

市场营销专业英语

English in Marketing

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内 容 提 要

本书共分 40 课,覆盖了市场营销专业的各个方面。内容涉及市场营销和管理,战略计划,营销环境,市场调查与信息系统,消费者市场和消费者行为,市场细分、选择目标市场和市场定位,产品和服务战略,新产品开发与产品生命周期策略,产品定价,分销渠道及物流管理,零售与批发,广告、促销及公共关系,人员推销和销售管理,直销和网上营销,竞争营销战略,全球市场营销,营销的社会责任和营销道德等。书中还列有专业词汇,重点、难点注释,以及词汇索引。

本书适合作高等院校企业管理、市场营销等专业的双语教材,也可供有关人员作阅读材料。

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前言

当今,经济全球化和经济一体化的浪潮席卷全球。中国的改革开放政策和加入 WTO 意味着我国将更加深入地融入到世界经济的大潮中,中国经济的迅猛发展和综合国力的不断增强意味着我国将在国际经济舞台上发挥更加重要的作用。中国正在走向世界,世界也在走进中国。中国的企业将与国际企业公平地竞争。这就要求企业管理人员和市场营销人员,不仅精通专业知识,还要精通专业英语。不但能用英语进行交流,还要能够查阅英文专业资料,阅读英文专业文献。

市场上虽然已有一些市场营销专业英语教材,但这些教材有的课文较短,有的内容较少,有的侧重于对话,有的侧重于句型,所以急需一本全面反映市场营销专业内容,通用性强,侧重于阅读的教材。为此,作者在查阅大量英文文献,并在总结多年市场营销和专业英语的教学经验及研究成果的基础上,博采众长,精益求精,编写了本书。它既能提高读者的专业技能,开阔视野,又能帮助读者掌握专业英语内容,提高英语水平。本书的主要特点如下。

体系完整:按照市场营销理论内在逻辑进行编排,由浅入深,符合教学规律。书中各单元内容完整,条理清晰,可自成章节,各单元之间又具有内在的联系,形成一个完整的体系。

内容全面:涵盖了市场营销专业的各个方面。既包括市场营销的基本理论,又包括市场营销发展的最新动态,不仅内容新颖,语言规范、生动,而且具有较高的学术水平,专业性强,信息量大,难度适中。

灵活适用:适合各类高等院校市场营销专业的教学需要。在教学过程中,各校可结合其专业实际和学时情况,有针对性地选择

教学内容。

掌握方便:对课文中的生词和短语进行了准确的注释。为帮助读者掌握专业词汇,每单元都列有专业术语;为帮助读者理解和掌握课文,每单元都有课文重点、难点注释。

本书内容覆盖面广,知识介绍循序渐进,既适合用作高等院校企业管理、市场营销及相关专业的英语教材和双语教学教材,也适合用作高等院校英语专业的阅读教材,还可供广大英语爱好者阅读。

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由于编者水平有限,即使在编写过程中始终保持着严谨的态度,也难免有疏漏和不妥之处,恳请广大读者不吝赐教,以便进一步完善。

作 者

2005 年 6 月

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1

An Overview of Marketing

1.1 WHAT IS MARKETING

The essence of marketing is a state of mind. In making marketing decisions, the manager adopts the viewpoint of the customer. Decisions therefore are driven by what the customer needs and wants. Much of what the marketing manager does is concerned with making decisions that revolve around how the goods or services of the organization can be made to match the customer's needs and wants.¹ But the key to success of marketing is adopting the customer's viewpoint.

Marketing theory is part of the social science domain. As such, a key focus of its analysis is human behavior, which is mutable, unpredictable, and reactive. Marketing is also heavily context dependent. More so than most other fields of inquiry, the nature and scope of marketing can be substantially affected when one of its contextual elements, such as the economy, societal norms, demographic characteristics, or new technologies, changes. Therefore, marketing is far from an exact science and allows plenty of room for different

interpretations. But several fundamental dimensions form the underpinnings of all marketing thinking.

Peter Drucker stated that “every business can be defined as serving either customers or markets or end users.” The marketing dimension has recognized this service dimension most explicitly. The key elements of all marketing are outward-looking and firmly centered on the customer. This orientation requires marketers to look at their organization, activities, and processes through their customers’ eyes. Communication with customers, measurement of their satisfaction levels, and designing programs to improve customer satisfaction allow marketing the greatest influence within the firm.

We will see that this customer focus can be applied to almost all types of organizations, even those in the nonprofit sector that have traditionally viewed themselves as exempt from normal commercial processes. The needs and wants of the customer or client should almost always be paramount: The difficulty for many organizations is deciding who their customers are and what their needs and wants are.

The reason for this **customer focus** is the fundamental marketing tenet of competition. Firms must compete for resources in the marketplace, which offers a host of alternative ways for the customer to spend funds. Only if a firm competes successfully—that is, if it can convince customers to spend money on its products rather than on others—will the firm be able to survive.² The dimension of competition makes the customers reign supreme, because the customer’s decisions will determine the winners of the competition.

A practical metaphor for **marketing** is a **dialogue**. The marketer must communicate specific exchange advantages, even though communication often takes place by such indirect means as advertising or coalition building. More importantly, though, the marketer must spend a great deal of effort and time listening to the customer through marketing

research. The marketer who listens to customers and understands their viewpoints is the most effective manager. If you have any doubt as to what might be good marketing, simply think of it in the context of this dialogue: Would it work face-to-face with the customer? Another key marketing dimension is the adaptation of a long-term perspective. Individuals and firms are potential customers long before they become actual customers. Working with them in order to make them party to a transaction—through analysis and communication—is an important aspect of marketing. It is of equal, if not greater, importance to continue to work with customers after they have engaged in a transaction. In many instances, it is at this point when the customer is the most valuable to the marketer. In essence, the sale merely consummates the courtship, at which point the marriage begins. How good the marriage is depends on how well the seller manages the relationship. The quality of the marriage determines whether there will be continued or expanded business, or troubles and divorce. **Repeat purchases** from current customers are easier to achieve than finding new customers. Current customers have a lifetime value based on their ongoing expenditures, which by far overshadow any of their specific transactions. For example, a customer may spend only \$ 55 at any given visit to a supermarket. However, if the customer is likely to live in the area for 10 years and comes in twice a week to shop, the lifetime value of that customer to the supermarket will exceed \$ 57,000. With this long-term perspective in mind, marketers treat the customer differently from those who see only the individual sale. Of course, the same perspective also applies to the marketer's relations with suppliers. If one considers the cost of building a relationship with suppliers, including aspects such as trust, reliability, and consistency, such a relationship takes on an important value and makes it worthwhile to invest in developing linkages such as direct order entry methods or online information exchanges.³

Recognizing innovation and adapting to change are other key features of marketing. Doing so improves the performance of the marketing function in two ways. First, servicing the customer is likely to be more efficient, because it takes advantage of improvements in product quality advances, production process changes, and communication enhancements. Second, improvements are likely to come about more quickly due to the desire to stay ahead of the competition. For example, marketers are key drivers in implementing new aspects of electronic commerce in the business field. All this results in better service and more choice for the customer. Each of these dimensions is a key component of marketing.

Definition of Marketing

The American Marketing Association defines marketing as “the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals.”

It is useful to focus on some of this definition’s components in order to fully understand its meaning. Viewing marketing as a *process* highlights the idea that the activity goes beyond a single transaction. Rather, the aim is to develop ties and relationships that require the maintenance of systemic perspectives. Use of the terms *planning* and *executing* emphasizes that marketing as a discipline consists of the theoretical approach as well as the practical implementation that makes concepts come alive. *Conception*, *pricing*, *promotion*, and *distribution* then explain the variety of marketing components that can be used in this planning and execution. The application of marketing not just to *goods* but also to *services* and *ideas* makes the field broad and useful for producers of soap as well as for think tanks and government services. The term *exchanges* clarifies that something is given and something is received

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by the participants in the marketing process. It might not necessarily be money that is exchanged for goods; it might just as well be performance of a service (coaching Little League) in exchange for obtaining a good feeling and a sense of fulfillment. The word *create* gives marketing an anticipatory dimension and emphasizes the forward-looking approach necessary to identify future needs and wants. *Satisfaction* is a crucial component of marketing. It means that all the participants in the exchange feel better after the marketing transaction has taken place. As we will see later in the discussion on pricing, even though individuals seek to exchange equal value, after a successful transaction they will perceive themselves as being better off than before, and on the way to increased affluence. *Individuals* and *organizations* are the participants in the marketing process. The fact that marketing is responsive to their *goals* indicates that the discipline and its orientation are dynamic and subject to ongoing change.

As you can see, this definition is full of meaning, packs a lot of punch, and lets marketing make a major contribution to the welfare of individuals. Nevertheless, based on our view of marketing, we will expand this definition on several dimensions. The fact that marketing “creates” exchanges highlights the fact that the exercise of marketing can cause new activities to happen. However, the term *creation* overemphasizes transactions as one-time events. Therefore, we prefer the addition of the term *maintain*, to reflect the long-term relationship nature of marketing activities. We also believe that, as the scope of marketing is broadened, the dimension of *societal goals* needs to be added to individuals and organizations, properly reflecting the overarching reach and responsibility of marketing as a societal change agent that responds to and develops social concerns about the environment, technology, and ethics.⁴ It is also very important to recognize that, as a discipline, marketing will make progress principally by acknowledging the

connections among the different players in the marketing process. Strengthening the interaction with the consumer has to be accompanied by closer association with producers, suppliers, and channel members. The firm, its suppliers, and its customers form one common system whose approaches need to be optimized. Marketers need to understand the systemic context of their actions by understanding how their approaches affect the entire system and all of its members. All of this will be accomplished primarily by making increased use of technology to link the different partners. Equally important is the need to broaden our marketing understanding beyond national borders to include the world. Today, sourcing and supply linkages exist around the globe, competition emerges from all corners of the earth, and market opportunities evolve worldwide. As a result, many crucial dimensions of marketing need to be reevaluated and adapted. It is therefore imperative to include the *global dimension* to the definition of marketing. Based on these considerations, our expanded definition of marketing is “the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create and maintain exchanges that satisfy individual, organizational, and societal goals in the systemic context of a global environment.”⁵

1.2 THE MARKETING MIX

Once customer needs or wants are determined, the marketer has to satisfy them. The first aspect of this implementation is the product itself, which is the ultimate basis for the customer to determine whether his or her needs are being met. The marketer must, therefore, match the product as closely as possible to those needs. This may be accomplished by offering a tailor-made, existing product, by radically changing the product, by modifying its features or its packaging, or even by describing the product in a different way. The second aspect is the delivery system:

The producer must get the product within reach of the customer in a timely manner. Third, the customer must be made aware of the availability and benefits of the product. The marketer needs to communicate with the customer and persuade the customer to purchase the product, perhaps by using an advertisement. Fourth, the product must be priced right so that the customer can afford it and is willing to choose it from among competing offers.

These separate aspects may be categorized in a number of ways. One customary framework is McCarthy's four Ps: Product, Price, Place, and Promotion. "Product" refers to the product-related elements and includes both goods and services. Perhaps influenced by economics, "price" is split off as an element worthy of separate consideration, although this may overemphasize its importance. The other two Ps are parts of the delivery system: "Place" refers to delivering the product, and "promotion" to delivering the message.

The four Ps offer just one, albeit frequently used, approach to marketing. Some pundits propose just two factors: the "Offering" (product and price) and the "Methods and Tools" (including distribution and promotion). Still others argue for the need to subdivide these categories further, differentiating, for example, between sales and advertising as forms of promotion. Perhaps the most significant criticism of the four Ps approach is that it emphasizes the inside-out view (looking from the company outward) instead of the outside-in approach. Nevertheless, the four Ps offer a memorable, useful guide to the major categories of marketing activity, as well as a framework within which they can be used.

Words and Expressions

1. essence *n.* 本质
2. adopt *v.* 采取, 采纳
3. revolve around 以……为中心

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4. match *v.* 相配, 匹配
5. mutable *adj.* 易变的, 性情不定的
6. norm *n.* 标准, 规范
7. demographic *adj.* 人口的, 人口统计学的
8. underpinning *n.* 基础, 支柱, 支撑
9. dimension *n.* 维(数), 度(数), 各方面, 因素
10. explicitly *adv.* 明白地, 明确地
11. orientation *n.* 方向, 方位, 定位, 倾向性, 向东方
12. exempt *adj.* (常与 from 连用)被豁免的, 被免除的
13. paramount *adj.* 极为重要的
14. tenet *n.* 原则
15. reign *n.* 统治, 统治时期, 支配
vi. 统治, 支配, 盛行, 占优势
16. supreme *adj.* 极度的, 极大的, 至高的, 最高的
17. metaphor *n.* 隐喻; 比喻
18. coalition *n.* 结合, 合并; (政党等的) 联合, 联盟
19. consummate *vt.* 完成; 成就; 使完美
20. courtship *n.* 求爱; 求婚
21. overshadow *vt.* 使失色; 较……不重要
22. linkage *n.* 联接
23. enhancement *n.* 增进, 增加
24. conception *n.* 观念, 概念
25. highlight *vt.* 使显著, 强调
26. discipline *n.* 纪律, 学科
27. think tank *n.* 智囊团
28. anticipatory *adj.* 预料的, 预想的
29. affluence *n.* 富裕, 富足
30. pack a punch 能击出有力的一拳, 拳头凶猛有力; (酒等) 有劲; (在辩论中) 措辞中肯有力, 说话击中要害
31. overarch *vt.* 在……上做拱形

vi. 成拱形

- 32. acknowledge *vt.* 承认, 答谢, 报偿
- 33. evolve *v.* (使)发展, (使)进展, (使)进化
- 34. imperative *adj.* 紧急的, 必要的, 势在必行的
- 35. albeit *conj.* 虽然
- 36. pundit *n.* 权威人士, 专家
- 37. memorable *adj.* 难忘的; 可存储的; 重大的; 著名的

Professional Terms

- | | |
|------------------|----------|
| 1. marketing | 营销, 市场营销 |
| 2. product | 产品 |
| 3. price | 价格 |
| 4. place | 地点 |
| 5. promotion | 促销 |
| 6. distribution | 分销 |
| 7. pricing | 定价 |
| 8. marketing mix | 市场营销组合 |

Notes

- 1. “be concerned with”意思是“涉及, 与……有关”。“that revolve around how the goods or services of the organization can be made to match the customer’s needs and wants”是定语从句, 修饰“decisions”。全句可译为: 市场营销经理所做的大部分工作与做决策有关, 决策是围绕着企业的商品或服务如何来满足顾客的需要和需求。
- 2. “only if”引导从句, 主句部分倒装。全句可译为: 只有公司在竞争中获得成功, 也就是说, 只有公司能够说服顾客购买它的产品而不是其他公司的产品, 公司才能够生存。
- 3. 全句可译为: 如果考虑与供货商建立关系的成本, 包括如信任、可靠性和一致性这些方面, 那么这种关系具有重要的价值并使建立联系如直接定单进入或网上信息交流的投资是值得的。
- 4. 全句可译为: 我们也相信, 随着市场营销范围的扩大, 社会目标的维度需要加在个人和组织中, 来正确地反映市场营销作为社会变化作用者的全

部触及和责任,它能够反应并形成环境、技术和道德规范方面的社会关注。

5. 全句可译为:基于这些考虑,我们扩展的市场营销定义是“计划和执行观念,商品和服务的构思,定价、促销和分销以便产生和保留在全球环境的系统背景下满足个人、组织和社会目标的交易的过程。”