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**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ УНІВЕРСИТЕТ
ХАРЧОВИХ ТЕХНОЛОГІЙ**

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МЕТОДИЧНІ ВКАЗІВКИ

до практичних занять

для студентів II — III курсів спеціальності

6.050100 "Маркетинг"

денної та заочної форм навчання

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ВСТУП

Методичні вказівки призначені для студентів 2-3 курсів факультету економіки і менеджменту денної та заочної форми навчання, спеціальність 6.050100 Маркетинг.

Тематика, лексичний мінімум, система проблемних та творчих завдань спрямовані на досягнення головної мети.

Мета даних методичних вказівок – допомогти студентам в опануванні бізнесової англійської мови на матеріалі оригінальних текстів фахової тематики.

Методичні вказівки складаються з 3 основних розділів, що містять тексти та завдання, які сприяють подальшому розвитку опанованих мовних навичок для задоволення практичних та професійних потреб в сфері маркетингу.

Система завдань основних розділів будується на фаховій лексиці, спрямована на полегшення засвоєння поданого тематичного та мовного матеріалу, та містить ряд проблемних завдань, що розвивають творче мислення студентів.

Дані методичні вказівки є додатковим спонукальним мотивом до удосконалення навичок усного та писемного мовлення в професійній сфері та надають допомогу студентам в оволодінні фаховою лексикою.

Національний університет
харчових технологій
НАУКОВО-ТЕХНІЧНА
БІБЛІОТЕКА

Part 1

Marketing

1 What is Marketing?

EXERCISE 1 Complete the text using the correct form of these verbs:

anticipate	divide	fill	influence	involve
modify	offer	share	sell	understand

A market can be defined as all the potential customers (1) _____ a particular need or want. Marketing is the process of developing, pricing, distributing and promoting the goods or services that satisfy such needs. Marketing therefore combines market research, new product development, distribution, advertising, promotion, product improvement, and so on. According to this definition, marketing begins and ends with the customer. Truly successful marketing (2) _____ the customer so well that the product or service satisfies a need so perfectly that the customer is desperate to buy it. The product almost (3) _____ itself. Of course this will only happen if the product or service is better than those of competitors.

Companies are always looking for marketing opportunities – possibilities of (4) _____ unsatisfied needs in areas in which they are likely to enjoy a differential advantage, due to their particular competencies. Marketing opportunities are generally isolated by market segmentation - (5) _____ a market into submarkets or segments according to customers' requirements or buying habits. Once a target market has been identified, a company has to decide what goods or services to (6) _____, always remembering the existence of competitors.

Marketers do not only identify consumer needs; they can (7) _____ them by developing new products. They will then have to design marketing strategies and plan marketing programmes, and then organize, implement, and control the marketing effort. Once the basic offer, for example a product concept, has been established, the company has to think about the marketing mix – the set of all the various elements of a marketing programme, their integration, and the amount of effort that a company can expend on them in order to (8) _____ the target market. The best-known classification of these elements is the 4 P's: Product, Price, Promotion and Place.

Aspects to be considered in marketing a *product* include its quality, its features, style, brand name, size, packaging, services and guarantee, while *price* includes consideration of things like the basic list price, discounts, the length of the payment period, and possible credit terms. *Place* in a marketing mix includes such factors as distribution channels, coverage of the market, locations of points of sale, inventory size, and so on. *Promotion* groups together advertising, publicity, sales promotion, and personal selling.

The next stage is to create long-term demand, perhaps by (9) _____ particular features of the product to satisfy changes in consumer needs or market conditions.

Marketing can also involve the attempt to influence or change consumers' needs and wants. Companies try to do this in order to sell their products; governments and health authorities sometimes try to change people's habits for their own good or for the general good. In other words, marketing also (10) _____ regulating the level, timing and character of demand.

Now translate the highlighted expressions in the text into your own language.

2 Eight Marketing Tasks

EXERCISE 1 *Complete the eight sentences below, by adding an example from the second box:*

1. **Conversional marketing** is the difficult task of reversing **negative demand**,
2. **Stimulational marketing** is necessary where there's **no demand**,
3. **Developmental marketing** involves developing a product or service for which there is clearly a **latent demand**,
4. **Remarketing** involves revitalizing **falling demand**,
5. **Synchromarketing** involves altering the time pattern of **irregular demand**,
6. **Maintenance marketing** is a matter of retaining a current (maybe full) level of **demand**
7. **Demarketing** is the attempt (by governments rather than private businesses) to reduce **overfull demand**, permanently or temporarily,
8. **Countermarketing** is the attempt to destroy **unwholesome demand** for products that are considered undesirable,

- a. eg. a non-polluting and fuel-efficient car.
- b. eg. cigarettes, drugs, handguns, or extremist political parties.
- c. eg. for churches, inner city areas, or ageing film stars.
- d. eg. for some roads and bridges during rush hours.
- e. eg. for public transport between rush hours, or for ski resorts in the summer.
- f. eg. for dental work, or hiring disabled people.
- g. in the face of competition or changing tastes.
- h. which often happens with new products and services.

EXERCISE 2 *Match up these marketing actions with the eight tasks described above:*

- i. Alter the pattern of demand through flexible pricing, promotion, and other incentives.
- j. Connect the benefits of the product with people's needs and interests.
- k. Find new target markets, change product features, develop more effective communication.
- l. Find out why people dislike the product, and redesign it, lower prices, and use more positive promotion.
- m. Increase prices, reduce availability, make people scared.
- n. Keep up or improve quality and continually measure consumer satisfaction.
- o. Measure the size of the potential market and develop the goods and services that will satisfy it.
- p. Raise prices, reduce promotion and the level of service.

3 Marketing and Sales

EXERCISE 1 *Rearrange the sentences below to make a complete text about marketing and sales.*

- a. Consequently, senior management tends to set sales goals on the basis of the economic and competitive situation, as well as the need to keep plants running at or near capacity, and then tries to find ways to sell the output in the short term.
- b. Furthermore, sales departments generally resist the dominance of marketing, as they have different objectives.
- c. In capital intensive industries such as steel or chemicals, for example, it is desirable to keep equipment operating as much as possible.
- d. In other words, products are sold rather than bought.
- e. In other words, you don't sell what you make; you make what will be bought, so that selling becomes almost superfluous.
- f. Most contemporary marketing theorists distinguish between the now out-of-date 'selling concept' and the modern 'marketing concept'.
- g. Of course, this is a little utopian: the existence of competitors offering comparable products will always make some selling necessary.
- h. The former - the selling concept - assumes that resisting consumers have to be persuaded by vigorous hard-selling techniques to buy non-essential goods or services.
- i. The marketing concept, on the contrary, assumes that the producer's task is to find wants and fill them.
- j. They are generally interested in the short-term and in achieving current sales targets rather than planning the right products and marketing strategy to meet consumers' long-term needs.
- k. Yet although marketing tends to dominate in consumer goods companies, there are still industries in which the production and sales departments tend to be as important.

1	f	2		3		4		5		6		7	b	8		9		10		11	
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EXERCISE 2 *Complete the following collocations from the text:*

- | | |
|-----------------------|--------------------------|
| 1. hard-selling _____ | 4. _____ sales targets |
| 2. _____ contrary | 5. _____ intensive _____ |
| 3. _____ word | 6. _____ sales goals |

4 Market Structure

EXERCISE 1 Choose the correct alternative to complete each sentence:

1. In many markets there is a firm with a much larger market share than its competitors, called a _____.
a. market leader b. monopolist c. multinational
2. A company that is number two in an industry, but which would like to become number one - think of Pepsi vs. Coke, Reebok vs. Nike, Avis vs. Hertz - is known as a _____.
a. market challenger b. market competitor c. market follower
3. A smaller company in an industry, more or less content with its existing market share, is called a _____.
a. market challenger b. market follower c. market sharer
4. Small, specialised companies, which target segments within segments, are called _____.
a. market failures b. market followers c. market nichers
5. A market in which one single producer can fix an artificially high price is called a/an _____.
a. homogeneous market b. monopoly c. undifferentiated market
6. A market dominated by a few large suppliers, and which it is hard for new companies to break into, is called a/an _____.
a. conglomerate b. market concentration c. oligopoly
7. A group of companies which chose to collaborate by sharing out markets, co-ordinating their prices, and so on, form a _____.
a. cartel b. conspiracy c. joint venture
8. A situation in which the market leader can determine the price that its competitors can charge is called a _____.
a. dominant-firm oligopoly b. market failure c. monopoly
9. A market in which it is normal to have only one supplier - e.g. utilities such as water and sewage, gas, electricity - is called a _____.
a. conglomerate b. natural monopoly c. pure monopoly

5 Marketing Strategies

EXERCISE 1 *Read the text, and then decide whether the statements below are TRUE or FALSE.*

A company's marketing strategies – sets of principles designed to achieve long-term objectives – obviously depend on its size and position in the market. Other determining factors are the extent of the company's resources, the strategies of its competitors, the behaviour of the consumers in the target market, the stage in the product life-cycle of the products it markets, and the overall macro-economic environment.

The aim of a market leader is obviously to remain the leader. The best way to achieve this is to increase market share even further. If this is not possible, the leader will at least attempt to protect its current market share. A good idea is to try to find ways to increase the total market. This will benefit everyone in the field, but the market leader more than its competitors. A market can be increased by finding *new users* for a product, by simulating *more usage* of a product, or by exploiting *new uses*, which can sometimes be uncovered by carrying out market research with existing customers.

To protect a market share, a company can innovate in products, customer services, distribution channels, cost reductions, and so on; it can extend and stretch its product lines to leave less room for competitors; and it can confront competitors directly in expensive sales promotion campaigns.

Market challengers can either attempt to attack the leader, or to increase their market share by attacking various market followers. If they choose to attack the leader, market challengers can use most of the strategies also available to market leaders: product innovation, price reductions, cheaper or higher quality versions, improved services, distribution channel innovations, manufacturing cost reduction, intensive advertising, and so on.

Market followers are in a difficult position. They are usually the favourite target of market challengers. They can reduce prices, improve products or services, and so on, but the market leader and challenger will usually be able to retaliate successfully. A market follower that takes on a larger company in a price war is certain to lose, given its lesser resources.

In many markets, market followers fall in the middle of a V-shaped curve relating market share and profitability. Small companies focusing on specialised narrow segments can make big profits. So can the market leader, with a high market share and economies of scale. In between come the less profitable market followers, which are too big to focus on niches, but too small to benefit from economies of scale.

One possibility for followers is to imitate the leaders' products. The innovator has borne the cost of developing the new product, distributing it, and making the market aware of its existence. The follower can clone this product (copy it completely), depending on patents and so on, or improve, adapt or differentiate it.

Whatever happens, followers have to keep their manufacturing costs low and the quality of their products and services high.

Small companies that do not establish their own niche - a segment of a segment - are in a vulnerable position. If their product does not have a "unique selling proposition," there is no reason for anyone to buy it. Consequently, a good strategy is to concentrate on a niche that is large enough to be profitable and that is likely to grow, that doesn't seem to interest the leader, and which the firm can serve effectively. The niche could be a specialised product, a particular group of end-users, a geographical region, the top end of a market, and so on. Of course unless a nicher builds up immense customer goodwill, it is vulnerable to an attack by the market leader or another larger company. Consequently, multiple niching - developing a position in two or more niches - is a much safer strategy.

TRUE or FALSE?

1. If a market leader succeeds in increasing the size of the total market, its competitors benefit.
2. The size of a market can be increased without attracting any new consumers.
3. Market challengers generally attack the leader and market followers.
4. Market challengers cannot use the same strategies as leaders.
5. Market leaders generally win price wars.
6. Market challengers can attack leaders by way of any of the four P's of the marketing mix.
7. Market followers generally achieve cost reductions through economies of scale.
8. The most profitable companies are logically those with medium or high market share.
9. For a market nicher, product imitation can be as profitable as product innovation.
10. A market nicher is never safe from an attack by a larger company.

EXERCISE 2 *Eight of the following nouns, all found in the text above, also exist unchanged as verbs. Which are they? What are the related verbs from the other ten nouns?*

aim	design	leader
benefit	distribution	market
challenger	extent	product
clone	follower	reduction
competitor	increase	share
consumer	innovation	target

EXERCISE 3 *Complete the following collocations from the text:*

- | | |
|--------------------------------|-------------------------|
| 1. _____ cycle (para 1) | 4. _____ line (para 3) |
| 2. determining _____ (para 1) | 5. sales _____ (para 3) |
| 3. distribution _____ (para 4) | 6. _____ scale (para 6) |

Now translate the highlighted expressions in the text into your own language.

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