

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ
ЧЕРКАСЬКИЙ ДЕРЖАВНИЙ БІЗНЕС-КОЛЕДЖ**

Прозоровська І.М.

**Професійна англійська мова для маркетологів та
підприємців**

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Рецензент: Данилюк С.С., доктор педагогічних наук, професор кафедри іноземних мов Черкаського національного університету ім. Б. Хмельницького.

Доробок складається зі вступу, 12 тем, списків використаних та рекомендованих джерел для студентів, які навчаються за спеціальностями «Маркетинг» та «Підприємництво, торгівля та біржова діяльність» для опрацювання основної термінології профіля, як на заняттях, так і самостійно.

Призначений для студентів закладів вищої освіти та фахової передвищої освіти.

Затверджено на засіданні кафедри
іноземних мов

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ВСТУП

У процесі вивчення іноземної мови студенти повинні оволодіти системою знань та умінь, необхідних для усного мовлення, самостійного опрацювання літератури за фахом.

Метою даного доробку є допомога студентам, які навчаються за спеціальностями «Маркетинг» та «Підприємництво, торгівля та біржова діяльність» в оволодінні фаховим лексичним матеріалом. Посібник охоплює 12 тем для опрацювання основної термінології профілю. Опрацювання текстів, опанування лексичних одиниць, комунікативні вправи - все це сприяє розвитку усного мовлення, що є пріоритетним у вивченні іноземної мови. Вправи, які пропонуються в кожній темі сприяють розвитку навичок інтерактивної праці на уроці, так і самостійно. Самостійна робота студентів орієнтує на додаткове читання матеріалів за спеціальністю, сприяють роботі над словником.

Призначений для студентів закладів вищої освіти та фахової передвищої освіти.

ТЕМА 1. MARKETING DEFINITION

WARM-UP

Look at the following phrases:

- sales and advertising;
- product promotion and selling;
- a well-paid career;
- getting people interested in your product;
- advertising, selling and delivering products;
- distribution methods;
- product development;
- understanding your customers' interests;
- market research and advertising.

1. Here you will see some ideas what marketing is

- Marketing is promoting and selling products or services, which is based on research market and advertising.
- Marketing is a mix of advertising, selling, and delivering products to customers or businesses.
- Marketing is the process of getting consumers interested in your company's product or service through market research, analysis, and understanding your ideal customer's interests. Marketing is connected to product development, distribution methods, sales and advertising.

In your opinion what marketing is? Start your phrase:

I think marketing is...

2. The marketing mix is a set of the 4Ps.

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The 4 Ps are product, price, place, and promotion.

Match the 4 Ps with the following definitions:

___ is the location of a shop or the accessibility of a service. If it was chosen correctly, it can help increase sales and keep them at this level for a long period of time.

___ is how much the product or service costs.

___ is the part of marketing about how you advertise and sell your product or service. This way, you make potential customers know what you are selling or offering.

___ is a thing or service that is sold and promoted in order to satisfy the customer's wants and needs.

Choose the correct category for each word or phrase to fill in the table:

Innovative; service; discounts; affordable; high-quality; delivery; channels of distribution; advertising; freebies, special deals; premium; media; word-of-mouth; low/high; sales promotions

Product	Price	Place	Promotion

3. Read the text to learn what marketing mix McDonald's uses

Marketing mix of McDonald's

Products hold a position of special importance for McDonald's image. Although burgers are a staple of their corporate brand, the company expands the product range little by little with innovative solutions to make their business more stable and maintain the high quality of its products.

Advertising in the media also plays a vital role in the company's marketing tactics – TV, billboards and online ads are used often, as well as social media ads and paid promotions from popular celebrities.

There are several channels of distribution the company uses to sell its products – restaurants, delivery service and drive-throughs are some of the popular examples. Customers can also download an official McDonald's app on their smartphones to look for special deals, loyalty points and discount coupons.

McDonald's is smart with their pricing strategies as well. It takes into account the psychology and customer behaviour patterns in choosing appropriate pricing tactics. For instance, they often put meals in bundles or combos. To make them seem more affordable and appealing to the customer. In addition, there are various sales promotions throughout the year that help the company attract new customers and draw their attention to specific items on the menu, like breakfast foods, for example.

Define the 4 Ps of McDonalds: product, price, place, promotion.

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4. Read the text about 4Ps of Starbucks and complete the missing information with the words from the box

As you all know, Starbucks is the world's largest coffeehouse chain. That's why it will be interesting to talk about its 4 Ps. But first of all, we should clearly understand who Starbucks' customers are. The company defines them as men and women aged from 25 to 40 who are stylish, modern and willing to spend a few extra dollars on a specialty drink.

Let's start with the product. It is what the business offers to customers. What does Starbucks offer? Right. Specialty coffee drinks. But it's not that simple. Starbucks provides its customers not only with a premium product but with an unforgettable experience. The company continuously creates innovative products and delivers high-quality coffee.

Now let's talk about where Starbucks is located. Starbucks offers most of its products at cafés or coffeehouses. However, There are various other places or channels of distribution available for these products. For example, they have agreements with hotels, airlines, and office coffee suppliers. This helps them make their goods available to the wider markets.

Джерела: [2. с.66-68]

Use the following words to complete the notes:

Experience, share, premium, coffeehouses, wider markets, staff, word-of-mouth, advertising, delivery, freebies, specialty, high-quality

Product

_____, coffee drinks
unforgettable customer _____

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Place

cafés or _____

_____ : hotels, airlines and office coffee suppliers

Price

premium pricing strategy: _____ products + effectively trained

Promotion

_____ marketing: people _____ their experience with their friends

sales promotions: offering _____ after purchasing a certain amount of the company's products

5. What is your favourite product?

Speak about your favourite product using the following ideas:

My favourite product is _____.

Its price is _____ because _____.

The company uses different channels of distribution such as _____
_____.

The product is promoted with the following tools: _____

ТЕМА 2. SWOT ANALYSIS

WARM-UP

Look at the following phrases:

Choose the definitions you agree with:

SWOT analysis is

___ a special tool used to audit a company.

___ the initial stage in planning a marketing strategy that helps to focus on the main issues.

___ a technique used in strategic planning to evaluate various aspects of the business.

___ a framework applied to assess a company's competitiveness and develop a business strategy.

Choose the correct words each letter of SWOT stands for

S stands for _____ superpower / strengths

W stands for _____ weaknesses / wages

O stands for _____ opportunities / obstacles

T stands for _____ thoughts / threats

So, SWOT analysis is a simple but powerful tool that can be used for many purposes.

1. There are four factors of SWOT analysis.

They are internal factors, external factors, helpful factors and harmful factors.

Match the factors with the following definitions:

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_____ are things your company does well, or in a way that can show the difference between you and your competitors.

_____ are things that you have some control over and can change.

_____ are things that have a bad influence on your company.

_____ are things that are going on outside your company – you can't change them.

Choose the options of the two factors to complete the sentences

Strengths are _____ and _____ factors.

Weaknesses are _____ and _____ factors.

Opportunities are _____ and _____ factors.

Threats are _____ and _____ factors.

Give examples of the following factors:

1. Helpful factors: _____
2. Harmful factors: _____
3. Internal factors: _____
4. External factors: _____

2. Change the following nouns into adjectives and verbs and use them in the sentences:

1. Noun – strength; adjective - _____; verb - _____

Skilled staff can *strengthen* your company.

Skilled staff can make your company _____.

Skilled staff can help develop your company's _____.

2. Weakness - _____; _____

Resource limitation is a *weak* factor of this company.

Resource limitation _____.

Resource limitation is a _____.

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3. Opportunity - _____; no verb

Using new technology is an *opportunitie* factor for my business.

Using new technology is an _____.

4. Threat - _____; _____

The negative reviews of your company can be *threatening* for your business.

The negative reviews of your company can be real _____.

The negative reviews of your business can _____.

3. Read the text about SWOT analysis

Why do we need SWOT analysis?

Before entering the marketplace, you should first think of your marketing strategy. But it's impossible to create a good strategy without doing a SWOT analysis first. Why?

It's obvious that everyone should first identify their strengths, weaknesses, opportunities and threats facing them. Everyone should base their strategy on things they are able to do well, rather than trying to do other things, in other words – play to their strengths. If you can build on your strengths, for example, cost advantage or brand identity, it will be easier for you to overcome any weaknesses, for example, resource limitations or recent negative reviews.

You also should get a picture of what is happening in the market. If you know that your competitors are going to launch a new line, it'll be easier for you to address this threat. Or maybe you'll grasp the new opportunity and will also provide a wider range of products.

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Think of your own answer to the question “Why do we need SWOT analysis?”

4. Read the text and give your own ideas about the SWOT factors that Walmart should consider

Walmart

Walmart Inc. is the largest retailer not only in the USA, but in the world. Under different names it operates grocery stores, a chain of hypermarkets and discount department stores in numerous countries, including Canada, Mexico, UK, Japan, Brazil, India and others.

As of 2020, it is also the largest company by revenue, with \$559 billion according to Forbes. Walmart also holds a record for being the largest private employer with 1.5 million employees in the USA and 2.2 million employees world wide. However, some people working for Walmart complain about poor working conditions and inadequate healthcare.

Джерела: [1. с.12-13]

Use the following ideas to add to each category:

A wide range of products; strong capital position; employee treatment; expansion to other markets; improving human resources; working conditions; the primary target for competitors

Strengths: Weaknesses: Opportunities: Threats:

5. Choose a famous retailer or a product store in your country and carry out its SWOT analysis.

Mention the company’s strengths, its weaknesses, potential opportunities, and potential threats

ТЕМА 3. PRODUCT DESCRIPTION

WARM-UP

Think about these questions:

1. How often do you buy things or services online?
2. Do you read descriptions for the products or services you want to buy?
3. What is important for you to see in a product description?
4. What are the three most important characteristics of a “good” description, in your opinion?

Read the following descriptions:

- This is an electronic device. A lot of people have it and use it. It can be cheap or expensive, in different colour. It has many functions. You can surf the Internet, read books on it, but that isn't its main function. (A smartphone)
- This is something a lot of people wear. It is good for all ages, for both men and women. It is usually not expensive. It is often blue. You can wash it in the washing machine. It usually has pockets. (Jeans)

Describe one item you have, like and often use.

1. Read the small text about what the product description is:

Product description is a text, video or audio that explains what the product is and why the customers should buy it. It can include many kinds of information – how the product looks, how it works, how it helps the buyer and how it is better than other products of the type. The goal of the product description is to increase the number of people who buy the product.

Джерела: [3. с.59-63]

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Choose the most important points for you about the product:

- How the product looks.
- How the product works.
- What problems the product has.
- How much the product costs.
- How many people like the product.
- How the product can help me.

2. Learn the following wordlist:

wide range	широкий асортимент
suit any budget	підходить для будь-якого бюджету
be suitable for	бути придатним для
practical	практичний
convenient	зручний
authentic	автентичний, справжній
be proven to	доведений
intuitive	інтуїтивний
be easy to	легкий
be designed with ... in mind	розроблений з урахуванням (розроблений для)

Read and translate the following sentences:

1. These pencils come in a wide range of colours.
2. Our selection of shoe will suit any budget.
3. These board games are suitable for children of age 6 and older.
4. Our app is practical solution for people who don't have the time to go to the gym.
5. This app is a convenient way to get your daily news.
6. Our tours provide an authentic French experience.

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7. This shampoo is proven to make your hair softer and stronger.
8. The controls of the game are intuitive. You don't need to be a professional gamer to understand what you need to do.
9. The toy is very easy to assemble. You just need to connect part A to part B, C, and D.
10. This dress was designed with pregnant women in mind. It is big and comfortable.

Answer the following questions:

1. Do you prefer to have a wide range of options in the products you buy or to choose from 2-3 options?
2. How do you find goods that suit your budget?
3. Does your smartphone have an intuitive interface?
4. Do you think authentic brand products are better than the copies?
5. What is the most convenient way to shop, in your opinion?

Answer the following questions:

Do you know something that ...

- is easy to make?
- has a wide range of sizes?
- is not suitable for small children?
- is authentic?
- is intuitive?
- is convenient to you?
- is not very practical?
- is proven to help parents?

3. Describe the following items in 3-4 sentences using the phrases: *to be proven to; to suit the budget; easy to; a wide range of; convenient; intuitive; suitable for; designed with something in mind; authentic.*

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A fitness app, a dog toy, a trampoline; shoes, daily planner

For example:

A trampoline is very easy to use. It can come in a wide range of sizes and colours. It is a convenient way to have fun and work out. It is suitable for adults and children over 5.

Read three descriptions for the same product and discuss the questions:

- Beautiful blankets for the whole family.
Material: alpaca wool.
Sizes: L, XL, XXL, XXXL.
Colours: any.
Machine washable.
Comfortable.
Best price on the market.
 - Great product! Super high-quality! Very cheap! Mega useful! Please buy!
 - Are you tired of sleeping in the cold? Good! We have a convenient solution for you! We offer a wide range of soft, warm blankets. Designed with comfort in mind, they are suitable for all ages and situations. They will keep you warm and cozy in any weather. Try them out and we are sure you will love them as much as we do!
 - Made from authentic alpaca wool.
 - 98% of reviews are positive.
 - A wide range of colours and patterns.
 - 4 different sizes available.
 - Eco-friendly and machine washable.
1. Which description was the best, in your opinion?

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2. Why was it the best?
3. What was wrong with the other descriptions?
4. Which description would you expect to see...
 - on a webpage?
 - on social media?
 - on a poster in the store?

4. Choose the best options to complete the tips

1. Use/don't use humor, jokes and spoken language.
2. Write/don't write a very long description with lots of details and additional information.
3. Summarize/don't summarize key selling point of the product in a bullet list.
4. Write/don't write only the bullet points and nothing else.
5. Add/don't add important details about the product (e.g. size, colour, material, etc.).
6. Use/don't use buzz words like "super", "mega", "best", "cheapest", etc.
7. Try/don't try to create a story or a scenario for your potential buyer to imagine.

Match the phrases in bold with their synonyms

This paper bag is **good for ecology**.

This bottle **doesn't leak**.

This shampoo doesn't smell. It has **no fragrance**.

You **can adjust** the height of this table.

The device has **many functions**.

This soap **protects** your hands **against bacteria**.

You can walk on ice in these shoes.

They do **not skid**.

It is **antibacterial**.

It is **multi-functional**.

It is **leakproof**.

It is **eco-friendly**.

It is **adjustable**.

They are **non-skid**.

It is **fragrance-free**.

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Imagine you need to sell a product. Prepare your own product description using the words, phrases, tips of the lesson.

ТЕМА 4. MARKETING STRATEGY

WARM-UP

Think about these questions:

A marketing strategy is an essential part of any business strategy. But why is it so important? Is it the same as a marketing plan?

Read the following description:

The strategy is the reason behind the work. It answers the question “why”, while the plan answers the questions “when” and “what” describing the work.

1. Read about how marketing strategy works

Before trying to get the “how” of your marketing, you should first know the “what”. Otherwise, you may lose both money and time. Once you define your strategy and understand what you are trying to achieve, it will be easier to decide on a plan and realize how to reach those goals. Marketing objectives are the goals of marketing campaigns. And the process of turning your marketing strategy into real-life actions is called marketing implementation. It involves tasks, projects, people in charge and deadlines.

Objective: Persuade new customers to use our smartphone.

Marketing strategy: To demonstrate to older consumers that our smartphone is easier to use than the one of competitors, so they can keep in touch with their relatives.

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Marketing plan: Develop a marketing campaign that reaches and focuses to the specific segment (a commercial showing how easy for grandparents to use the smartphone to chat with their grandchildren).

Implementation: Create a series of commercials, then air them during TV time slots with a high percentage of viewers over age 65.

2. Learn the following word combinations with the words *marketing and market*:

Marketing mix; marketing plan; marketing strategy;
marketing goals; marketing campaign

Market share; market segments; market growth; target market

Complete the word combinations

1. A target ____ is the group of people that a company wants to sell its products or services to.
2. ____ urgent is a group of possible customers who are similar in their needs, age, education, etc.
3. A ____ mix is the combination of actions a company uses when selling a product or service. These are often describe as the four Ps (product, price, place, and promotion).
4. ____ growth is an increase in the number of people who buy a particular product or service, or the number of products, etc. that are sold.
5. ____ goals are what a company wants to achieve in terms of image and sales.
6. A ____ campaign is a series of coordinated activities designed to help market a product.
7. ____ share is the number of things that a company sells compared with the number of things of the same type that other companies sell.

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8. A ____ strategy is a plan of action designed to promote and sell a product or service.
 9. A ____ plan is a document containing marketing strategies, tactics and activities that a business is going to use in order to support a brand or product.
- 3. Have you ever heard of Smart goals and objectives? SMART is the acronym that helps to set good goals.**

Learn the following definitions:

Specific: know exactly what you want to achieve.

Measurable: be able to track your progress.

Achievable: make sure you have the necessary resources to achieve your goal.

Realistic: set goals that are possible to achieve.

Time-bound: define when you achieve your goal.

Complete the text with the missing words:

market share, loyalty, market segments, products and services, target market

Apple's _____ is people who live in cities and earn enough money to afford Apple products. There are three main _____ which Apple target: music lovers who use iPod and iTunes, professionals and managers who use iPhone, iPad and MacBook, and people who use other _____ of Apple, like Apple TV.

Apple is positioned as a luxury brand that has a huge emotional connection and _____ among its customers. Apple focuses on their UVP (unique proposition), which is a beautiful design, quality and performance. This marketing strategy is promotion in social media and it creates a competitive advantage for Apple and its _____.

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- 4. Slogans play a strategic role. They say what your company is all about is a few words. Good slogans “play” with customer’s minds, making them believe your product is reliable.**

Match the slogan with the company

McDonald’s Apple Coca-Cola Nike L’Oreal KFC

- _____ - “Just Do it”
_____ - “Think Different”
_____ - “Because You’re Worth It”
_____ - “It’s Finger Lickin’ Good”
_____ - “Open Happiness”
_____ - “I’m Lovin’ It”

Complete the sentences with your ideas

1. If we want to be a successful and recognizable company, we need _____.
 2. First, we need to set the goals. And to achieve them, they must be SMART. SMART means _____.
 3. What do we know about our target _____.
 4. Do we know how to achieve our next marketing _____.
 5. We have decided on our marketing strategy. The next step is to develop a detailed _____.
- 5. Read the articles about two famous companies and answer the questions:**
- What went wrong with the company’s marketing strategy?
 - How can it be corrected?

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The Pepsi case

Once Pepsi made a commercial. There is a group of protesters walking in the streets. They carry signs that say “Love” and “Join the conversation”. Kendal Jenner (from the Kardashian family) sees them, gets inspired and joins the protesters. She marches to the front lines and gives a Pepsi can to the policeman holding the protesters back. “It is Pepsi”, “that can bring us all together”. Well... it didn't.

After that commercial, Pepsi was criticized as never before. It seems as if Pepsi wanted to earn money on real protests. Moreover, they didn't actually make any real statement about their views on the topic. Pepsi removed the ad and apologized just one day after. But by then, the damage was already done.

The Blackberry case

In June 2008, Blackberry's shares were \$144. Just 5 years later they were \$6.50. This is the result of choosing the wrong business strategies. Blackberry's main problem was that people simply didn't want to use their phones anymore, and the bigger customer was businesses, who liked their phones for excellent security and almost no games. So, Blackberry ignored user trends like touch screens and mobile games, and, in the end, more and more people started choosing iPhones and Android phones. Blackberry tried to make iPhone-esque designs and features. But too little too late... Eventually, they stopped producing smartphones.

Джерела: [1. с.14]

ТЕМА 5. MARKETING PLAN

WARM-UP

Did you hear anything about USP?

The three letters, USP are essential not only for marketing but for business in general. A USP, unique selling point, which is also called a unique selling proposition, identifies why target clients should choose the business over the competition. A USP can be an effective tool that helps to focus on marketing goals. Let's see if you can recognize the USPs of some famous companies!

Match the company with its USP

Louis Vuitton

The best quality shoes for athletics and fitness lovers in general

Nike

The latest trends in fashion within a two-week period

Zara

The world's most valuable luxury brand and the global leader in the manufacture and distribution of luxury goods

Can you name the USPs of other famous companies?

Do you remember the difference between marketing strategy and marketing plan? The strategy answers the question “why”, and the plan is about “when” and “what” that describe the work.

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- 1. Choose the correct options to complete the text using the words: marketing strategy or marketing plan.**

Purpose

To understand the marketing goals – what needs to happen for your product or service to reach the right customers and do well in the market. _____

To describe and visualize for the team when and how you will reach the marketing goals. _____

Timing

A ____ should be created before you do any actual work. It is the foundation for all your campaigns and activities.

A ____ should be created when you have a clear understanding of why you are doing the work.

Components

A ____ shows what you will do, how, when and where you will do it, and how you will track success.

A ____ shows what offering you will deliver, who you will deliver it to, how you will deliver it, and who your competitors are.

Why it is important

A ____ supports your strategy and is the action plan that you'll use to put your ideas into practice.

A ____ helps you make the most of your investment, keep your marketing focused, and measure your sales results.

- 2. To develop a marketing plan you should remember about the following stages: objectives, strategies, tactics, control, analysis. Read the text about Zara's AOSTC**

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The acronym is AOSTC

Zara is one of the world's largest international fashion companies. Let's look at its AOSTC marketing plan

Analysis

Zara sells clothing, accessories and shoes for women and men as well as for children. Zara's consumers are people who are interested in the latest fashion trends. The brand offers the hottest trends at affordable prices.

Zara's main competitors are Gap, Benetton and H&M. A competitive advantage of the company is its ability to adapt quickly. Many retailers use the strategy of trying to be fashion innovators and trendsetters. Zara prefers not to spend the money on R&D (research and development) to be a fashion innovator, the brand takes a completely different approach: fast fashion.

Zara's unique selling point (USP) is to create or imitate the latest fashion trends within a two-week period; the new styles are available only for weeks. If a product does not sell, it is taken away after one week. So, the customers have to visit the stores regularly to see the latest designs and buy them immediately because there is no certainty that the style will be there the next day.

Objectives and Strategies

Zara encourages people to wear clothes for a short period of time. The media says that Zara produces "freshly baked clothes". The company uses three points to effectively "bake" its fresh fashions.

- First, shorter lead times (and more fashionable clothes) that allow Zara to give its customers what they want here and now (e.g. specific seasonal collections, hottest trends, the sudden

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popularity of an item worn by a celebrity, the latest collection of a top designer, etc.).

- Secondly, lower amounts of products. Zara always produces limited collections of a particular style. This way, the brand creates an artificial lack of products. This principle is used by all luxury brands: if there are not many products, people want to buy these products more.
- And finally, more styles. Zara doesn't produce big amounts of the same clothes, they produce different clothes, about 12,000 kinds a year. This means more choice and a higher chance of consumers buying their product.

Tactics

Not Product but Experience

In the past, a product was the king of the marketing strategy, but not anymore. Nowadays, the experience is more important for shoppers than a product. Zara understands that. The brand offers reasons for customers to visit the stores and buy the hottest trends at affordable prices. Its marketing message is "Give customers what they want, and get it to them faster than anyone else".

Not price but Exchange

Today's shoppers don't want to exchange their money for products, they want more – a deeper connection with the brand. Zara delivers what the customers want and when they want it.

Not promotion but Evangelism

By providing a unique shopping experience and valuable exchange, Zara makes its customers evangelize the brand. Instead of pushing marketing out, the company pulls customers in. Zara's customers advertise the company themselves. This way, Zara promotes its brand with word-of-mouth advertising.

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Not place but Every Place

Zara has spent a lot of time, money and resources to develop a connection and office shopping. With the help of this technology, customers have access to products of its “every place” factor. As of 2020, Zara operates in more than 2000 stores.

Control

Zara finds it very important to meet customer needs face-to-face and online. Every morning in every store the staff discuss how they can serve customers better. Customers can always leave their feedback about the store, the service and the product, filling the form in the store. Moreover, Zara invested in new technologies including the radio-frequency identification (RFID) system. It allows staff to help customers find items in-store, nearby or online.

Social media is another way for Zara to get feedback from the customers. Customers talk to Zara about everything from the latest trends to their supply chain problems. So the company has the chance to explain their opinion on such topics as ecology, society and the environment.

In 2020, the global situation changed. So Zara decided to close about 1,200 stores around the world because the brand planned to boost online sales. All annual reports with the exact objectives and goals as well as income were published on the website of Inditex, the owner of Zara.

Джерела: [2. с.15]

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3. Complete Zara's marketing plan (use the information of the text above):

Analysis

USP: to create or imitate the _____ within a two-week period;
new style clothes are available only _____

Target market: women, men of _____ years and children

Competitors: Gap, H&M and _____

Competitive advantage: ability to _____

Product analysis: Zara's approach is _____ ; the company sells
clothing, accessories and _____

Objectives

To make people want to use and wear clothes _____ .

Strategy

To produce "freshly baked clothes" by means of

- shorter _____;
- lower _____;
- more _____.

Tactics

4 Es instead of 4Ps: _____ instead of product, _____ instead of price, _____ instead of promotion and _____ instead of place.

Control

Zara communicates with its customers online and _____. The brand constantly improves its customer service making the shopping experience even more comfortable. You can find the annual reports on goals and revenues of Zara on the website of _____.

4. Write an essay: "Why is Zara successful?"

ТЕМА 6. PRODUCT LIFECYCLE

WARM-UP

Give examples of

- items you used to use a lot before but don't use now?
- items everybody uses every day?
- items that aren't popular now, but they might be in the future?

Do you know what the product lifecycle is?

Every product or service we are using today entered the market at some point in the past, became popular for one reason or another and someday will lose its popularity and get replaced by something new and better. This process is called product lifecycle.

1. Complete the definition with the following words (replace the words and phrases with their synonyms):

removed extended introduced maintain remain decrease

Product lifecycle (PLC) starts from the moment when product is made known by name for the first time to the market and lasts until it is taken away from sale. There are four stages in PLC: introduction, growth, maturity and decline. Each stage is characterized by its own cost, opportunities and risks. Different products stay in each stage for a different period of time.

The maturity stage of some products can be made larger, but anyway, all products finally become less or lower in popularity as the new products appear.

Analysing the PLC can help a company to choose the right marketing strategy, grow and keep the same market share.

Match the words from the text with their synonyms

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to maintain	to drop, to decline
to decrease	to launch, to present
to remove	to prolong, to lengthen
to extend	to last, to go on
to remain	to withdraw, to pull out
to introduce	to keep going, to sustain

2. Match the PLC stages with their definitions

Introduction	New and better products have been entering the market, offering better features at a lower price (or for free).
Decline	A product enters the market, receives a lot of advertising and starts to gain recognition.
Growth	The product is recognized and easily available to the public, its brand name is recognized.
Maturity	People start noticing the product, it's gaining popularity, the product's usage is increasing with every day.

Choose the stages according to their key characteristics

1. The company generates money to invest in marketing and promotion of the product. _____
2. Marketing is targeted at beating the competitors to keep up the market share. _____
3. Marketing is aimed at increasing the product's market share. _____
4. The product sales drop significantly after a new and better product comes to the market. _____
5. The product is retired from the market. _____

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6. The product's popularity rises as more people find out about it. _____
7. The product sales tend to slow down or even stop completely. _____
8. Marketing is aimed at supporting the customers' interest in the product. _____
9. The market expands because more competitors try to enter it. _____
10. Companies often innovate the product to maintain their market share. _____
11. The product is first released into the market. _____
12. The company creates surveys to collect the first feedback from consumers.

Choose the correct PLC stage for the following examples

Introduction Growth Decline Maturity

Holographic projections (Holograms) are a very popular concept at the moment. While there are some prototypes of this technology, only a few people can purchase it, as it isn't stable and mass-produced yet. _____

Landline phones are still present in some homes and offices, but with the popularity of smartphones, they have almost completely lost their usefulness. _____

Almost every person in the world has tried shopping online. Millions of people make orders every day and almost every business has a website and an online store. _____

The Internet of things (devices with the Internet access) is becoming more and more popular. You can buy microwaves, fridges and even light bulbs that can be controlled with your smartphone, although not everyone chooses them for their homes yet. _____

3. Choose the correct PLC names to complete the examples

Stable products Maturity from the start Failed products

Reinvented products

1. _____ are the ones that have managed to stay in their maturity stage for a very long time. Food such as mineral water or cereal is always in demand and seems immune to technological innovation.

2. _____ is possible when the public is already familiar with the product or when the company's marketing efforts successfully get people excited about buying it. For instance, many video game companies announce their project years before they are ready and make the most of their sales in the first week after the launch of a new game.

3. _____ may lose popularity before reaching maturity or even in their introduction stage. For example, in 2006, Microsoft tried to put Zune, its own media player, on the market, but the attempt was unsuccessful.

4. _____ are the ones that have a period of decline before becoming successful again. Vinyl records started leaving the market when the digital media entered in the 1990s but became popular among DJs in the early 2000s. Their sales grew once again, and vinyl records are still valued by music lovers today.

5.

Джерела: [2. с.34-35]

Match the following things with the PLC names

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iPhones, X box console

Stable products

Apple computers

Maturity from the start

Toothpaste, pet food

Failed products

Crystal Pepsi,

Reinvented products

Samsung Galaxy Note 7

Give your own examples of products for PLC names

6. Describe PLC of the following products and services at the moment

1. Red Bull energy drinks are in their _____ phase because _____.
2. Electric cars are in their _____ phase because _____.
3. Online education is in its _____ phase because _____.
4. CD/DVD discs are in their _____ phase because _____.
5. Organic food is in its _____ phase because _____.
6. TV cable connection is in its _____ phase because _____.
7. Virtual reality headsets are in their _____ phase because _____.

Speak about the lifecycle of a specific product. Make sure to cover the following questions:

1. When and how was the product introduced?
2. How and why did it grow in popularity?
3. How long did it stay popular or why is it popular now?
4. Why did it go into decline or why can it go into decline in the future?

TEMA 7. PRODUCT DEVELOPMENT

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WARM-UP

*What are the different uses of a book? – A book can be used
as something to read;
as a pillow to sleep on;
as a tray to serve coffee;
as a weapon.*

Use the following words to describe them in the same way: a newspaper, an umbrella, a toothbrush

1. Match the parts of the sentences

The main purpose of product development is	finishes with the product release.
Companies need to develop products	increase the market share of the company.
Successful product development can	to develop products that meet customer needs.
Product development starts with concept design and	to keep their position in the market.

Order the stages of the product development process by choosing numbers from 1 to 6

1. Commercialization
2. Concept development
3. Business analysis
4. Product development
5. Test marketing
6. Idea generation and screening

Read the text and complete it with the names of the stages

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Product development Commercialization Test marketing
Business analysis Idea generation and screening
Concept development

During this stage, companies search for new ideas for a product. Many companies have an ideation team that comes up with ideas and develops them. Then all ideas are analyzed and filtered. Usually, companies look for insights that can bring profit. _____

The next stage is transforming the idea into a concept. Marketers develop alternative options based on the concept. Then the company compares the options and decides which one meets the customer needs in the best way. _____

During this stage, a company analyses the sales, profit and costs of the new product. Moreover, they conduct market surveys and assess possible risks to avoid problems in the future. _____

If the product idea is accepted, it is converted into a real product by the R&D team. Also, the marketing team tests the product with target customers to define the best marketing mix. The finance team will estimate expenses and possible profit. The advertising team will come up with a plan on how to promote the product. _____

This stage is needed to get customer feedback. So, the company creates a prototype of a product and tests different marketing strategies. When they collect enough data on how the product can work in real life, the company makes all the necessary changes.

This is the final stage of the product development process and the beginning of the product lifecycle. All big decisions are made. The target market is defined, the marketing mix is created, and all departments are ready to collaborate and work on the product.

2. Complete the text with the missing words and phrases

develop accept the idea transforms come up with
ideation teams searches for

GoPro made it possible for millions of people to record their experiences in high quality. The company constantly _____ new ideas and _____ them into great products. But even such a successful company as GoPro with very skillful _____ and developers can make mistakes. GoPro users couldn't wait for the release of the Karma a new GoPro drone. The company postponed the release several times and then had to recall the product because of production problems. The consumers' excitement faded, and it resulted in a loss of over \$100 million.

Coca-Cola is soft drink with caffeine and a lot of sugar. Many people drink Coke at the cost of gaining extra kilos, making their teeth and bones weak, and even developing diabetes and many other health problems. We all _____ that Coca-Cola is not really an innovative and life-changing product. But wait a moment. Then how did it become one of the world's most valuable brands that earns more than \$30 billion per year? The answer is simple – excellent execution. The company focuses on marketing and advertising, so marketing and promotion teams have to _____ creative ideas and _____ them in brilliant campaigns.

3. Read the text and pay attention to the words in bold

Design thinking consists of 5 stages. The first stage is **empathy**. During this stage, we try to see the problem through the eyes of our customers. In order to **come up with** and **develop new ideas** we need to understand what our customers really need, what problems they face and how we can help them.

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The second stage is **focusing**. The point of this stage is to analyze all the information that we collected during the first stage. And then formulate a question to solve.

The next stage is **idea generation**. This is when and **ideation team** (if we have one) starts **searching for ideas** and innovative solutions. If you want the stage to be successful, steer clear of criticism, create a positive atmosphere and involve players from different departments. Also, don't forget to record everything.

Once an **idea is accepted**, we are ready for the fourth stage. This is called **prototyping**. Prototyping is when we **transform ideas into** something real that takes a physical form. A simple prototype will tell us more than we can visualize. It can help us to find the right solutions and not waste money.

The final stage is **testing**. During this stage, we test our prototype with potential customers and gather useful feedback that can be used to improve the product.

Джерела: [2. с.26-29]

Match stages with their concepts

Prototyping	choosing the problem to solve
Testing	transforming ideas into something real
Idea generation	understanding the needs of their customers
Empathy	searching for ideas and innovative solutions
Focusing	getting feedback from your customers on the prototype.

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Speak about the product development process and design thinking answering the following questions:

- What does product development start and finish with?
- Why do companies need to develop new products?
- What is the main purpose of product development?
- What can successful product development bring to a company?
- What are the five stages of design thinking?

TEMA 8. CUSTOMER NEEDS

WARM-UP

Think about the following questions and answer:

- *What should one know about their customers before launching the product?*
- *How and where to get this information?*

Answer the questions:

1. What was your last purchase? Why did you make it?
2. Did you research the product on the Internet before buying it?
3. How did you choose the product you needed?

1. Read the dialogue between Ann (A) and her boss (B) and answer the questions:

B: Hi, Ann! As we discussed at the last meeting, we are planning to launch the next-generation model of our flagship product – a stereo speaker. Our product has been leading the market niche for years, I would like to do market research and find out if our customers' needs changed.

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A: Great! I am glad to be involved in the project. How do you think we should start?

B: First of all, we need to understand why people are buying stereo speakers and which criteria customers are guided by. For example, the price. Do they always prefer a cheaper product? Or perhaps they are ready to buy a more expensive stereo speaker if the quality is high and the product is reliable? Do you understand what I mean?

A: Yes, I see your point. Customers may be influenced by many factors, and price is one of them. Another thing we should be focused on is brand. Will customers want to have our most up-to-date model just because they are loyal to our brand or will they favour a model of our competitors if it is, let's say, more compact and convenient for transportation? And what about design? A classic one is suitable for adults, but young generation might prefer something more flashy and colourful. It is important to choose our target audience and make sure that our product is ideal for them before we launch anything on the market.

B: Exactly, Ann! You have the perfect vision for the task!

A: Thank you! I will start with a user experience interview then.

B: Great! Let me know if you need any additional information.

1. What is the flagship product of Ann's company?
2. What does her boss want Ann to do?
3. What does Ann want to find out during a user experience interview?

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Match the words and phrases from the dialogue and their definitions

a user experience interview	a new and trendy product
to launch a product	how much a product costs
a price	the main product of a company
an up-to-date product	a research method during which a researcher asks a user questions about a product, needs or behaviour
a market research	a noun which stands for how good or bad something is
a market niche reputation	a product of good quality and
a flagship product	a part of a larger market that has its own wants and needs
quality	gathering information about customer needs
a reliable product	to start selling a product

2. Look at the statements. Do you think they are true or false? Read the text and check your answers.

1. A good idea to ask “Why?” and “Why not?” during the interview.
2. Questions which can be answered with “Yes” or “No” are useful for an interview because they save time.

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3. If the interview suddenly goes in a direction you haven't planned, it means that you are terrible at your job.
4. If your respondent makes a lot of pauses, you must talk as much as it is possible yourself.
5. Phrases like "So, in other words..." and "I hear you saying..." help to make sure that you understand your respondent correctly.

Tips on user experience interview

The right focus

In a user experience interview, you find out why there is a need for the product and which product qualities are important for your target audience. It's not about selling, it's about getting information.

Details matter

Encourage people to give detailed answers, as it will help your team to make the product ideal for the target audience. Make sure that people are invited to share their thoughts, ask "Why?" or "Why not?", try to avoid questions that can answered with a simple "Yes" or "No".

Flexibility

Every interview is pre-planned and conducted according to a scenario, but it is also important to be flexible when your respondents start talking about something unexpected. It is OK if your interview goes in a different direction, as long as it allows you to collect more meaningful information and get a better understanding of how to meet customers' needs.

It's OK to make pauses

Some people are talkative and some people are not. If you see that your respondent is having difficulties explaining why the product is suitable (or not suitable) for them or tends to give one-word answers, be patient. There is no better way to get someone to talk than to let a person make as many pauses as they need and, if the silence becomes too long, use the question "Why?" to get details.

Reflection method

Use the reflection method to make sure that you understand your respondent correctly. Reflection is the process of paraphrasing what people say and repeating it back to them. Usually, such phrases are started with “So, in other words...” or “I hear you saying...”. It is very helpful to avoid misinterpretations and, as a bonus, it may result in additional information for your research.

3. Read Ann’s interview with Jane in the electronics shop and answer the questions.

A: Hi, Jane. Thank you for meeting me today. I would like to talk to you about what has led you to this shop, your needs and preferences. I might ask questions that seem silly and obvilous to you, but I would be grateful if you consider them anyway. So can we start?

J: Sure, I am very curious about the interview process and cannot wait to begin.

A: What has led you to the store today?

J: I am choosing a new stereo speaker.

A: Must be an exciting process. What happened to you old one?

J: It is completely broken. To be honest, the process of choosing a new one is not really exciting.

A: How so?

J: There are so many up-to-date models out there. I have spent a week studying the different characteristics and reviews of several speaker models, but now I am even more at a loss. I have a favourite brand and model, I like the quality of the sound it generates, and it is designed to connect with almost any device. But it is too expensive for my budget. There are other brand models that offer the same functionality, but I do not feel the same way about them. I guess it is all about design and brand.

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Reliability and quality are very important, but the brand I favour gives me a feeling of belonging. I know that I have to be rational and spend my money wisely, but I am helpless to the desire to buy the expensive one.

A: You are saying that you have to be rational. Could you please explain what that means to you?

J: Well, in the first place... Let me think... Well, I need some special features. First of all, my new speaker should be ideal for travelling. I am looking for something lightweight and portable so that I can bring it to a party. What is more, I often travel from my city apartment to the summer house, and it would be really convenient to bring it with me. Also, it should weigh no more than 10 kg and be 700-watts powered.

A: Ok, I got it, you have many criteria. How do you deal with them in order to make a final decision?

J: I am here today to compare all the models. I have found online and see if they really meet my needs.

A: Good luck with the purchase and thank you for sharing your experience.

J: Thank you.

Джерела: [2. с.46-47]

1. How does Jane feel about the interview?
2. What has led Jane to the electronics shop?
3. Does Jane know what she wants?

4. You are talking to an interviewer. Answer the following questions:

1. How often do you buy ice-cream? Why?
2. Do you buy for yourself or for somebody else?
3. When and with whom do you usually eat ice-cream?
4. What flavor do you prefer? Why?
5. What criteria are important for you when you choose ice-cream? Why?

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6. What ice-cream brand do you favour? Why?
7. Do you know what ice-cream you will buy today? If yes, describe it. If no, tell about decision-making process.

ТЕМА 9. MARKET RESEARCH

WARM-UP

Choose the top 3 trends in shopping habits. Then add your own ideas

The main trends in shopping habits are following:

- Consumers are looking for original products with better quality.
- Consumers buy less because of environmental problems.
- More and more people are buying ready-to-cook food.
- More and more people do not buy certain food groups (meat, wheat, milk, etc.) not because of allergies but due to lifestyle choices.
- More people prefer to buy food produced in the place where they live.

Which trends do you feel related to?

1. Ben's company was contacted by Foodmarket, a company whose sales are falling. Ben asks Sam to participate in the project. Sam agrees to help solve the problem of Foodmarket. So, he is in a meeting with Diana and Ben who is going to share his findings.

1. Read the conversation between Diana, Ben and Sam and complete its summary

B: Hi, Karen! This is Sam. Sam will join the project as an outsources specialist. As we agreed, I briefly described the situation to him in an email. Could you give him a few more details?

D: Sure! Our company, Foodmarket, has been in the food retail business for 10 years. The brand is well known, and we have never had any problems with sales. However, this year sales have fallen. So, I have asked your company to analyze the situation and give recommendations on how to change this.

B: Exactly. We've just finished our research and got the first results to share with you. Our study shows that 3 food retail chains that are the main competitors of Foodmarket have added organic food to their product line. As a result, their sales have grown 5-10%. Also, a few small farmer food shops opened last year and their sales are increasing significantly.

S: It seems that clients are changing their preferences, aren't they?

B: Yes. The survey data shows that 20% of people aged 25-34 prefer eco-products, even if they are more expensive. In comparison, 2 years ago, only 5% of the respondents were in this group.

D: So, what does it mean for our company?

S: I think it's time to create a new organic product line. Have you ever thought of taking a share of the organic food market?

D: It sounds like a good idea. What do we need to do it?

S: First of all, decide which products you are going to include in your new line. It is essential. The second point is to choose between launching the line under the old brand or creating a new one.

D: What would you recommend on these two points?

S: I need a few days to analyze which would be the better choice for your company. Could I send you the result on Friday?

D: Ok, I'll be waiting for your email.

1. Sam is working on this project as _____ .
2. Foodmarket has been in the food retail business for _____ so the brand is _____.
3. This _____ sales of Foodmarket have fallen.

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4. Ben's study shows that 3 food retail chains have added organic food to their product line. As a result, their sales have grown ____%.
5. The survey data also indicates that 20% of people aged 25-34 prefer eco-products even if _____.
6. Diana _____ the idea of creating a new organic food product line.
7. They _____ which products to indicate in a new line and whether to launch the line under the old brand or create a new one.

2. Read the report Ben is sending to Sam and mark the sentences as True or False

The factors that influence the Choice of a Product

Part 1

The food market is highly competitive. It can be difficult for a producer to decide what kind to sell, what the product costs are and what the price should be. There is the hypothesis that consumers relate a product taste with a brand. The aim of this research is to find out if a client's choice of a product depends on their taste preference.

Part 2

During the research experiment, participants were grouped according to their preferences and social background. They were asked to taste a product from 4 different brands.

This research examines the following:

- If people relate the brand of a product to its taste.
- What the clients' taste preferences are.

Part 3

1. All the participants who preferred a certain brand said that the products of other brands were not tasty. However, without knowing where their favourite brand was, the

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participants were choosing the product they liked more according to their taste preferences, not brand preferences.

2. 98% of the participants did not have a taste memory.

Part 4

When choosing food, our clients rely more on the brand than on their taste. Therefore, changing a product's recipe by saving costs on ingredients should not influence a brand's image or sales.

- Changing the product recipe will decrease production costs.
- Investing in marketing will increase sales.

Джерела: [3. с.435-436]

1. Sam has discovered that the objective of the research is to find out if clients choose a product based on its price. _____
2. The research analyses if people relate the brand of a product to its taste and what the clients' taste preferences are. _____
3. Participants who preferred a certain brand said that the other brands' products were not tasty. _____
4. Clients rely more on the brand than on their taste. _____
5. The production cost will increase by changing the product recipe, according to the research. _____
6. Based on the research results, the company has made as assumption that investing in marketing will increase sales. _____

What recommendations can Sam give based on his report?

- To launch line under the old brand.
- To create a separate brand.

The report usually consists of four parts:

- Introduction
- Methodology
- Findings
- Conclusion and recommendations

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Match 4 parts of the report with their headings

3. Read Diana's feedback letter on recommendations given by Sam and choose the correct options

Hi Sam,

Thank you for the provided recommendations.

Creating a separate brand for a new eco-food line seems to make sense. We would also plan a budget for marketing activities to promote it. I am forwarding the information to the marketing department.

Regarding the food-away-from-home idea, opening up organic food cafes does not meet our goals and vision. We would like to focus on our core business which is food retail. Organic food cafes are an unfamiliar territory for us where we don't have knowledge and skills.

Organic convenience food lines can be an option. But to be honest, I perceive organic food as healthy food, and convenience food is not associate with healthy habits. I would like to see the information on the other food categories.

I'll be waiting for your answer.

Bye!

1. Diana thinks that creating a separate brand for a new eco-food line is a good idea/a waste of time.
2. Diana's company doesn't have/is ready to plan a budget for marketing activities to promote it.
3. Diana's company would like to focus on their core business/opening up organic food cafes.

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4. Diana associate/doesn't associate convenience food with healthy habits.
 5. Diana wants Sam to send her more information on food categories/promotion campaigns.
- 4. Write a report with recommendations about the products that should be included in a new organic line based on the following information:**

The facts:

- Diana has asked Sam to send her more information on food categories her company can sell.
- Sam has analysed the current situation and found out that organic food sales are increasing each year. The growth rate is also increasing each year reaching the record 8,4% in 2017.
- Sam has also found out the following facts:
 1. The most popular organic food category is fruits and vegetables. It takes almost 40% of all organic food sales.
 2. Meat and poultry sales are growing with exceptional speed – 17% in 2017, and the growth is predicted to continue.
 3. Sauces and spices also showed fast growth speed.

TEMA 10. PRICING STRATEGIES

WARM-UP

What is the most expensive thing you've ever bought? The most valuable?

Do you always try to get the best price for the things you buy?

Look at the following pairs of words and expressions and decide if they have similar or different meanings.

1. price vs cost

2. expensive vs valuable
3. profit margin vs profit
4. affordable price vs reasonable price
5. pricing strategy vs pricing model
6. budget-conscious vs cost-conscious

1. Read about the similarity and difference of the words and word-combinations

2. Price and cost have a similar meaning in many contexts but are slightly different when it comes to company finance. Cost is typically the price of producing a product or service, whereas price is the amount of money a customer is willing to pay for it. In other words, the cost of producing something affects its price.
3. Expensive refers exclusively to the high cost of a product, whereas valuable refers to what the product is worth to the customer. For example, while diamond rings are more expensive than plastic bracelets, a parent might find a bracelet made by their child more valuable than a diamond ring from a shop.
4. Both profit margin and profit refer to how much money a company gains from selling their product. However, the profit margin is measured as a percentage (or ratio), whereas profits are represented by monetary amounts.
5. If the price is reasonable it means it is moderate or fair, not too high or too low. Affordable price, however, refers to the customer's ability to pay. For example, a high price might be reasonable for a high-quality luxury item, even if it isn't affordable to customers outside its target market.
6. The pricing model is determined by the product itself and should be built around how much your product offers. The pricing strategy, on the other hand, is determined by the market the product is in and should be based on the demand

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for the product, as well as how the product compares to the competitors.

7. Budget-conscious and cost-conscious have very similar meanings and are interchangeable in almost all contexts.

2. We know that companies take many factors into account when they decide which price point to choose for their goods. Look at the following pricing tips and decide what you agree with

- Know the market well.
- Match your prices to the capabilities of your customers.
- Set your prices above your competition to increase profits.
- Use a range of discounts to attract new customers.
- Offer a range of product versions at different prices.
- Be ready to prove that your product is worth its price.
- Be ready to adjust the prices to the changing market.

Read about competitive pricing strategies and answer the questions:

Seven competitive pricing strategies

Pricing your product is not an exact science, it's dynamic. It is going to change and it's going to depend on a few things, like your niche, your goals, your product or even your industry.

1. The first point is to know your local competition. So, whether you're a new business or a really well-established one, you know, that competition research is really invaluable to know your competitors' prices, and not only – even if you are an e-commerce website, people love to shop local, you need to see those local prices and know how to price accordingly.

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2. Second point is to understand the online market. So, not only do you need to know to know your local competition, but to know what else is out there. People can go online nowadays and buy anything.

3. The third thing is to consider is what you want to be known for. Do you want to be known for the lowest price or the best quality, but at a higher price point?

4. The fourth strategy is to assess your costs. There are two major types of cost – fixed and variable. Fixed are those things that are not going to change – you have to pay a certain amount for your employees, hosting fees, lease to your building. You need to figure out what those are, and then you'll be able to know how much you need to price your product. Variable costs are costs that change and they are based on sales volume.

5. The fifth is to make sure you're sustaining and maximizing profits. You have some things that vary by season. You have to adjust your pricing depending on the time of the year. You need to know how much it's going to cost to run your business and price your products accordingly.

6. The sixth stage is to determine your profit margin. So, your profit margin is the percent of revenue you make on each unit after deducting those fixed and variable costs for each product.

7. The seventh stage is A/B testing. If you want to try out a few different pricing strategies and see which one works best, you can actually test them out both at the same time.

Джерела: [2. с.54-57]

1. Why would an online shop find it useful to know the local prices of their goods?

2. What types of costs were mentioned? What do they depend on?

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3. What is the profit margin?
4. What can you do if you have two pricing strategies to choose from and you want to check which works best for you?

3. Read about pricing models

1. Pricing at a premium is setting the price higher than the market average to create the perception of the high value of the product.
2. Penetration pricing is setting the price of a new product lower than the market average to attract new customers.
3. Economy pricing is lowering the prices to attract budget-conscious customers.
4. Price skimming is setting the price high initially and gradually lowering it as the demand for the product goes down.
5. Psychology pricing is using different tricks (e.g. magic numbers) to price your product.
6. Bundle pricing is selling products in a bundle to convince customers to buy more, or bundling unpopular products with popular ones to get rid of stock.

4. Choose 2-3 products and suggest pricing strategies/models for them. Use the example.

- A new line of swimsuits designed by a famous fashion guru.
- A meditation app that tracks your stress levels.
- Organic pet food for vegetarian pets.
- A smart portable air cooler that can be charged by solar power.
- A VR educational computer game designed for use in schools.
- An extra-protein pancake mix.
- Retro style decorative lights with power-saving options.

Example:

For the swimsuits, I would suggest implementing elements of time-based pricing as most people buy swimsuits for the holiday season.

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They are designed by a famous fashion guru, so we could price them at a premium. I believe the lifecycle of fashion items is short, so we might also use price skimming to make sure our swimsuits stay in demand when new models come out.

5. Discuss the questions:

1. In your opinion, can any pricing strategy work for many products? Why (not)?
2. What can the consequences of choosing an ineffective pricing model be for a business?
3. Have you ever seen a company use the wrong pricing model for their product? If so, what was the product and what model was used?
4. Can several pricing models be applied to the same product? If so, can they be applied at the same time?
5. Is there a way to choose the perfect pricing model?
6. Give examples of a product with the perfect pricing model.

TEMA 11. ETHICAL ADVERTISING

WARM-UP

Look at the following advertisement and answer the questions:

<p>Over 1 million houses are being Burgled each year</p> <p>How safe is your House? 222-553-787</p>

1. What product or service is this advert for?
2. What is the message of the ad? How is this message supposed to make feel?
3. Do you think it's effective? Why (not)?
4. Would you buy this product/use this service if you saw such an

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ad?

1. Read the article and choose the main idea:

Marketing can be quite sophisticated when it comes to manipulating people in extreme situations (during a crisis, for instance). It's one thing to use a little emotional impact and creativity to make a person fall in love with the real benefits of a product, and quite another to use the same methods to psychologically pressure the consumer into buying it. Even though in both situations the goal is the same – to make a profit.

Marketers are well aware that fear is powerful motivator, and they use it to the max to sell any product – from personal development courses to toilet paper. One of the most revealing cases is the advertising campaign for Thermos bottles in the 1950s. The slogan read: “A fly in milk may mean a baby in the grave”, implying that you can't trust usual bottles of glasses to keep your milk safe. Such advertising is too rude for modern society, and its effect can be compared to a sledgehammer that hit the most sensitive point – the parents' love for their children.

Today, advertising and brand promotion have become more delicate, personalized and integrated into our lives. But marketing still plays on buyers' feelings and fears. Here's an example: Logitech was promoting home camcorders, choosing the slogan “Who's babysitting your babysitter?” for their campaign. It would seem that there is nothing malicious in the slogan. But even those parents who are completely confident in the hired nanny will start to have disturbing thought after seeing such a phrase. It happens because the producer plays masterfully on their parental instincts.

If you look at it, Logitech took a standard situation (working parents hire a nanny for their child) and pulled out it what latently causes fear (the possible dishonesty of the nanny and the child's

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helplessness). Parents will definitely remember stories of children being abused by nannies from the media and will want to protect their child. Bingo! The company that has sent the client into a panic with just one alarming slogan immediately offers a solution to the problem – a surveillance camera for their home.

The main idea of the article is:

- Marketers are really good at getting people to buy their product.
- Marketers sometimes use questionable tactics to sell their product.
- Marketers will do almost anything to sell their product.

Read the text again and decide which sentences are true and which sentences are false

1. Marketers can use customers' emotions to affect their desire to buy a product.
2. Manipulating customers' emotions is marketing strategy that has been used for over half a century.
3. Using fear and doubt never works on customers who have children.
4. The slogan of the Logitech camcorder campaign was open and clear in its message.
5. The Logitech camcorder campaign is a good example of playing on customer's fears.

Scan the text to find the words and complete the definitions:

1. Highly complex, developed; characterized by advanced form – s_____
2. Saying something indirectly, indicating the truth by suggestion – i_____

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3. Showing something that was not previously known or seen – r_____
4. Intended to harm or upset other people – m_____
5. Worrying, causing anxiety – d_____
6. In a hidden or concealed way – l_____
7. Making someone feel worried, frightened or in danger – a_____

Answer the questions:

1. Have you ever come across manipulative advertising? If so, what kind?
2. Do you think such advertising is effective? Why?
3. Do you think it is ethical to play on customers' fears and emotions? Why?
4. Would you use such techniques if you needed to attract the attention of your customers?

2. Have you ever heard of shockvertising?

Read the text to learn what it is.

Shock advertising (shockvertising) is a type of advertising that intentionally, rather than accidentally, scares and offends its audience by violating norms for social values and personal ideals. It uses imagery and blunt slogans to highlight an issue, promote goods and services. Shock advertising is designed to break through the advertising “noise” to capture attention. This form of advertising is often controversial, disturbing and explicit, and may use provocative messages that challenge the social order.

Scientists and psychologists have long debated the effectiveness of shock advertising as it evoked stronger feelings among consumers. Some studies suggest that shocking content in an advertisement significantly increases attention, benefits memory, and positively influences behavior.

Джерела: [З. с.527-528]

Would you consider shocking the following advertisements:

1. A man smelling female underwear to advertise soap.
2. Chickens and cows between pieces of bread to advertise a burger restaurant.
3. Naked women advertising cars.
4. Wild animals attacking people to advertise a zoo.
5. A hand covered in insects to advertise sanitizers.
6. An adult beating a child to advertise medicine.
7. Scenes of people dying in accidents to advertise insurance.
8. Pictures of genitals to advertise condoms.

3. Prepare a 3-minute speech based on the following task:

Using shockvertising might be effective sometimes, but why don't we try to avoid it today?

A condom manufacturer has asked us to create an advert for their new line products. They want to place their ads in the busiest streets in the city. How can we make their ads look fun and innocent?

1. Make an outline of the ad in a written form.
2. Come up with some idea for the ad. Think about the following questions:
 - What imagery would be appropriate for people of all ages?
 - What is safe to mention about the product (e.g. statistics, educational facts, jokes, etc.)?
 - How can you demonstrate the product in an innocent way?
3. Summarize your advertising plan.
4. Give your own opinion on shockvertising.

ТЕМА 12. TOXIC MARKETING

WARM-UP

How much do you know about toxic marketing?

What is synonym for “toxic”?

- poisonous;
- dangerous;
- scary.

Make as many phrases with the word “toxic” as possible:

Toxic plant, toxic atmosphere ...

How would you explain the meaning of the phrase:

- “a toxic message”?
- “toxic advice”?
- “a toxic relationship?”

Do you use or have you ever used Gillette products?

What are your impressions of the company so far?

1. Match the sentence halves:

The company was founded	safety razors and other personal care products.
Gillete is an American brand of	in 1901.
It is owned by the	Boston, Massachusetts.
Their slogan is	multinational Pricter&Gamble cooperation.
Their main target audience are	“The Best a Man Can Get”

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Their headquarters are based in _____ men aged 18 and up.

Read the text and choose the unethical practices Gillette has used

The Gillette company has been criticized multiple times for using questionable and controversial marketing practices. The desire to release premium products has led the company to make claims for its goods being the “best ever” in 2005. The Connecticut District Court determined that Gillette’s claims were inaccurate and that the product demonstrations in Gillette’s advertising were “greatly exaggerated” and “literally false”, forcing the company to rewrite its US advertising.

Gillette was fined by the French Competition Authority in 2016 for making agreements with their competitors to sell their personal hygiene products at the same price.

But their biggest criticism came in 2019, after the launch of the marketing called “The Best men Can Be”...

Gillette has used:

- false advertising;
- astroturfing;
- price gouging;
- price fixing.

2. Read some people’s opinions about the Gillette campaign

Troy: It’s just too ironic. Gillette is promoting anti-masculinity to their primarily masculine target audience, what a foolish and naive marketing team. They’ll lose a lot of their clients soon.

Andrea: Gillette is a company trying to make money. This isn’t toxic marketing, it’s just business. They would have made an ad praising extreme manliness if they thought it could have led to

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more buzz and higher sales. It's only natural, there's nothing wrong with it.

Marco: If you're threatened by a razor commercial asking you to be a better man, you don't need a new shaver; you need standards. Grow up, watch this ad again and realize that it's you who needs to change.

Daniel: The problem with the ad is that its message is insulting – the idea is that all men are bad somehow and need correcting. It's actually quite offensive to men. Why are they lecturing us?! Most men are good. I will join the boycott.

Celine: What I don't get is why are there so many "bad" men in the commercial who are white, and yet all the "good" men are people of colour? What are you trying to say, Gillette? Are you saying only white men can be toxic?

Samantha: I've never used Gillette products, but I think I will now. And when my son is old enough to start shaving, I'm going to buy him a Gillette razor. Because I want him to grow up to be the best person he wants to be, not some macho version of him that the world wants him to be.

Read the opinions again and complete the sentences with the names of the speakers

_____ believes that people act childish when they criticize the campaign.

_____ accuses Gillette of being racist.

_____ doubts that the company truly believes in its message.

_____ was motivated by the ad to become a Gillette's customer.

_____ is offended by the ad and encourages people to stop using Gillette products.

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_____ believes the company made a big mistake by releasing the campaign.

Do you agree with any of the speakers? Why?

Have you ever stopped using a product because you didn't agree with its marketing campaign? If so, what was the campaign and what did you disagree with?

3. Read the text and match the sentence halves

The London agency called Vitreous World conducted a study on the impact of unethical and toxic messages on the financial success of advertising campaigns.

The study surveyed 4000 customers and 400 marketers from the UK and the US, who were asked questions about the impact of negative and positive emotions that marketing campaigns have on brand perception.

The result of the research was the following:

- 83% of marketers said they would not work for a company whose marketing they consider to be unethical.
- 25% of marketers said they were pressured by employers to use unethical practices.
- 22% said they were “embarrassed to be marketers” for engaging in toxic marketing campaigns.
- 18% said the company they work for is not as ethical in their marketing as they would like.
- And 26% of marketers say they saw negative results from using unethical advertising tactics.

What that means for the marketing world is yet to be seen. However, it gives the consumers hope that with the rise of morals and ethics among marketers, the emotional manipulation may one day become a thing of the past.

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22% of marketers	were surveyed in the course of the research.
A quarter of surveyed marketers	would like their companies to have a more ethical approach to marketing.
Less than 20% of marketers	were ashamed of their profession after working on toxic campaigns.
26% of marketers	observed the negative consequences of unethical marketing.
400 marketers	would only work for companies with ethical marketing policies.
83% of marketers	used unethical practices against their will.

Джерела: [2. с.76-78]

4. What social issues do you think most relevant and least relevant in your country?

1. The economic gap between social classes.
2. Racial discrimination (racism).
3. Gender discrimination (sexism).
4. Age discrimination (ageism).
5. Gun control.
6. Freedom of religion.
7. Children rights.
8. LGBTQ+rights.

Prepare a 3-minute speech based on the following task:

What are possible ways to restore Gillette's reputation and make people see the company in a more positive way.

In your speech, cover the following points:

- The most relevant problem;

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- The reason behind the problem;
- The most promising move to try to solve the problem;
- Why and how this move might work.

Use the following ideas:

1. I think Gillette's main issues are:

- loss of trust,

2. They can be improved by the following marketing moves:

- public apology, ...

3. The most promising solution is _____ because _____.

4. I would definitely not recommend _____.

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ПРО УКЛАДАЧА

Прозоровська Ірина Миколаївна – викладач Черкаського державного бізнес-коледжу з 1999 року. Закінчила факультет іноземних мов Київського державного лінгвістичного університету (1997). Спеціаліст вищої категорії, старший викладач. Є автором та співавтором понад 17 наукових та навчально-методичних праць, у тому числі є укладачем методичних розробок, які впроваджено в освітній процес Черкаського державного бізнес-коледжу.

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За довідками з питань реалізації
звертатись за тел. (472) 64-05-15