

# Unit 1 Introduction to Marketing



## Sentence Patterns



1. Marketing is the process of the planning and executing the conception, pricing, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives.

——Official definition of marketing by American Marketing Association

营销是指一个计划和实施的全过程，能够将一定的想法、物品和服务形成产品概念、制定价格并且将其分销出去，从而达成满足个人和组织要求的交换。

——美国营销协会关于营销的正式定义

2. Marketing must not be understood in the old sense of making a sale—“telling and selling”—but in the new sense of discovering and satisfying customer needs.

营销不是传统意义上的“王婆卖瓜，自卖自夸”式的卖东西，而是应该理解为发现并且满足顾客需求的过程。

3. In marketing, market is defined as people with the desire and with the ability to buy a specific product.

在营销学中，市场是指对某种产品有购买欲望和购买能力的人群。

4. A market segment is a distinct group of customers within a large market who are similar to one another in some way and whose needs differ from other customers' s in the large market.

细分市场是指在一个大的市场中一群独特的顾客，其需求具有一定的相似性而与大市场中的其他顾客有所区别。

5. Depending on its goals and resources, a company may choose to focus on only one segment or several. The chosen segment(s) become the organization' s target market toward which it directs its efforts.

根据企业目标和资源的情况，一个公司可能只选择专注于一个或几个细分市场 而选出的( 这些)细分市场就成为企业主攻的目标市场。

6. The marketer' s strategic toolbox is called the marketing mix, which consists of the factors that can be manipulated and used together to create a desired response in the marketplace. These place where it is made available, and the promotion that makes factors include the product itself, the price of the product, the it known to consumers.

营销人员的战略工具箱被称作营销组合，其中包含的因素可以被人为操作和组合运用，从而在市场上获得所期望的反应。这些因素包括产品本身、产品的价格、可获得该产品的地点以及使之为消费者所知的促销手段。

7. A need refers to any difference between a consumer' s actual state and ideal or desired state. The particular form of product used to satisfy a need is termed a want, which is shaped by a person' s knowledge, culture, and personality. When backed by

buying power, wants become demands.

需求指消费者现实的状态与理想的状态之间的任何差异。用以满足某一需求的特定产品形态被称作具体需求，一个人的具体需求受其知识、文化和个性的影响。有购买力支持的具体需求就成为现实需求。

8. Customer value is the unique combination of benefits received by target buyers, such as quality, price, convenience, on-time delivery, and both before-sale and after-sale service

顾客价值是指目标购买者能得到的所有利益的一个独特的组合 包含质量、价格、便利、及时送货以及售前与售后的服务等。

9. There are five alternative concepts under which organizations conduct their marketing activities: the production, product, selling, marketing, and societal marketing concepts.

组织进行营销活动的指导思想有五种：生产观念、产品观念、销售观念、营销观念和社会营销观念。

10. The central notion of the production concept is that products will sell themselves, so the major concern of business firms is production, not marketing.

生产观念的核心思想就是凡是产品就能卖出去，因此企业主要关注的是生产而不是营销。

11. Manufacturers that are production-oriented typically focus on increasing production and distribution efficiency while assuming that customers will seek out and buy reasonably priced, well-made products.

以生产为导向的制造商通常只专注于增加生产和配送的效率，而假设消费者会主动寻求并购买定价合理和制作精良的产品。

12. The product concept holds that consumers will favor products that offer the best quality, performance, and the most innovative features.

产品观念认为消费者会选择质量和性能最好、功能最全的产品。

13. Firms that focus on a product orientation tend to develop a narrow view of the market, called marketing myopia. For instance, *railroad management once thought users wanted trains rather than transportation and overlooked the growing challenge of airlines, buses, trucks, and automobiles.*

以产品观念为指导的企业倾向于以狭隘的眼光看市场，形成一种营销近视病。比如，铁路部门的管理者就曾经以为消费者需要的是火车而不是交通，从而忽略了来自飞机、客车、卡车和轿车等其他交通方式的日益增长的挑战。

14. The selling orientation means that management emphasizes aggressive sales practices and that marketing is seen strictly as sales function. But it doesn't mean that consumers get what they want; rather, they are being pushed into buying what is available

销售观念是指管理者十分重视强力的推销活动，营销被视为狭义的销售。这就意味着消费者不能得到他们想要的东西，而是被促使购买现有的东西。

15. A firm that is selling-oriented is characterized by heavy reliance on promotional activity to sell the products the firm wants to make.

以销售观念为指导的企业的特点就是过分依赖促销活动来出售企业自己想要生产的产品。

16. Overly aggressive selling—the “hard sell”—and unscrupulous tactics evolved during the sales-orientation era. As a result, selling developed an unsavory reputation in the eyes of many people. Old habits die hard, and even now some organizations believe that they must use a hard-sell approach to prosper  
在销售观念盛行的年代，过分强力的销售活动（也被称作“硬销售”）以及一些不道德的策略不断升级，结果造成许多人对销售活动产生了反感。但是积习难改，至今仍有一些企业相信他们得靠硬销售的方法才能发达。
17. In the marketing-orientation stage, companies identify what customers want and tailor all of the activities of the firm to satisfy those needs as efficiently as possible.  
在营销观念占主导的年代，公司要确认顾客需要什么，并且据此调整公司的所有活动来尽可能最有效率地满足这些需要。
18. The marketing concept holds that achieving organizational goals depends on determining the needs and wants of the target markets and delivering the desired satisfactions more effectively and efficiently than competitors do.  
营销观念的指导思想认为达到企业的目标要靠确认目标市场的需求，并且比竞争者更好和更有效率地满足市场的期望来实现。
19. The basic difference between the selling concept and the marketing concept is that selling is internally focused, while marketing is externally focused.  
销售观念与营销观念最根本的区别在于前者是内向型的而后者是外向型的。
20. Selling starts with the factory, focuses on the company’s existing products, and calls for heavy selling and promotion to

obtain profitable sales.

销售观念是从工厂出发的，专注于公司现有的产品，依靠大量的销售和促销活动来获得销售利润。

21. In contrast, marketing starts with a well-defined market, focuses on customer needs, coordinates all the marketing activities affecting customers, and makes profit by creating long-term relationships based on customer value and satisfaction.

相反，营销观念则是从一个精心定义的市场出发，专注于顾客的需求，协调所有影响顾客的营销活动，依靠在顾客价值和满意基础上建立起来的长期关系而获利。

22. In selling, the firm attempts to alter consumer demand to fit the firm's supply of the product. In marketing, however, the company adjusts its supply to the will of consumer demand.

在销售观念指导下的企业试图改变消费者的需求来适应企业供给的产品，而在营销观念指导下的企业却根据消费者需求来调整自己的供给。

23. Companies can be identified as market-focused and customer-driven only when they are finely tuned to the changing customer needs and competitor strategies.

当一个公司能够根据不断变化的消费者需求和竞争者战略而不断做出调整，才被认为是以市场为导向和以顾客为中心的公司。

24. The societal marketing concept holds that an organization should discover and satisfy the needs of its customers in a way that maintains or improves the consumer's and the society's well-being.

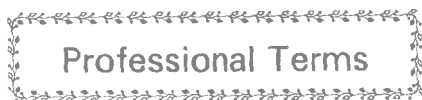
社会营销观念的指导思想认为一个组织应当在发现和满足顾客需求的同时维持和提高消费者与整个社会的福利。

25. A firm that sufficiently extends the breadth and time dimension of its marketing goals to fulfill its social responsibility is practicing the societal marketing concept.

一个以社会营销观念为指导思想的公司会积极扩展其营销目标广度和深度，从而能够履行其社会责任

26. The marketing concept and a company's social responsibility are compatible if management strives over the long run to satisfy the wants of its product-buying customers, meets the societal needs of others affected by the firm's activities, and achieves the company's performance objectives.

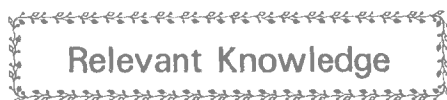
如果一个公司的管理者能够努力从长期的角度来满足顾客的产品需求，并且满足受公司活动影响的其他人的社会需求，同时又能完成公司的运营目标，那么其营销观念和公司的社会责任就是一致的。



### Professional Terms

1. marketing 营销，市场营销
2. exchange 交换
3. market 市场
4. market segment 细分市场
5. target market 目标市场
6. marketing mix 营销组合
7. product 产品
8. price 价格
9. place 地点

10. promotion 促销
11. need 需求
12. want 具体需求
13. demand 实际需求
14. customer value 顾客价值
15. production concept 生产观念
16. product concept 产品观念
17. selling concept 销售观念
18. marketing concept 营销观念
19. societal marketing concept 社会营销观念
20. social responsibility 社会责任
21. market-focused 以市场为导向的，以市场为中心的
22. customer-driven 以顾客为中心的，顾客驱动的



## Relevant Knowledge

### 1. Purpose of Marketing

Rapid globalization means that companies now compete in markets all over the world. Foreign and domestic organizations are realizing that profit will only be achieved through the use of marketing. Marketing is the only revenue-producing activity for the organization. Peter Drucker says, “Because its purpose is to create a customer, the business has two —and only two—functions: marketing and innovation. Marketing and innovation create value, all the rest are costs.”

The idea that profit is not the primary goal of business is not a new. In 1954, Peter Drucker made the point in his book, *The*

*Practice of Management*. “Profit is not the explanation, cause or rationale of business behavior and business decisions, but the test of their validity.” Profits are an essential result of business success. Again, the true purpose is the creation of customers; the efficient provision of goods and services which people want to buy. Satisfy customers and profit will follow.

Many people think that marketing is just selling and advertising. 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 part of a larger “marketing mix” that must be orchestrated for maximum impact on the marketplace.

Jerome McCarthy delineates the marketing mix as the four Ps (product, price, promotion, and place). Thus, a marketing mix is a specific combination of four strategies—product, price, promotion or marketing communications, and place or distribution—designed to satisfy customers. The focus of marketing is to do such an excellent job of developing, pricing, promoting, and distributing a product to customers that the product practically sells itself.

【译文】

## 营销的目的

全球化进程的迅速发展给公司带来的是全球化的竞争。如今，国内外的公司都意识到要赢利必须靠营销。营销是一个组织中惟一产生收入的活动。彼得·杜拉克指出：“企业的目的是要创造顾客，所以它只有两个职能：营销和创新。营销和创新创造价值而其他所有的都只是成本。”

企业的主要目标不是利润的观点并不是新事物。早在 1954

年 杜拉克在他的《管理的实践》一书中就说：“利润不是企业行为和决策的解释、原因或是缘由 而是对其正确性的检验。”利润是企业成功的必然结果。因此，企业真正的目标就是创造顾客：有效率地提供人们愿意购买的物品和服务。这样，顾客得到了满足，利润也随之而来。

很多人以为营销就是销售和做广告。杜拉克是这样解释营销的：“营销的目的就是为了让销售成为多余，也就是要充分了解顾客从而使产品或服务适合顾客的需要，销售就易如反掌了”。这并不是说销售和做广告不重要 而是指他们作为广义‘营销组合’的组成部分必须协助整体的营销组合最大限度地作用于市场。

杰罗姆·麦卡西将营销组合描述成四个以 P 打头的英文单词：product(产品)、price(价格)、promotion(促销)和 place(地点)。因此 营销组合就是产品、价格、促销(也叫营销传播)和地点(也叫分销)四个战略的结合，用来满足消费者。营销的重心就是要在产品的开发、定价、促销和分销这几个方面把工作做好，使得产品能够轻松地卖出去。

## 2. How Does Marketing Fit into the Company

A good way to describe marketing activities is to consider the big picture of how they fit in with the other business functions. Through marketing efforts, decisions are made and strategies are implemented concerning: what products (goods, services or ideas) are to be offered, to whom (the target market), and how (how to inform potential customers of the offering, how to make the transaction, etc.). Products are created through production efforts. Capital and operating funds are managed and tracked in the accounting-finance area. The focus of the human resources area is employees and the policies concerning them.

Oftentimes, a marketing approach relies upon the coordination

of several business areas to be successful. For example, the product might need some tweaking by the person who produces it to respond to customer complaints. The person who handles human resource issues might be asked to develop compensation plans that reward sales people who build significant relationships that have tremendous potential but are slow to close. Special payment plans might need to be implemented by the accounting staff to accommodate a variety of customer needs.

As a result, marketing usually crosses more departmental boundaries than other business functions do out of necessity. So, marketing requires the orchestration of everyone who plays a part in the common goal of pleasing the customer.

【译文】

### 营销是如何融入一个公司的

描述营销活动的一种好办法是看营销活动如何在公司中与其他职能部门有效地进行配合。营销活动所要制定的决策和实施的战略包括提供什么产品(物品、服务或是想法)提供给谁(目标市场)怎样提供(怎样让潜在的顾客了解所提供的产品,怎样进行交易等等)。生产活动创造产品,财务和会计部门记录和管理资本和营运资金,而人力资源部门的工作重心是员工及有关政策。

通常,营销行为的成功依靠几个职能部门相互协调工作。比如,生产人员可能需要对产品做一些调整以应对顾客的不满;处理人力资源事务的人可能被要求制定一个报酬计划,旨在奖励那些致力于建立有巨大潜力的重要关系,但却一时无法完成销售任务的销售人员;会计人员可能需要实施不同的付款方式来适应不同客户的需要。

因此,营销通常比其他的职能需要更多部门的配合。营销需要每一个人为了让顾客满意这样一个共同目标而互相协作。



## Reading Material

### 1. What's the Difference Between Selling and Marketing

Many people mistakenly think that selling and marketing are the same—they aren't. You might already know that the marketing process is broad and includes all of the following:

- (1) Discovering what product, service or idea customers want.
- (2) Producing a product with the appropriate features and quality.
- (3) Pricing the product correctly.
- (4) Promoting the product—spreading the word about why customers should buy it.
- (5) Selling and delivering the product into the hands of the customer.

Selling is one activity of the entire marketing process.

Selling is the act of persuading or influencing a customer to buy (actually exchange something of value for) a product or service. Marketing activities support sales efforts. Actually, they are usually the most significant force in stimulating sales. Oftentimes, marketing activities (like the production of marketing materials and catchy<sup>①</sup> package) must occur before a sale can be made; they sometimes follow the sale as well, to pave the way<sup>②</sup> for future sales and referrals<sup>③</sup>.

### 2. Contrasting the Selling Concept with the Marketing Concept

The concepts<sup>④</sup> surrounding both selling and marketing also differ. There is a need for both selling and marketing approaches in different situations. One approach is not always right and the other always wrong—it depends upon the particular situation.

In a marketing approach, more listening to and eventual accommodation<sup>⑤</sup> of the target market occurs. Two-way communication (sometimes between a salesperson and a customer) is emphasized in marketing so learning can take place and product offerings can be improved.

A salesperson using the sales concept, on the other hand, sometimes has the ability to individualize<sup>⑥</sup> components of a sale, but the emphasis is ordinarily upon helping the customer determine if she wants the product, or a variation on it, that is already being offered by the company. In the sales approach, not much time is spent learning what the customer's "ideal" product would be because the salesperson has little say<sup>⑦</sup> in seeing that her company's product is modified. Furthermore, she isn't rewarded for spending time listening to the customer's desires unless she has a product to match their desires that will result in a sale. (Note, however, that sales people aren't restricted to the use of the sales concept; oftentimes they use the marketing concept instead.)

At the heart of the sales concept there is the desire to sell a product that the business has made as quickly as possible to fulfill sales volume<sup>⑧</sup> objectives. When viewed through the marketing concept lens<sup>⑨</sup>, however, businesses must first and foremost fulfill consumers' wants and needs. The belief is that when those wants and needs are fulfilled, a profit will be made.

Do you see the difference? The selling concept, instead of focusing on meeting consumer demand, tries to make consumer de-

mand match the products that have been produced; whereas marketing encompasses<sup>⑩</sup> many research and promotional activities to discover what products are wanted and to make potential customers aware of them.

### 【注释】

- ① catchy 吸引人的
- ② pave the way 为……铺平道路, 为……提供方便
- ③ referral 介绍, 推荐
- ④ concept 观念, 指导思想
- ⑤ accommodation 调节, 适应
- ⑥ individualize 个性化, 定制
- ⑦ have little say 没有多少发言权
- ⑧ volume 量, 数量
- ⑨ lens 镜头, 视角
- ⑩ encompass 包含, 包括

## Unit 2 Strategic Planning and Marketing Management Process



### Sentence Patterns

1. Strategic planning is the managerial decision process that matches the organization's resources and capabilities to its changing market opportunities for long-term growth and survival.

战略规划是指为了企业的长期生存和发展，让企业的资源和能力与不断变化的市场机会相匹配的管理决策过程。

2. Strategic planning sets the stage for the rest of the planning in the firm. It relies on defining the firm's purpose (its business mission) and what it hopes to achieve (its primary goals and objectives), determining how the business will be organized (its business and product portfolio), and coordinating functional strategies.

战略规划是要为公司中的其他计划工作设置一个平台，它的完成要依靠这些步骤：确定公司的目的（即企业的使命）和公司想要完成的任务（即主要的目标）决定公司如何组织业务（即业务和产品组合），以及协调各个职能的战略。

3. Marketing planning occurs at the business-unit, product, and market-levels. It supports company strategic planning with more detailed planning for specific marketing opportunities.

营销规划是企业的部门、产品和市场这一级的计划工作，它针对具体市场机会做出详细的计划，从而支持整个公司的战略规划。

4. A mission statement is a formal statement in an organization's strategic plan that describes the overall purpose of the organization and what it intends to achieve in terms of its customers, products, and resources.

使命宣言是一个组织的战略规划中的一个正式声明，它描述了该组织的总体目标以及就顾客、产品和资源而言它想要争取的东西。

5. Traditionally, companies stated their missions in production-oriented terms, such as "We make telephones" or "We are a chemical-processing firm.." Today, firms following the marketing concept express their mission in market-oriented terms, that is, in terms of satisfying basic customer needs. Thus, AT & T is in the communication business, not the telephone business.

过去，公司从生产的角度来陈述自己的使命，像“我们制造电话机”或是“我们是化学处理的企业”等等。而如今，以营销为导向的公司则从市场的角度，也就是从满足顾客基本需求的角度来表述自己的使命。比如，美国电报电话公司（AT & T）应该是通讯公司，而不是电话公司。

6. The management should avoid making its mission too narrow or too broad. Mission should be realistic and specific, and should fit the market environment. If the organization's mission is too shortsighted and inflexible the firm may not be able to adapt to

environment changes.

管理层应该避免将公司的使命定义得过窄或是过宽。使命应该实际而具体，并且反映市场环境的需要。而如果一个组织的使命太缺乏长远眼光和弹性，它很可能无法适应环境的变化。

7. The company's mission need be turned into detailed supporting objectives for each level of management.

公司的使命需要进一步转换成支持这个使命的各个级别管理层的目标。

8. Effective planning must begin with a set of objectives that are to be achieved by carrying out plans. To be worthwhile and workable, objectives should be clear and specific, stated in writing, ambitious but realistic, consistent with one another, quantitatively measurable wherever possible, and tied to a particular time period.

有效的计划工作都是从确认实施计划所要达到的目标开始的。有意义和可操作的目标必须清晰而具体 要以书面给出 雄心勃勃又脚踏实地 各个目标之间要保持一致 尽可能量化 并且有确定的时间安排。

9. Once management had defined a firm's business mission and determined its goals and objectives, the planning focus turns to its business portfolio—the collection of businesses and products that make up the company.

一旦管理层明确了公司的使命并确定了公司目标，计划工作的中心就转移到确定公司的业务组合上来，就是要确定组成公司的业务和产品的集合。

10. In designing the business portfolio, management analyzes the current organizational structure and evaluates strategies and opportunities for growth that are consistent with its mission and