



21世纪高职高专专业英语系列教材

市场营销

专业英语

• 主编 朱 曦 高 伟

English for Marketing



WUHAN UNIVERSITY PRESS

武汉大学出版社





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前 言

市场营销这门学科自 20 世纪 80 年代引入我国，现已发展成为管理学中一门

《市场营销专业英语》在充分研究现有相关教材的基础上,打破传统的教材

本教材有以下几个特色:

1. 以项目为导向，以工作任务为主线。按照项目来设计每个单元，所有单

2. 体现项目的整体性和系统性。前后单元的内容相互关联,所有单元学完

3. 选材时代性强, 贴近时代前沿。在选材上编者参考了国内外最新的教研

4. 语言简洁流畅, 通俗易懂。本教材不仅适用于商务英语专业的学生, 也

5. 在编写上突出培养学生的实际市场营销工作能力。通过拟定的各种市场营销情境,将市场营销操作技能与语言交际能力融为一体。

6. 传统与创新兼顾。选材内容、训练类型都在博取众家之长的基础上有所创新。创新体现在各个方面,如编写理念、选材内容、教材体例、活动设计等。

本教材涉及市场的定义,市场环境,全球市场,战略计划,市场调研,消费者购买行为,市场细分,公共关系,网络营销,社会性媒体营销等方面。第1章至第5章由朱曦老师编写,第6章至第7章由陈蓓老师编写,第8章至第9章由黄寅老师编写,第10章至第12章由邵恩民老师编写,第13章至第14章由高伟、李洋、吴超老师编写,第15章至第18章由姜继红老师编写。本教材使用对象为高职高专、本科生和在职培训人员。

在教材编写的过程中,编者参考了大量的国内外相关书籍和资料,在此表示衷心的感谢。此外,特别感谢本书责任编辑谢群英女士对编者的鼓励与鞭策。

编 者

2011年8月

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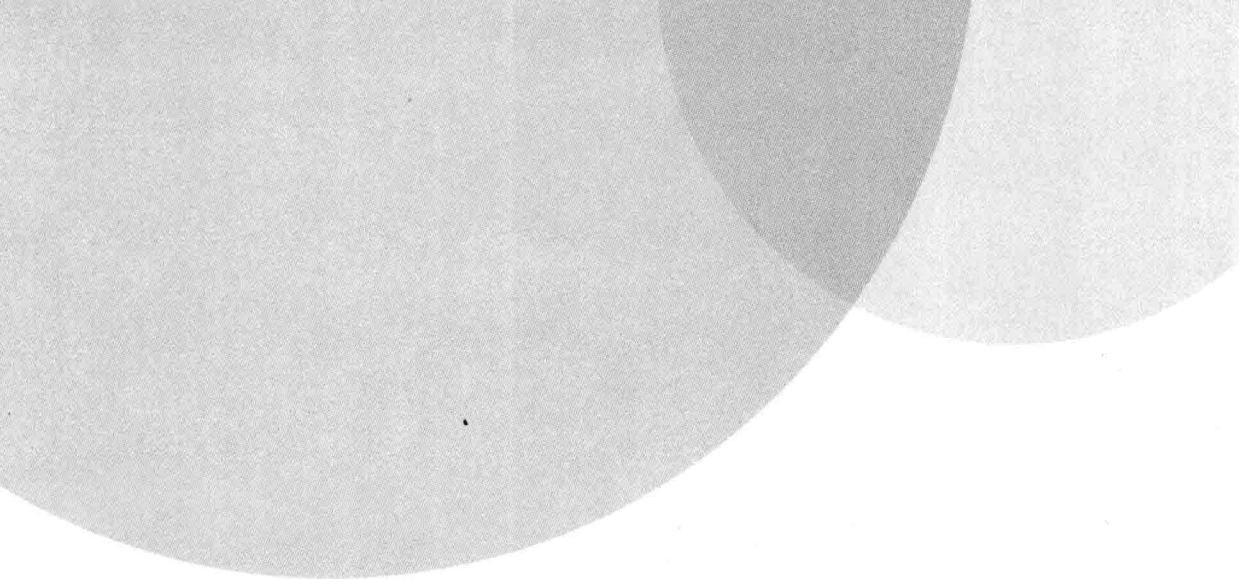
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Chapter One What Is Marketing?

► Learning Goal

After studying this chapter, you should be able to:

1. define marketing.
2. explain how marketing has developed.
3. identify the ways in which marketing influences the country's economic system, the individual organizations, and our lives.
4. acquire the terms and vocabulary concerning marketing.

► Basic Theory

◎ I. Definition of Marketing

Marketing is a total system of business activities designed to plan, price, promote, and distribute want-satisfying products to target markets in order to achieve organizational objectives.

This definition has two significant implications:

- **Focus:** The entire system of business activities should be customer-oriented. Customers' (organizational buyers and consumers) wants must be recognized and satisfied.
- **Duration:** Marketing should start with an idea about a want-satisfying products and

should not end until the customers' wants are completely satisfied, which may be sometime after the exchange is made.

Marketing can occur any time a person or organization strives to exchange something of value with another person or organisation. Thus, the essence of marketing is a transaction or exchange.

The following conditions must exist for a marketing exchange to take place:

- Two or more people or organizations must be involved, and each must have needs or wants to be satisfied. If you are totally self-sufficient in some area, there is no need for an exchange.
- The parties to the exchange must be involved voluntarily.
- Each party must have something of value to contribute in the exchange, and each must believe that it will benefit from the exchange.
- The parties must communicate with each other. The communication can take many forms and may even be through a third party, but without awareness and information there can be no exchange.

◎ II. Evolution of Marketing

Marketing has evolved through three successive stages of development: product orientation, sales orientation, and market orientation.

Product orientation is focused on products and how to make them efficiently. It is assumed that if products are better, customers will buy them. Marketing's role in a production orientation is primarily delivering products to locations where they can be purchased.

Sales orientation involves focusing marketing activities on making sales for available products. It is used in some cases when supply of products and service facilities is greater than demand.

Market orientation depends on understanding customer needs and wants and building products and services to satisfy them. In this way, marketers can build loyalty and compete effectively with other marketers.

Value-driven marketing is an orientation for achieving objectives by developing superior value for customers. It is an extension of the market-orientation that is based on several principles and assumptions about customers.

◎ III. Importance of Marketing

Marketing plays a major role in the global economy, in a country's economic system, in any individual organization, and in your life.

Globally

Since 1980s, the dramatic changes taking place in the governments and economies have created new and stronger international competitors. Trade agreements are altering the global business picture. The European Union, the North American Free Trade Agreement, and the Asia-Pacific Economic Cooperation have reduced economic barriers and liberalized trade between their members. As trade agreements increase the marketing opportunities for firms within the member countries, more and more Chinese firms are looking abroad. They are concluding that their profits and growth objectives are most likely to be achieved through a combination of domestic and international marketing, rather than solely from domestic marketing.

Domestically

We can get an idea of the significance of marketing by looking at how many people are employed in some way in marketing and how much of what we spend covers the cost of marketing. Between one-fourth and one-third of the U. S. civilian labor force is engaged in marketing activities. The figures includes employees in retailing, wholesaling, transportation, warehousing, and communications industries, as well as people who work in marketing departments of manufactures and those who work in agricultural, mining, and service industries.

Through marketing the want-satisfying power of a product is created, such as the physical or chemical changes that make a product more valuable, the ready accessibility of a product to potential customers, the availability of a product when customers want it, the information of a product, etc.

Organizationally

The U. S. is the world's first service economy. Services account for over three-fourths of the nation's gross domestic product. Over one-half of all consumer expenditures are for the purchase of services. Progress in services has been rapid, and some service sector firms such FedEx, Disney, and Marriott Corp. are generally considered to

be among the most market-oriented companies in the world.

Personally

Why should you study marketing? There are a number of reasons:

Marketing occupies a large part of your daily life. Imagine for a moment what it would be like if there were no marketing institutions, no retail stores to buy from or no advertising to give you information.

Studying marketing will make you a better-informed consumer.

Marketing probably relates—directly or indirectly—to your career aspirations. If you are planning a career in accounting, finance, or some other business field, you can learn how marketing affects managerial decision-making in these areas.

◎ Terms:

exchange: a voluntary transaction between an organization and a customer designed to benefit both of them.

organizational buyer: people who purchase goods and services for businesses, government agencies, and other institutions.

consumer: people who purchase goods and services for their own use or for gifts to others.

needs: the goods or services consumers or organizational buyers require in order to survive.

wants: specific goods and services that satisfy needs and additional goods and services that go beyond survival.

marketer: marketers take the initiative by trying to stimulate and facilitate exchanges. They develop marketing plans and programs and implement them in hopes of creating an exchange.

market: market consists of people or organizations with needs to satisfy, money to spend, and the willingness to spend it. Markets are made up of current and prospective customers, defined as any person or group with whom a marketer has an existing or potential exchange relationship.

An organization's markets encompass more than the customers for its primary product. A firm's markets include government regulatory agencies, environmentalists, and stockholders.

communication: marketers use many forms of communication, ranging from

billboards to personal selling, to inform and persuade their desired markets.

► Case Study

Can eBay Define a New Way

Have you ever been to a silent auction? The sales area could be a warehouse, a gymnasium, or even a city part. Although many auctions have a theme, such as antique furniture or works of art, almost anything you can imagine is sold in this fashion. Each item up for auction is accompanied by a sheet of paper on which to post bids. A prospective buyer can examine the most recent bid made on an item and replace it with a higher bid or move on. At a predetermined time the bidding is closed and the items are sold to the persons who made the highest bids.

Many people enjoy silent auctions because they inject an element of suspense in the buying process. It's a little like haggling without the face-to-face confrontation. Also at an auction you can see how others value things. And the flurry of activity just before the bidding closes creates plenty of excitement. Of course, there's always the prospect of the good feeling that comes from paying less for an item than you were willing to bid.

But auctions also have some drawbacks. For example, they aren't very efficient. The bidding process can go on for several hours or even days, and if you're not around to frequently check on an item, it can easily go to a higher bidder. There are also problems associated with the physical space to display the items. Finally, just scheduling an auction at a convenient time for the sellers and the prospective bidders can be a challenge. As a result, we rely on retail stores that offer standardized goods at fixed prices for nearly all purchases. For the most part, auctions have become weekend novelties or fund raisers. The Internet may be changing that. Firms like eBay, Amazon.com, and OnSale, Inc., are creating ways of buying and selling at auction that retain the advantages and reduce many of the disadvantages.

OnSale, Inc., which specializes in buying and reselling surplus computer and electronic goods, receives over 10,000 bids a day. Amazon.com, widely known as a book, music, and video seller on the Internet, has broadened its offerings through an online auction. Over 100 small companies specializing in merchandise as varied as collectibles, jewelry, and photography equipment list items on the Amazon site. The additional merchandise gives consumers already familiar with Amazon another reason to

visit the site.

eBay, Inc., founded in 1995, is one of the most successful of the online auction companies. In 1999 eBay had revenues of \$225 million. How was that accomplished? Anyone with something to sell can create an electronic classified ad that for a small fee is placed on the eBay website. If the merchandise is purchased, eBay collects 1.25% to 5% of the sale price as a commission. With about 2 million items for sale every day, ranging from works of art to stuffed animals, and over 10 million registered shoppers, this firm has proved to be very popular.

The concept spread quickly with well-known Internet firms such as Yahoo! Adding auctions. Variations have also been created. For example, most of the online auctions are open to anyone, but others are restricted. Electronic Travel Auction allows hotels, airlines, and cruise operators to offer their "excess inventory" to travel agents, but excludes the general public from the site. This allows the travel industry to fill capacity that would otherwise be wasted, and travel agents to provide their customers with last-minute bargains.

Analysis

An auction is one of the purest examples of a market and an exchange. It has buyers and sellers, something of value, and lots of communication. All sorts of products, from tobacco and thoroughbred horses to art, are sold at auction. Two of the most famous auction houses are Christie's and Sotheby's, both headquartered in London. These two firms each auction off over a billion dollars in goods yearly, mostly works of art but also unusual items such as an astronaut's space suit for \$225,500 and Elvis' costumes.

For a company such as eBay, Internet auctions offer many attractions. For example, most of the work is done by the buyers and sellers. The sellers write the descriptions of the merchandise and submit them to the site for posting. The site operator does not carry any inventory, nor does it worry about what prices to charge for the merchandise. If an item is sold, the seller is notified by eBay, and the buyer and seller work out the arrangements for payment and delivery. All eBay does is maintain the site, provide some minimal customer support, and collect a commission on every transaction.

Observers have been surprised by a number of Internet auction developments. One is their rapid growth. In less than four years after it began, eBay-auctioned items accounted for over 5% of all person-to-person package shipments in the U. S.

Another surprise is the range of merchandise being offered. There seems to be

almost no limit, with items from blocks of cheese to dance lessons finding their way to auction.

Then there is the issue of abuse. A 13-year-old recently bid more than \$3 million on a variety of items, and had the winning bid on a 1971 Corvette and a wrestling championship belt. The only problem was, he had no money or credit. According to his mother, "To him it was like a game." Finally, there is intentional fraud when buyers and sellers are many miles apart and only communicate electronically. Although the amount of fraud has been relatively small, it has sometimes been rather blatant. For example, the stolen 1961 Kentucky Derby Trophy showed up for sale on eBay.

Discussion:

1. eBay is an excellent example of marketing. Both buyers and sellers have found the service the firm offers attractive—it has met a need. Meeting needs effectively and efficiently are what marketing is all about. Please explain how eBay accomplish it.
2. How can Internet auctions more effectively meet the conditions of the marketing exchange?
3. What forms of utility does eBay provide?

► Learn to Do

Hot Stuff

Make These Top Trends Part of Your Marketing Mix

From *Entrepreneur's Magazine* August 2006

Gwen Moran

Still using the same **marketing tactics** you were using five years ago? Those won't work with today's **shifting demographics** and preferences. The U. S. population is older, more multicultural, more **time-pressed** and more jaded toward overt **sales pitches** than ever before. And your **marketing strategy** should be built accordingly.

So what's working? After consulting over a dozen experts in the field, we've uncovered the following **hot trends** in marketing.

Market on the Move:

According to the Mobile Marketing Association, by 2008, 89% of brands will use text and multimedia messaging to reach their audiences, with nearly one-third planning to spend more than 10% of their **marketing budgets** on advertising in the medium. As phones with video capability become more prevalent, expect more rich media marketing options. Plus, now that mobile phone service providers are **dipping their toes into** the credit card pool—soon your phone or PDA may make plastic obsolete—customers will be **relying on** these devices more than ever.

“There are some low-cost mobile marketing on ramps for small businesses,” says Kim Bayne, author of *Marketing Without Wires*. “Businesses can implement opt-in text messaging services and coupons with their loyal customers. We’ve already seen local restaurants send the day’s specials to nearby lunch patrons. The cost is fairly low, and it can be done from a PC, without involving a pricey service provider.”①

Go Online:

“Think globally, act locally” is now the mantra for entrepreneurs advertising online. Online ad spending is up as much as 33% over last year, says David J. Moore, chairman and CEO of digital marketing firm 24/7 Real Media Inc. in New York City. Earlier this year, Google announced a new local advertising program **linked to** its map service and AdWords program, allowing businesses to drive some of Google’s traffic to their brick-and-mortar locations.②

“Entrepreneurs should pay attention to any targeting that allows them to increase advertising efficiency by reaching users in their particular geographic area,” says Moore. Online ads are also migrating to podcasts and blogs, where advertisers can reach very specific **niche audiences**. And with increased access to broadband and the **falling cost** of video production, Moore foresees a rise in online video ads for businesses as well.

Court the Boom:

A baby boomer turns 50 every 7 seconds—joining a population segment that will grow by 25% in the next decade while other segments remain flat.

Matt Thornhill, founder of **consulting firm** The Boomer Project, which helps businesses reach adults born between 1946 and 1964, says it’s time for marketers to recalibrate their thinking about marketing to older adults. Boomers are a dynamic group

that's much more open to new experiences and brands than previous generations of older adults have been.

Thornhill adds that marketers should target boomers by what they're doing instead of how old they are. "Boomers are living such cyclical lives. In their 40s or 50s, they could be going back to college, be **empty nesters** or be married a second time and raising a young family," he explains. "You wouldn't sell the same vacation package to all these people. So pick the lifestyle segment you're targeting, and focus on that."

◎ Syndicate Simply

For something that's named Really Simple Syndication, few tools are more misunderstood or misused than RSS. RSS lets you send and receive information without using e-mail. Instead, the information is sent directly to a subscriber, who receives it through an RSS reader. With browsers like Internet Explorer integrating such readers, we'll be seeing more information feeds. That could be a good thing—or not—depending on whether businesses use them properly. ③

"You don't need to blog to offer an RSS feed," says online marketing consultant Debbie Weil, author of *The Corporate Blogging Book*. "But you should have a blogging mindset. Show the reader what's in it for them. Write clear and interesting headlines." She adds that you should **break up** your feeds by audience—customers, investors, media and the like—just as you would any other message distribution.

Use Social Networks:

Customers are making friends online through social networking sites like MySpace.com. A MySpace profile helped Taylor Bond generate interest in Egismoz.com, the electronics division of his \$20 million retail company, Children's Orchard, in Ann Arbor, Michigan. Earlier this year, Bond sent invitations to some of the site's young, tech-savvy users. The key to maintaining their interest, he says, is to provide fresh content and special offers.

"We're seeing more people come into the store saying that they saw us on MySpace," says Bond, "We're definitely seeing more traffic and feed-back on the profile, and we're getting some incredible feedback about what's hot and what people want, so it's good for market research, too." ④