap fills, matching exercises, and tables to complete.

## 'Over to you' sections

An important feature of *Professional English in Use Marketing* is the **Over to you** section at the end of each unit. This is your opportunity to put into practice the words and expressions in the unit by relating it to your professional situation, studies or opinions.

## How to use the book for self-study

We suggest all learners start with the **Marketing basics** section. Learners can then work systematically through the book or pick topics that interest them from the **contents** page.

Read through the texts on the left-hand page. If you meet words which you consider important and which are not explained in the text, look at the index to see if they are explained in another unit. Do the exercises on the right-hand page and check your answers in the key. If you find you have made mistakes, go back to the left-hand page and read through the texts again. Do the **Over to you** section and make sure that you use as many new words as possible. You should present your ideas out loud and ideally record yourself. The index gives help with pronunciation.

## How to use the book in a classroom

Teachers can use this book as a framework for an 'English for Marketing' course or to supplement more general course books. The illustrations can often be used as a warm-up activity or as a talking point during the class. Sometimes, the left-hand page may be used as the basis for a presentation, either by the teacher or the learners. Learners can do the exercises individually or in small groups. They can compare answers in the groups or as a whole class feedback session. In the classroom, the **Over to you** sections can be used as a starting point for role plays, discussions and presentation activities, or adapted to out-of-class projects.

We hope you enjoy using this book.

## A

## The Ps

The **marketing mix** is the combination of techniques used to **market a brand**. The techniques are often called **the Ps**. Originally there were four Ps:

- **Product** (or service): what you sell, and the variety or **range** of products you sell. This includes the **quality** (how good it is), **branding** (see Units 16–18), and **reputation** (the opinion the consumers have) of the product. For a service, **support** for the client after the purchase is important. For example, travel insurance is often sold with access to a telephone helpline in case of emergency.
- **Price**: how much the product or service costs.
- **Place**: where you sell the product or service. This means the **location** of your shop, or **outlet**, or the **accessibility** of your service – how easy it is to access.
- **Promotion**: how you tell consumers about the product or service. The **promotional mix** is a blend of the **promotional tools** used to communicate about the product or service – for example, **TV advertising**.

Today some marketers talk about an additional four Ps:

- **People**: how your **staff** (or employees), are different from those in a competitor's organization, and how your clients are different from your competitor's clients.
- **Physical presence**: how your shop or website looks.
- **Process**: how your product is built and delivered, or how your service is sold, delivered and accessed.
- **Physical evidence**: how your service becomes **tangible**. For example, tickets, policies and brochures create something the customers can touch and hold.

## B

## Marketing a new product

A small educational games company is launching a new game to teach English vocabulary to beginner learners. The marketing manager, Dominic Dangerfield, is making a presentation using PowerPoint slides.

## The Turnover Game

## PRODUCT:

- Innovative way to learn new vocabulary
- **Launch**: how we are planning to introduce the product onto the market

## PLACE

- **Distribution**: high street retailers and mail order via website and catalogues
- **Delivery**: five days by mail order or straightaway in shops

## PROMOTION

- **Advertising**: in children's magazines
- **Direct marketing**: insert catalogue in *Parent* magazine

## PEOPLE

- **Customers**: educated, city-dwellers with pre-teen children, school teachers
- **Competitors**: they have a larger **sales force** to sell their products

## PRICE

- **Premium pricing**: 20% above market average for a CD-ROM
- **Special deals**: 15% discount for schools

Note: For more information on sales promotion, see Unit 41.

- 1.1 A marketing manager is talking about the marketing mix for a brand of cleaning products. Choose the correct words from the brackets to complete the text, and then match each speech bubble with one of the Ps. Look at A opposite to help you.

- 1 Our (staff / reputation / competitors) are highly motivated. We really believe in our brand. For example, our (consumers / employees / customers) are always trying to improve what we do.
- 2 Our (tools / range / support) includes detergent, toilet cleaner and sponges.
- 3 We use a lot of (advertising / presence / promotional), usually in women's magazines.
- 4 You can find the brand in supermarkets and local shops. The (tangible / accessibility / process) of our (staff / mix / outlets) is important. We need to be in a lot of (locations / supports / distributions) so that we are easy to find.
- 5 We are more (accessibility / reputation / expensive) than our (competitors / staff / sales) but we offer good credit terms and we sometimes run special (deals / processes / support).

- 1.2 Complete the text using words from the box. Look at A opposite to help you.

advertising	mix	price	products	promotional
-------------	-----	-------	----------	-------------

Marie Curie Cancer Care is reviewing its marketing strategy in an attempt to attract a wider audience. It will stop using (1) ..... techniques, such as mailings and events. Television (2) ..... and face-to-face marketing are both being tested in a bid to supplement the charity's typical over-60s donor base with younger supporters. If tests prove successful, they will become part of Marie Curie's marketing (3) .....

In addition, Marie Curie Cancer Care is expanding its online shop. Stylish handbags at a (4) ..... of £10 are attractive to younger customers. Marie Curie Cancer Care says it is responding to customers' needs and wants by selling elegant fashionwear (5) .....

- 1.3 Do the following words and expressions refer to product, price, place, promotion, or people? Look at A and B opposite to help you.

accessibility	customers	discounts	location	sales force
branding	delivery	distribution	quality	special deals
competitors	direct marketing	launch	reputation	support

Product	Price	Place	Promotion	People

### Over to you



Think about an expensive brand and a less expensive alternative – for example, Bang & Olufsen compared to Sony. What are the differences in the marketing mix for the two brands?

# 2 The marketing mix 2

## A The four Cs, As and Os

Some marketers have supplemented the four Ps (see Unit 1) with new ways of thinking about marketing. The Ps, Cs, As and Os can be combined when looking at the marketing mix.

4Ps	4Cs	4As	4Os
Product Price Place Promotion	<b>Customer needs</b> What does the customer need to <b>solve a problem</b> ? For example, people don't have time to cook – we offer the solution of frozen dinners.  The company must <b>identify customer needs</b> so that products that <b>meet these needs</b> can be developed (see Units 10–11).	<b>Acceptability</b> How <b>acceptable</b> is the product, and do people approve of the product?  Is it <b>socially acceptable</b> – fashionable and attractive?  Does the product respect the laws of the country – is it <b>legally acceptable</b> ?	<b>Objects</b> What do you sell?  How is it <b>manufactured</b> , or made?  Is it a <b>high quality</b> (or excellent) product, or is it <b>bottom end</b> ?
	<b>Cost to user</b> Does the customer <b>perceive the cost</b> of the product as fair, or is it too expensive?	<b>Affordability</b> Does the customer have enough money to buy the product – can he / she <b>afford</b> the product?	<b>Objectives</b> <b>Revenue objectives</b> concern the income you want to generate.  <b>Price objectives</b> concern the price you want to sell at.
	<b>Convenience</b> How <b>convenient</b> is it to find your product? Is it easy, or does the customer have to <b>make an effort</b> ?	<b>Accessibility</b> Is the product <b>easy to access</b> ?  Is the product <b>accessible</b> for people with disabilities?	<b>Organization</b> How should you <b>organize</b> the sale and distribution of your product?  Which <b>distribution methods</b> (see Unit 26) will work best?
	<b>Communication</b> How should you <b>communicate</b> with your customers?	<b>Awareness</b> How many people know about, or are <b>aware of</b> , the product?  Is awareness <b>high</b> ?	<b>Operations</b> Which kind of <b>promotional operations</b> , such as direct mail, will work best for the product? (See Units 32–43)

Note: Customer or client? See Appendix I on page 108.

## B AIDA

AIDA is an acronym which represents the steps a marketer takes in order to persuade customers to buy a product or service.

Attention	Marketing must first <b>attract</b> the customers' <b>attention</b> to the product. Customers <b>become aware</b> of a product and know it is available.
Interest	Then, marketing must <b>create an interest</b> in the product. Customers will <b>develop an interest</b> in the product.
Desire	Next, marketing must <b>develop a desire</b> to own or have the product so that customers <b>actively want</b> the product.
Action	Finally, marketing must <b>prompt action</b> to purchase, so that customers <b>take steps</b> to buy the product – for example, by going to the shop or ordering it online.

- 2.1 Put the words and expressions from the box into the correct columns. Look at A opposite to help you.

acceptability	awareness	cost to user	objects
accessibility	communication	customer needs	operations
affordability	convenience	objectives	organization

product	price	place	promotion

- 2.2 Complete the article about a supermarket in-store event using words from the box. Look at A opposite to help you.

awareness	customers	identified	meet	promotional
-----------	-----------	------------	------	-------------

This week, Tesco launches its biggest ever 'Health Event' – illustrating its commitment to helping (1) ..... lead a healthy and active lifestyle. The supermarket has (2) ..... health as an important customer concern and is working to (3) ..... the needs of its customers.

Hundreds of (4) ..... operations for healthy products will run all over the store, from fresh produce through to grocery and healthcare lines. Tesco hopes that (5) ..... of its initiative will be high.

- 2.3 Replace the underlined words and expressions with alternative words and expressions from the box. Look at A opposite to help you.

afford	high quality	revenue objectives
convenient	price	socially acceptable

- 1 Mobile phones are fashionable and attractive to the youth market.
- 2 We have a reputation for providing good standard mobile phones.
- 3 The cost to user of mobile phones is kept down because they are subsidized by the network providers.
- 4 This means more people can have the money to buy the product.
- 5 More and more, customers buy mobile phones online because it is more accessible.
- 6 Expected earnings from 3G phones were not met when the products were first launched.

- 2.4 Put the words in each sentence in the correct order. Look at B opposite to help you.

- 1 attention attract must product the to We.
- 2 aware become of People brand the will.
- 3 an create in interest need product the to We.
- 4 an customers develop in interest product the to want We.
- 5 a desire develop must our own product to We.
- 6 People steps take it to try will.
- 7 action buy must prompt it to We.

**Over to you**



Think about the most recent product you bought. Describe the marketing mix using the 4Cs, the 4As or the 4Os.

# 3 SWOT analysis

## A SWOT analysis

Before entering the marketplace it is essential to carry out a SWOT analysis. This identifies the strengths and weaknesses of a product, service or company, and the opportunities and threats facing it. Strengths and weaknesses refer to the product itself and are considered as internal factors. The external factors, referring to the marketplace, are opportunities and threats.

This is a SWOT analysis of PetraServe, a company which runs motorway service stations.

<p><b>STRENGTHS</b></p> <p><u>Superior</u> distribution network – we have one of the best.</p> <p>We are the <u>specialist</u> in long-distance petrol needs for lorry and truck drivers – we have experience, knowledge and skill.</p> <p>Consumers see us as a <u>quality brand</u>.</p> <p>Innovative loyalty programme that's <u>unique</u> in the market.</p> <p>We are a <u>profitable</u> company – we're making money.</p> <p>Highly <u>recognizable brand</u>.</p> <p>A <u>global brand</u>.</p>	<p><b>WEAKNESSES</b></p> <p><u>Undifferentiated offer</u> in terms of basic product – petrol is the same whatever the brand.</p> <p><u>Lack of new products</u> – we need more.</p> <p><u>Ineffective</u> leverage of specialist image – we don't use our specialist image well.</p> <p><u>Inferior</u> communication – we could communicate better.</p> <p><u>Damaged reputation</u> for petrol and fossil fuels – they have a bad image.</p> <p>Consumer loyalty is <u>weak</u>.</p>
<p><b>OPPORTUNITIES</b></p> <p><u>Developing market</u> for service station shop (confectionery, car maintenance products, etc.).</p> <p><u>Gap in the market</u>: hybrid cars and electric cars will need fuel.</p> <p><u>Huge potential for growth</u> – there is a lot of room to expand into new markets.</p>	<p><b>THREATS</b></p> <p>Our <u>main competitor</u> is <u>strong</u>.</p> <p><u>Price war</u> in the fuel market is becoming more <u>threatening</u> – all our competitors are cutting prices.</p> <p><u>Emerging trend towards</u> hybrid cars and electric cars.</p> <p><u>Consumer fears</u> about environment and pollution.</p>

## B SWOT and marketing strategy

Pat Albright is the senior marketing manager for PetraServe. She's presenting her marketing strategy to the board. The strategy was shaped by the SWOT analysis above.

'We need to **exploit** our **strengths** by making the most of our distribution network and loyalty programme. If we can also **build on strengths** such as our brand image and current profitability, then it'll be easier to **address**, or deal with, **weaknesses** such as the lack of new products. We need to **anticipate the threat** of new hybrid cars and **seize** the new **opportunities** this will bring in terms of providing service points for these cars. The potential price war in the fuel market **poses a serious threat** and we will need to **minimize the weaknesses** this may create. Our sector is also **under threat** from the trend towards greater consumer concerns about the environment, but I believe we can **create an opportunity** by **strengthening** our communication and **informing** consumers about what we're doing to preserve the environment.'



**3.1** The extracts below are from a SWOT analysis. Do they describe strengths, weaknesses, opportunities or threats? Look at A opposite to help you.

- 1 Competition is growing in this market, which could lead to a price war. There are now a lot of sites that offer the same service and product categories as Amazon. Amazon is a global brand but in some local markets the main competitor could be stronger and preferred by consumers.
- 2 Amazon has added a lot of new categories, but this may damage the brand. For example, offering automobiles may be confusing for customers. Due to increased competition, the offer is undifferentiated.
- 3 In 2004 Amazon moved into the Chinese market. There is huge potential here. In 2005 Amazon launched a new loyalty programme, AmazonPrime, which should maximize purchases from the existing client base.
- 4 Amazon is a global brand, operating in over ten countries. It was one of the first online retailers and today it has an enormous customer base. It has built on early successes with books, and now has product categories that include jewellery, toys and games, food and more. It has an innovative Customer Relationship Management programme.

**3.2** Complete the table with words from A and B opposite and related forms. Then complete the sentences below using words from the table.

Verb	Noun	Adjective
		opportune
strengthen		
threaten		
weaken		

- 1 Currently, the company is under ..... from its main competitors.
- 2 In order to grow, the company will have to create new ....., not just exploit existing .....
- 3 We need to minimize ..... and .....
- 4 To remain ahead of the competition we will need to anticipate ..... such as increased raw material costs.

**3.3** Correct the mistakes using words and expressions from A and B opposite.

- 1 The brand is very strengthened.
- 2 Today, competitor fears about health are one of the biggest threats to the processed food sector.
- 3 An undifferentiated offer will weakness the company in the short term.
- 4 A clear opportunity is a gap in the market.
- 5 We may be threatened by the emerging trend towards online shopping.
- 6 A war of prices has weakened our profitability.

**Over to you**



Think about the company you work for, or one you would like to work for. Carry out a SWOT analysis of the company. Do the same for a company you would never want to work for.



## A

## Marketing strategy vs. marketing plan

A company's **marketing strategy** describes how it will position itself and the **products** it sells or the **services** it provides in the **competitive marketplace**. The strategy includes a discussion of target markets, product and pricing policies, and proposed marketing and promotional initiatives (see Units 1–2 for more about the **marketing mix**).

The company's **marketing plan** is the written document which details the **marketing methods** selected (advertising, price promotions, etc.) and specific **marketing actions** or **marketing activities** (for example, a back-to-school promotional offer). It also examines the **resources** needed (both financial and human) to achieve specified **marketing objectives**, such as an increase in sales or a successful product launch, over a given period of time.

## B

## Developing the marketing plan

You can **develop a marketing plan** using the stages known as **AOSTC** (Analysis, Objectives, Strategies, Tactics and Control).

Analysis	Current market situation	Information on the competitors and the marketplace.
	Competitor analysis	The competition in the marketplace. You will also need to include information on their <b>positioning</b> – how they control the way the customers see the products or services.
	Product / service analysis	What you sell or provide, and your <b>Unique Selling Point (USP)</b> – that is, what distinguishes your product or service from others on the market.  Originally USP stood for Unique Selling Proposition, a concept developed by Rosser Reeves in the 1940s.
	Target market	Your <b>customer groups</b> or <b>segments</b> – for example, teenagers or business people (see Unit 19).
Objectives	Marketing goals	What you want to achieve, in terms of image and sales.
	Set SMART objectives	<ul style="list-style-type: none"> <li>■ <b>Specific</b> – Be precise about what you are going to achieve.</li> <li>■ <b>Measurable</b> – Quantify your objectives.</li> <li>■ <b>Achievable</b> – Are you attempting too much?</li> <li>■ <b>Realistic</b> – Do you have the resources to make the objective happen (manpower, money, machines, materials, minutes)?</li> <li>■ <b>Timed</b> – When will you achieve the objective? (Within a month? By February 2015?)</li> </ul>
Strategies	The approach to meeting the objectives	<ul style="list-style-type: none"> <li>■ Which <b>market segment</b>?</li> <li>■ How will we target the segment?</li> <li>■ How should we position within the segment?</li> </ul>
Tactics	Convert your strategy into the marketing mix, including the 4 Ps	<ul style="list-style-type: none"> <li>■ Product</li> <li>■ Price</li> <li>■ Place</li> <li>■ Promotion</li> </ul>
Control	Tracking	How the success of the marketing plan will be measured (see Unit 24). How each marketing activity will be assessed.

A summary of the marketing plan, known as the **executive summary**, is included at the beginning of the document. For a list of questions to ask when preparing a marketing plan, see Appendix II on page 109.