



“十二五”职业教育国家规划教材

职业教育

行业英语立体化系列教材

English for Your Career

# 营销英语

## English for Marketing

《营销英语》编写组 编



高等教育出版社

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# 前言

从20世纪90年代初开始,我国的高职高专教育英语课程教学改革与研究已经历时20年,硕果累累,成绩斐然。在此期间,教育部先后颁布了《普通高等专科学校教育英语课程教学基本要求》(1993年)和《高职高专教育英语课程教学基本要求(试行)》(2000年)。这两部教学指导性文件确立了英语课程“以实用为主、应用为目的”的教学指导方针,把培养应用能力,特别是实用能力作为教学目标,大力推进了我国高职高专英语课程的基本建设和改革,使高职高专英语教学改革不断向纵深发展,教学质量明显提高,学生实际应用英语从事涉外活动和业务交际的能力,尤其是听说能力,得到大幅度提高。十多年来,教育部批准实施的“高等学校英语应用能力考试”合格率逐年攀升,“高教杯”全国高职高专实用英语口语大赛上选手们精彩表现,都从不同侧面反映出我国高职高专教育英语课程教学改革与研究取得的显著成效。

进入21世纪,在教育部提出的高等职业教育“以服务为宗旨,以就业为导向”的办学指导方针和“工学结合”培养模式的指导下,根据新世纪我国高等职业教育的特点和改革发展的需要,在传承和创新20世纪90年代研究成果的基础上,教育部高等学校高职高专英语类专业教学指导委员会《高等职业教育英语课程教学要求》项目组积极汲取国内外先进的外语教学理念,经过大量的社会调查和教学状况调查与分析,对我国高等职业教育英语课程的改革与建设提出了更深层的思路,并在全国教学一线教师中达成共识:高等职业教育英语课程要以培养学生实际应用英语的能力为目标,侧重职场环境下交际能力的培养;应以岗位需求为主线,开发和构建教学内容体系;要按照行业涉及的典型职业岗位和主要工作内容进行教学情景设计,做到职业岗位群、典型工作任务与英语交际技能的有效结合,通过开设行业英语教学提高学生的就业竞争力。

“职业教育行业英语”系列教材的开发就是以上述研究成果为基础,针对行业英语教学阶段设计的。其宗旨是培养学生在职场环境下使用英语从事职场交际的能力,提升学生的工作适应性,并为未来的职业发展创造有利的条件。

## 教学理念与特色

1. 根据“工学结合,能力为本”的职业教育理念,以“行业人”的涉外交际需求为主线,针对具体行业岗位群对“行业人”所需要的英语实用能力设计教材的框架、教学内容和语言交际技能。



2. 选材注重语言交际技能的实用性、通用性、时效性、典型性和可模拟性,体现从事行业涉外交际必需掌握的基本知识和技能。题材反映该行业在技术应用方面的最新成果或重大发展趋势,体现行业涉外交际的需要;内容涉及行业人物访谈、行业发展趋势与动向、企业或公司简介、产品介绍、招聘和求职、行业信息交流等;体裁表现应用性语言的多样性,如交谈、讨论、信函、报告、广告、通知、纪要等。

3. 练习突出大行业或行业中大岗位群所需要的涉外职场交际的语言知识与技能的训练,体现“以完成职场任务为导向”和“引导学生主体参与”的教学理念,以group project, pair work, discussion, presentation, survey report等方式使练习体现出职业性、开放性、实践性、交际性、活用性、协作性和多样性等特点。

4. 充分利用先进的现代网络技术,以及每个行业英语的资源库,为教师和学生提供丰富便捷的教与学的资源和全新的学习途径。

本系列教材的总主编为教育部高等学校高职高专英语类专业教学指导委员会副主任委员、中国职业教育学会教学工作委员会外语教学研究会主任、韶关学院安晓灿教授,总主审分别由大连理工大学孔庆炎教授和上海交通大学刘鸿章教授担任。

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《职业教育行业英语立体化系列教材》是我们深化高等职业教育英语课程改革所做的研究与尝试,其中存在的不足和疏漏之处,敬请使用者批评指正。

编 者

2015年4月

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## Learning Outcomes

1. To acquire the basic knowledge of marketing environment.
2. To learn how to make environment analysis and find marketing opportunities.
3. To understand how companies can react to the changes in marketing environment.

## Background Information

Marketing environment refers to factors and forces that affect a firm's ability to build and maintain successful relationships with its customers. Two main aspects of the marketing environment are: Microenvironment — forces within and close to the company that affect its ability to serve its customers, and macroenvironment — larger societal forces that affect the microenvironment.

Environmental scanning is the process of collecting information about the external marketing environment in order to identify and interpret potential trends. The goal is to analyze the information and determine whether these trends represent opportunities or threats to the company. Environmental management is the attainment of organizational objectives by predicting and influencing the competitive, political-legal, economic, technological, and social-cultural environment. With the development of a global marketplace, environmental scanning and environmental management are becoming increasingly complex. To compete in the global arena, many firms are forming alliances with foreign companies.

## Warm-up

Read the following dialogue and discuss with your partner whether John's words suit the situation or not. If not, try to give the reason.

**Situation:** John is Chinese. He is at a party, where he meets with a young lady, Monica who is from the U.S. He is trying to approach her.

**John:** Hello, I'm John from the LD Computer Corporation.

**Monica:** Nice to meet you. I'm Monica from MC Software Company.

**John:** You are really beautiful.

**Monica:** Thank you.

**John:** How old are you? You look so young! Are you married?

**Monica:** No.

**John:** You must be very capable, too. Otherwise your company wouldn't have sent you here. How much do they actually pay you?

**Monica:** I'm afraid that's none of your business, John. Excuse me, I have a friend over there.

## Basic Knowledge

**1A** Read the following passage and choose the best answer for each question.

### Microenvironment (internal environment)

#### Words and Expressions

**microenvironment** /maɪkrəʊn'vaɪərənmənt/ *n.* the environment of a very small, specific area 微观环境

**intermediary** /ɪntə'mɪ:diəri/ *n.* someone who acts as an intermediate agent in a transaction or helps to resolve differences 中介

**physical distribution firms** 物流公司

**warehouse** /weəhaʊs/ *n.* a place in which goods or merchandise are stored; a storehouse 仓库, 货栈

**hinder** /hɪndə/ *v.* to be or get in the way of 妨碍, 阻碍

The microenvironment refers to the forces that are close to the company and affect its ability to serve its customers. It includes the company itself, its suppliers, marketing intermediaries, customer markets, competitors, and public.

The company aspect of microenvironment refers to the internal environment of the company. This includes all departments, such as management, finance, research and development, purchasing, operations and accounting. Each of these departments has an impact on marketing decisions.

The suppliers of a company are also an important aspect of the microenvironment because even the slightest delay in receiving supplies can result in customer dissatisfaction. Marketing managers must watch supply availability and other trends dealing with suppliers to ensure that product will be delivered to customers in the time frame required in order to maintain a strong customer relationship.

Marketing intermediaries refers to resellers that hold and sell the company's product, physical distribution firms, marketing services agencies and financial intermediaries such as banks, credit companies and insurance companies. These are the people that help the company promote, sell, and distribute its products to final buyers.

Another aspect of microenvironment is the customers. There are different types of customer markets including consumer markets, business markets, government markets, international markets, and reseller markets.

Competitors are also a factor in the microenvironment and include companies with similar offerings for goods and services. To remain competitive a company must consider who their biggest competitors are while considering its own size and position in the industry. The company should develop a strategic advantage over their competitors.

- The \_\_\_\_\_ consists of the actors and forces outside marketing that affect marketing management's ability to develop and maintain successful relationships with its target customers.
  - marketing organization
  - marketing system
  - marketing network
  - marketing environment
- All of the following would be considered to be in a company's microenvironment EXCEPT \_\_\_\_\_.
  - marketing channel firms
  - political forces
  - public
  - customer markets
- Finance, research and development, purchasing, and manufacturing are all activities that are a part of which element of the microenvironment?
  - The company's internal environment.
  - The suppliers.
  - The marketing channel firms.
  - The public.
- \_\_\_\_\_ help the company to promote, sell, and distribute its goods to final buyers.
  - Marketing intermediaries
  - Competitor networks
  - Suppliers
  - Service representatives



- 1B** Listen to the passage and try to fill in the table below.

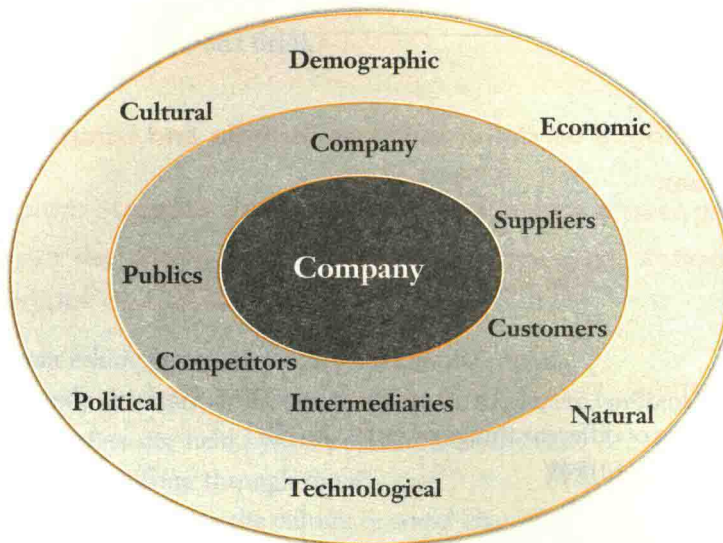
### Words and Expressions

**surgery** /'sɜ:dʒəri/ *n.* the treatment of injuries or diseases in people or animals by cutting open the body and removing or repairing the damaged part 外科

4



The following are some special terms relevant to marketing environment, try to match them with the definitions that follow. You can refer to the chart under it.



\_\_\_ 1. Macroenvironment

\_\_\_ 2. Cultural environment

\_\_\_ 3. Microenvironment

\_\_\_ 4. Competitors

\_\_\_ 5. Publics

\_\_\_ 6. Customers

\_\_\_ 7. Political environment

\_\_\_ 8. Marketing intermediaries

\_\_\_ 9. Technological environment

\_\_\_ 10. Suppliers

A. Forces close to the company that affects its ability to serve its customer.

B. Larger societal forces that affect the whole microenvironment.

C. Laws, agencies and groups that influence and limit organizations and individuals in a given society.

D. Forces that create new technologies, creating new product and market opportunities.

E. Those who serve a target market with similar products and services against whom a company must gain strategic advantage.

F. Institutions and other forces that affect a society's basic values, perceptions, preferences, and behaviors.

G. Those who provide the resources needed to produce goods and services and are an important link of the "value delivery system".

H. Any group that perceives itself having an interest in a company's ability to achieve its objectives.

I. Institutions that help the company to promote, sell, and distribute its goods to final buyer.

J. Those who purchase a company's goods and services.



## Dialogues

### Dialogue 1

- 2A** Listen to the dialogue on doing business in India and complete the notes based on what you hear.

#### *Tips for Doing Business in India*

##### Words and Expressions

**blend** /blend/ *n.* a mixture of different things or styles 混合物

**Hinduism** /ˈhɪnduːɪz(ə)m/ *n.* 印度教

**caste system** (印度的) 种姓制度

**hierarchical** /ˌhaɪəˈrɑːkɪkəl/ *a.* of or relating to a hierarchy 分等级的

**hierarchy** /ˈhaɪərɑːki/ *n.* a system in which people or things are arranged according to their importance 等级

**executive** /ɪgˈzekjʊtɪv/ *n.* someone in a high position, especially in business, who makes decisions and puts them into action 行政主管

**monitor** /ˈmɒnɪtə/ *v.* to watch and check a situation carefully for a period of time in order to discover something about it 监督

**subordinate** /səˈbɔːdɪnɪt/ *n.* a person who has a less important position than you in an organization 属下

**rapport** /ræˈpɔːt/ *n.* relationship, especially one of mutual trust or emotional affinity 融洽的关系

**counterpart** /ˈkaʊntəpɑːt/ *n.* a person or thing which has the same purpose as another one in a different place or organization 与对方地位作用相当的人(或物)

**vegetarian** /ˌvedʒɪˈteəriən/ *n.* a person who does not eat meat or fish 素食者

#### *Tips for Doing Business in India*

- Culture:**
- ◆ It has different **1** \_\_\_\_\_, races and **2** \_\_\_\_\_.
  - ◆ Religion is **3** \_\_\_\_\_ and **4** \_\_\_\_\_ in order to maintain successful business relationships.

- Working relationships:**
- ◆ Senior colleagues and elders are **5** \_\_\_\_\_.
  - ◆ Senior management is responsible to **6** \_\_\_\_\_, check and look after their Indian subordinates.

**Attitude toward meetings:** Meetings begin with 7 \_\_\_\_\_ as a way of building 8 \_\_\_\_\_ before business.

**Special attention:** ♦ Don't refuse any 9 \_\_\_\_\_ offered during business meetings.  
♦ Don't drink 10 \_\_\_\_\_.

**2B Group Discussion: Suppose your company will launch a new product in a foreign market, analyze the social environmental elements. The following are reference questions for your discussion.**

1. Are there important ethnic groups in the population of interest?
2. Does the mix of family structures (traditional, divorced, single, etc.) present opportunities?
3. What core cultural values are held by the population of interest? Are there important subcultures? How are cultural values shifting through time?
4. Is there anything distinctive about the culture or social class of people who buy this type of product?
5. Are there trends toward conservative or liberal lifestyles?
6. Is a trend toward less time for leisure likely to affect demand for your product?
7. Will changes in types of recreation enjoyed by consumers affect your product market?
8. What changes in mobility, marriage and divorce, working women, number of retirees, etc. create opportunities or threats in your product market?

### Useful Expressions & Statements

- Leisure is becoming a bigger part of many people's lives, and marketers have responded with a wide range of leisure related goods and services.
- Attitudes towards the work/life balance are changing.
- Greater life expectancy is leading to the ageing of population and a shift to an increasingly elderly culture.
- The average time women spent in a week doing cleaning and laundry fell from 12 hours and 40 minutes to 6 hours and 18 minutes.
- The average time that parents spent helping their children with homework had increased from 15 minutes a day to 30 minutes a day.
- Beliefs are important (whether right or wrong) in that they affect how we may behave and what we buy.
- Labor mobility across different occupations and regions in recent times has cut down wage differentials greatly.
- When designing advertisements, sales presentations, or other promotional material, a marketer must keep language issues in mind.

- 20 Rhoda is Chinese and Grace is from America. Listen to the dialogue on differences between Chinese and Americans and try to classify the following items based on what Chinese and Americans are inclined to do respectively.

### Differences Between Chinese and Americans

#### Words and Expressions

at one's service 乐意帮助

courtesy /kɜːtɪsi/ *n.* polite behavior, or a polite action or remark 礼貌

hospitality /hɒspɪ'tælɪti/ *n.* friendly and generous behavior towards guests 款待

reticence /retɪ'səns/ *n.* reserve 沉默寡言

Chinese	A. open and direct
	B. modest and reserved
	C. mean what is said
	D. suspicious of reticence and reserve
	E. do more than what is said
	F. value time highly
	G. believe in silence
	H. late for classes without feeling awkward
Americans	I. sensitive about privacy
	J. feeling shy when praised
	K. curious about privacy
	L. always on time

#### Notes

- low-context culture:** In a low-context culture, messages are explicit; words carry most of the information in communication. Examples of low-context cultures would be the United States or, perhaps even more distinctly, the Swiss-Germans. In these countries, deals of bank loans are made with much less information about character and background and values of the participants and much more reliance upon the words and numbers in the loan application.
- high-context culture:** In a high-context culture, less information is contained in the verbal part of a message, since much more information is in the context of communication, which includes the background, associations, and basic values of the communicators. Who you are — that is, your values and position or place in the society—is crucial in high-context



cultures, such as in Japan or the Arab countries. In these countries, bank loans are more likely to be based on who you are than upon formal analysis of pro forma profit and loss statements and balance sheets.

**2D Role Play: Role play in pairs the meeting of an American businessman who wants to start a business in China and an old friend, who has been doing business in China for more than 5 years, offering valuable tips.**

### *Tips for Doing Business in China:*

- Tip 1** A special feature of doing business in China will be that of Guangxi (relationship). It includes relationships with government bodies, investors, partners and even relationships with your own staff.
- Tip 2** Because China's government is so tightly affiliated (有关联的) with its businesses, knowing what the government wants will help you draft your business plan later on.
- Tip 3** Develop a business plan. A detailed five-year business plan is crucial, because once the government approves it; you will be able to operate only within its guidelines. If you start offering a product or service that is not in your business plan, the Chinese government can shut your business down. The same goes for where and how you operate.
- Tip 4** It is important to find a liaison or several. No matter how informed you are, you won't get very far without consulting a representative to register your business. A qualified liaison should be able to tell you where you need to go to register, whether it's the local, provincial or national government, and should do the talking once you get there.
- Tip 5** It is necessary to trademark your intellectual property. Intellectual property violations are a big issue for foreign investors in China. In China, the first person to register a trademark owns the rights to it, regardless of whether or not that person is the first person to use the trademark.
- Tip 6** Hiring in China is a delicate process, especially when it comes to hiring managers. It is very important to have a smart business person in position who will run the company the way you want it run. Building a strong local team can help close deals, understand the culture and the complexities of the market as well as compensate for the language barrier for those who don't speak Mandarin.
- Tip 7** Be sure to find a bank in the United States and a bank in China that has some sort of corresponding relationship, so your banking is transparent.
- Tip 8** It is valuable to develop insight into China's business culture and social etiquette to avoid