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Предлагаемое учебное пособие предназначено для бакалавров направления подготовки 080200 Менеджмент профилей Производственный менеджмент и Маркетинг и направлено на повышение исходного уровня владения иностранным языком, достигнутого на предыдущей ступени образования, и овладение обучающимися необходимым и достаточным уровнем коммуникативной компетенции для решения социально-коммуникативных задач в различных областях бытовой, культурной, профессиональной и научной деятельности при общении с зарубежными партнерами, а также для дальнейшего самообразования.

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ПРЕДИСЛОВИЕ

В последнее десятилетие предпринят ряд шагов по модернизации содержания профессионального образования, повышения его качества, интеграции российского профессионального образования в международное образовательное пространство. В первую очередь, речь идет о вхождении России в Болонский процесс, о повышении гибкости образовательных программ, о преодолении ранней узкой специализации, о внедрении федеральных государственных образовательных стандартов профессионального образования. Эти стандарты предусматривают большую самостоятельность образовательных организаций, возможность индивидуализации.

Данное учебное пособие составлено в соответствии с Примерной программой дисциплины «Иностранный язык» федерального компонента цикла ГСЭ в ГОСе высшего профессионального образования третьего поколения (ФГОС № 544 от 20.05.2010 г.).

Основной целью обучения студентов иностранному языку в неязыковом вузе является повышение исходного уровня владения иностранным языком, достигнутого на предыдущей ступени образования, и овладение обучающимися необходимым и достаточным уровнем коммуникативной компетенции для решения социально-коммуникативных задач в различных областях бытовой, культурной, профессиональной и научной деятельности, при общении с зарубежными партнерами, а также для дальнейшего самообразования. Изучение иностранного языка призвано также обеспечить повышение уровня учебной автономии, способности к самообразованию; развитие когнитивных и исследовательских умений; развитие информационной культуры; расширение кругозора и повышение общей культуры студентов; воспитание толерантности и уважения к духовным ценностям разных стран и народов.

В процессе достижения цели обучения иностранному языку решаются воспитательные и общеобразовательные задачи, которые расширяют общий и филологический кругозор обучаемых, развивают их мышление и способность делать логические выводы и умозаключения.

В результате освоения дисциплины формируются следующие компетенции: ОК – 6 (обладать умением логически верно, аргументированно и ясно строить устную и письменную речь) и ОК – 14 (владеть одним из иностранных языков на уровне, обеспечивающем эффективную профессиональную деятельность).

В результате освоения дисциплины обучающиеся должны *знать*: иностранный язык в объеме, необходимом для возможности получения информации профессионального содержания из зарубежных источников; основы реферирования и аннотирования специальных текстов в устной и письменной формах

уметь: получать и сообщать информацию на иностранном языке в устной и письменной форме; выступать с докладами и сообщениями на научных конференциях; самостоятельно читать иноязычную научную литературу

владеть: иностранным языком как средством общения; навыками и умениями реферирования и аннотирования специальных текстов

UNIT 1

I. Read, translate the text in the written form and be ready to do it on the spot.

MARKETING

Philip Kotler defines **marketing** as “a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and values with others”.

Originally marketing was meant to help avoid overproduction. Now marketing is considered to be a system of all business activities of a company in respect of coordinating supply and demand for the goods produced.

Before producing and selling the goods, one must do a lot of market research. The information needed is whether there is any demand for your goods, what is the market potential, what sort of competition is to be met, what domestic preferences, local trading customs and seasonal factors should be taken into account.

Actually, marketing covers not only market research, but also planning the assortment of goods, price policy, advertising and promotion of sales, controlling the sales and post-sales servicing.

So nowadays general marketing strategy includes such essential elements as planning, market research, new product development, sales, communications and advertising.

Planning. While speaking of marketing planning, one should think first of the so-called controllable and uncontrollable factors. The controllable factors are the following: product, price, place and promotion; the uncontrollable ones – environmental factors.

Research. Market research is concerned with product choice study and the study of competitors’ interests and their claims. The most popular methods of conducting marketing research are observation, survey and experiment as well as public opinion polls through different channels.

Production. Attitudinal research should affect the product to be produced, so production is inevitably based on marketing intelligence study. Marketing investigates stages before, during and after production and also the stage following sales.

Sales. Sales are always involved with customers' service of all kinds. Markets for consumer products are segmented on the basis of demographic and psychographic data research.

Communications and advertising. The communications mix comprises advertising, public relations, direct mail and special events such as product shows, conferences and exhibitions. Advertising is an important means of promoting the goods that have been produced already, as well as new lines in business.

II. *Translate the following words and learn their pronunciation, make up 5 sentences of your own with some of them:*

Preferences, product development, product life cycle, magazines, leaflets, fee, production and transaction costs in the long run, promotion, productivity, mass media, "as is" sale, advertising, sale by description, sale by sample, sale by weight, sales fall off; strategy; originally; locally; competitive; attitudinal; demographic; psychographic; sales branch; sales office; sales promotion; product design.

III. *Translate and learn the following definitions:*

Marketing is a social and managerial process.

Marketing research is the process of collecting information about what people buy and why, usually done by companies so that they can find ways of increasing sales.

Marketing strategy is a particular marketing plan for increasing firm's sales, including, market research, new product development, sales, communications and advertising.

IV. Fill in the gaps with the words and expressions from the text:

1. Marketing is «a social and ... process ... which individuals and groups ... what they need want ... creating and exchanging product and ... with others».

2. Marketing is considered to be a system of all business activities ... a company ... coordinating supply and demand ... the goods produced.

3. The information needed is whether there is any ... your goods, what is ..., what sort of competition is to be, what domestic ..., local trading customs and seasonal factors should be

4. Marketing covers not only market research, but also ... the assortment of goods, ..., advertising and ..., controlling the sales and

5. The communications ... comprises advertising, ..., direct mail and special events as ..., conferences and exhibitions.

V. Give English equivalents for:

Емкость рынка; ценовая политика; гарантийное обслуживание; торговые представители; организация контактов с потребителями; факторы, связанные с внешней средой; связи с общественностью; избежать перепроизводства; координировать спрос и предложение; проводить выставки и конференции; считаться конкурентоспособным; включать в себя рекламное дело; проводить сегментацию рынка; влиять на выбор продукции.

VI. Translate into English:

1. Какие основные элементы включает в себя стратегия маркетинга в наше время? – Это, прежде всего, исследование конъюнктуры рынка, планирование, разработка новой продукции, организация контактов с потребителями, а также реклама.

2. Что вы можете сказать о гарантийном обслуживании, выполняемом вашей фирмой? - Оно соответствует всем требованиям заказчика: быстрое, дешевое и эффективное.

3. Какие демографические и психографические факторы были учтены при создании рынка для вашего нового товара? - Мы исследовали мнения потенциальных потребителей и учли местные торговые обычаи, а также некоторые особенности окружающей среды.

4. Для чего вы провели исследования по сегментации рынка? – Мы решили, что ряд рынков отобранных с учетом местных условий, помогут нам быстрее продавать наши продукты и лучше организовать гарантийное обслуживание.

VII. Explain all grammatical cases in the following sentences.

1. Before producing and selling the goods, one must do a lot of market research.

2. The information needed is whether there is any demand for your goods, what is the market potential, what sort of competition is to be met.

3. While speaking of marketing planning, one should think first of all of the so-called controllable and uncontrollable factors.

4. Attitudinal research should affect the product to be produced, so production is inevitably based on marketing intelligence study.

5. Markets for consumer products are segmented on the basis of demographic psychographic data research.

VIII. Put the verbs in brackets in the appropriate tense form, explain your choice and translate the sentences.

1. Originally marketing (to mean) to help to avoid overproduction.

2. Now marketing (to consider) to be a system of all business active of a company in respect of coordinating supply and demand

for the goods produced.

3. Actually, the assortment (to cover) not only market research, but also planning the assortment of goods, price policy, advertising and promotion of sales, controlling the sales and post-sales servicing.

4. Sales (to involve) with customers service of all kinds.

5. Advertising (to be) an important of promoting the goods that (to produce) already, as well as new lines in business.

IX. Discuss the following problems:

1. Is it possible to do business without marketing?

2. Why should we pay so much money for advertising if we'd better spend it on developing products of high quality?

3. What are the demographic and psychographic factors researched for?

X. Write down 10 questions to the text and be ready to give answers in details.

XI. Make up a plan of the text.

XII. Retell the text according to your plan.

UNIT 2

I. Read, translate the text in the written form and be ready to do it on the spot.

THE NATURE OF MARKETING

Marketing is the performance of business activities that direct the flow of goods and services from producer to consumer or user. Simply to produce a product is not enough: the product must be transported, stored, priced, advertised and sold before the satisfaction of human need and wants is accomplished. Marketing activities

range from the initial conception and design of the product to its ultimate sale and account for about half the cost of the product.

Marketing is the whole process of having the right product, at the right time, in the right place, calling attention to it and thereby bringing a mutual benefit to customer and vendor. Customers benefit by having what they want, when and where they want it. Vendors benefit by making a profit. The greater the benefits customers perceive, the more frequently they will trade with the businesses that provide them.

You are engaging in marketing when you:

- design or develop a product or service;
- transport and store goods;
- provide a variety of choice;
- buy in large volumes and sell them by item;
- install, service, repair, instruct;
- update and improve.

Marketing is the Four Ps: the product, the place, the price and the promotion. But most of all marketing is research: finding out who the customers are and what they need.

Successful vendors never forget that benefit lies in the customer's perception, not in the vendor's. Marketing is asking the question: "Who will buy my product or service?"

Although many critics claim that the cost of marketing is too high, an analysis of the marketing functions does not bear these criticisms out. Rather than think of the cost of marketing, one should consider the value added through marketing. Marketing becomes too costly only when its cost exceeds the value it adds.

II. Translate the following words and learn their pronunciation, make up 5 sentences of your own with some of them:

The flow of goods and services, ultimate sale, to account for, mutual benefit, a customer, a vendor, to install, to update, the

promotion, direct marketing, marketing intelligence system, marketing mix, marketing strategy, export marketing, marketing facilities, marketing network, to vend, vendee, vending, vendee, to create customers, final (end, ultimate) customer, business user, would – be user.

III. Translate and learn the following definitions:

Marketing is the performance of business activities directing the flow of goods and services from producers to consumers or users.

Customers are persons or organizations that buy goods or services from a shop, business, etc., especially regularly.

Vendors are sellers of small articles that can be carried about or pushed on a cart.

IV. Fill in the gaps with the words and expressions from the text.

1. Marketing is the of business activities that direct the of goods and services from producer to consumer or user.

2. The product must be transported, ..., priced, ... and sold before the satisfaction of human needs and wants is accomplished.

3. ... is the whole process of having the right product, at the right time, in the right place, ... attention to it and thereby bringing a benefit to customer and

4. Marketing is the Four Ps: the ..., the ..., the ... and the

5. Successful ... never forget that benefit ... the customer's perception, not in the vendor's.

V. Give English equivalents for:

Прибавлять стоимость, потенциальный потребитель, составлять, сеть сбыта, аукцион, услуги по маркетингу, реализация, маркетинговый комплекс, конечный потребитель, товар, маркетинговые исследования, выгода, устанавливать, осуществление, торговец, получать, стратегия маркетинга, обеспечить ассортимент, зависеть от потребителя.

VI. Translate into English:

1. Недостаточно только производить товар, его нужно транспортировать, хранить, оценить, рекламировать и продавать.
2. Маркетинг — это продвижение нужного товара в нужное время и в нужном месте.
3. Чем больше выгоды получают покупатели, тем чаще они будут покупать.
4. Продавец никогда не должен забывать, что его выгода зависит от покупателя, а не от него самого.
5. Маркетинг включает проектирование и создание товара или услуги, транспортировку и складирование товара, обеспечение ассортимента, покупку оптом и продажу в розницу, установку, ремонт, модернизацию и усовершенствование товара.

VII. Explain all grammatical cases in the following sentences.

1. Simply to produce a product is not enough: the product must be transported, stored, priced, advertised and sold before the satisfaction of human needs and wants is accomplished.
2. Customers benefit by having what, when and where they want it.
3. The greater the benefits customers perceive, the more frequently they will trade with the businesses that provide them.
4. You are engaging in marketing when you design or develop a product or service, transport and store goods and so on.
5. Marketing is asking the question: “Who will buy my product or service?”

VIII. Put the verbs in brackets in the appropriate tense form, explain your choice and translate the sentences.

1. Marketing activities (to range) from the initial conception and design of the product to its ultimate sale, and (to account for) about half the cost of the product.
2. But most of all, marketing (to be) research: finding out who the customers (to be) and what they need.

3. Successful vendors never (to forget) that benefit (to lie) in the customer's perception, not in the vendors.

4. Although many critics (to claim) that the cost of marketing (to be) too high, an analysis of the marketing functions (not to bear) these criticism out.

5. Marketing (to become) too costly only when its cost (to exceed) the value it (to add).

IX. Discuss the following problems:

1. Is it possible to do business and get profit without marketing?
2. How do you understand the statement that benefit lies in the customer's perception, not in the vendor's?
3. For whom: vendors or customers is marketing more helpful?

X. Write down 10 questions to the text and be ready to give answers in details.

XI. Make up a plan of the text.

XII. Retell the text according to your plan.

UNIT 3

I. Read, translate the text in the written form and be ready to do it on the spot.

MARKETING FUNCTIONS

Marketing adds value to the product by the specific functions it performs. These are:

Marketing information. Market information flows throughout the marketing process, from consumer to retailer, from retailer to wholesaler, from wholesaler to manufacturer. Producers are made aware of coming trends because marketers inform them of changes in consumer wants, supply and demand and new market developments.

Buying. Before stocking goods, a retailer must first determine not only what to buy how much, which models or styles, etc.

Selling. Marketers must not only know what goods are available but must also inform potential buyers of where those goods can be bought and how much they cost. Selling may also involve helping consumers discover their own unconscious needs and wants.

Transporting. In order to have value, goods must first be transported from the place they are produced to where they are needed.

Storing. Because marketers often maintain extensive inventories, the consumer desire to buy is satisfied without waiting.

Credit-granting. Most manufactures grant credit to wholesalers who, in turn, grant credit to retailers who grant to the consumers.

Risk-granting. Marketers assume risk in granting credit and in storing inventories (e.g. spoilage, theft, obsolescence).

Pricing. Pricing involves the art of determining which price is best: is demand elastic or inelastic and so on.

Servicing. Many retailers provide credit, delivery, catalog sales, layaways, etc.

Standardizing and grading. Standardizing involves the maintenance of uniform size and quality standards throughout an industry. Grading is also an important marketing function, particularly in the processing of agricultural products. Farm commodities (eggs, milk and wheat) are assigned grades attesting their quality and uniformity.

II. *Translate the following words and learn their pronunciation, make up 5 sentences of your own with some of them:*

Marketer, forecasting (predicting), extensive inventories, spoilage, layaways, consumer wants, total value, needs and wants, initial inventories, merchandise inventories, total value, value added, supply calls forth its own demand, supply meets the demand, to

reconcile supply and demand, invoice sales value, market value, market value, surplus value, use value, to each, according to his wants, unmet needs, to build up inventories, available inventories, input inventories.

III. Translate and learn the following definitions:

Layaway is a method of buying in which goods are held by the seller for a small amount of money until the full price is paid.

Standardizing is causing to fit a single standard; making to be alike in every case.

Grading is separating into levels of rank or quality.

Inventory is all the goods into one place, stock.

IV. Fill in gaps with the words and expressions from the text.

1. Market information flows the marketing process, from consumer to , from retailer to , from wholesaler to

2. Before goods, a retailer must first not only what to buy but how , which models or styles, etc.

3. must not only know what goods are but must also inform buyers of where those goods can be and how much they cost.

4. Because marketers often maintain , the consumer to buy is satisfied without waiting.

5. Many retailers provide credit,, services,,, etc.

V. Give English equivalents for:

Прогнозировать, прибавочная стоимость, предсказывать, прибавлять, потребительская стоимость, выполнять, наличные запасы, розничный продавец, каждому по потребности, оптовик, производитель, поступающие запасы, износ, запасы, предоставлять кредит, рыночная цена, потребительские запросы.

VI. Translate into English:

1. Функции маркетинга включают сбор информации,

покупку, транспортировку, складирование товара, кредитование, ценообразование, обеспечение услугами, нормирование и сортировку товара.

2. Информация о состоянии рынка поступает от потребителя к розничному продавцу, от него оптовику, от оптовика к производителю.

3. Маркетолог должен знать, какие товары, где и о какой цене можно найти.

4. Ценообразование — это искусство определять, какая цена станет наилучшей.

5. Стандартизация подразумевает выпуск товаров, соответствующих определённому стандарту формы и качества.

VII. Explain all grammatical cases in the following sentences.

1. Producers are made aware of coming trends because marketers inform them of changes in consumer wants, supply and demand and new market developments.

2. Selling may also involve helping consumers discover their own unconscious needs and wants.

3. In order to have value, goods must first be transported from the place they are produced to where they are needed.

4. Pricing involves the art of determining which price is best.

5. Farm commodities (eggs, milk and wheat) are assigned grades attesting their quality uniformity.

VIII. Put the verbs in brackets in the appropriate tense form, explain your choice and translate the sentences.

1. Marketing (to add) value to the product by the specific functions it (to perform).

2. Producers (to make) aware of coming trends because marketers (to inform) them of changes in consumer wants, supply and demand.

3. In order to have value, goods (to transport) from the place

they (to produce) to where they are needed.

4. Markets often (to maintain) extensive inventories, the consumer desire to buy (to satisfy) without waiting.

5. Pricing (to involve) the art of determining which price (to be) best.

IX. Discuss the following problems.

1. What is the basic marketing function?

2. How is marketing information important for business?

3. Describe the possible marketing in coffee business according to marketing functions.

X. Write down 10 questions to the text and be ready to give answers in details.

XI. Make up a plan of the text.

XII. Retell the text according to your plan.

UNIT 4

I. Read, translate the text in the written form and be ready to do it on the spot.

MARKETING RESEARCH

Marketing research is used to assess the market's response to the firm's marketing inputs which include promotional activities such as price discounting, multimedia advertising and couponing, expanding distribution and product development and enhancement. The goal of marketing research is to assist the firm in determining the most effective, i.e. most profitable, mix of marketing inputs given knowledge of the marketplace.

As a formal scientific discipline marketing research began in the early twentieth century with most analyses being based on survey

data. Today the data delivery system and techniques are used to analyze the data.

Marketing research can be viewed as an operational or tactical activity. Although both activities require knowledge of the working of the marketplace at both the macroeconomic and microeconomic levels, tactical analyses focus on monitoring a product's performance and testing the effectiveness of marketing programs relative to competitors. Strategic research involves selecting and optimizing marketing opportunities.

In order to understand the marketplace, the researcher must define the market in terms of both the geographic unit and the product class and collect data. Data on consumer purchases permit an analyst to determine what was sold and how particular brands performed relative to each other. In addition to sales and price information, causal data assist the analyst in understanding the reason that sales took place.

Once the data are collected, the analyst may evaluate the information by looking at the raw series together over time or compute straightforward measures such as market share in order to arrive at a qualitative assessment of market activity. Statistical models might be estimated in order to address issues such as temporary price reduction, effectiveness, competitive effects of promotions, differences between market, competitive prices and long-term price elasticities.

II. Translate the following words and learn their pronunciation, make up 5 sentences of your own with some of them:

Promotional activities, couponing, strategic, macroeconomic environment, price discounting, multimedia advertising, enhancement, survey data, manual audit, advent, exponentially, data explosion, sophisticated, competitor, optimizing opportunities, consumer purchases, causal date, the extent of retailer advertising support, coupon ads, measuring, dynamic effects, to evaluate, market

share, straightforward, elasticity

III. Translate and learn the following definitions.

Marketing research is an operational or tactical, strategic activity through which a firm studies the product choice, competitors' interest, the effect of the promotional activity.

Promotional activities are operations intended to help the development of products for sale including price discounting, multimedia advertising, couponing; expanding distribution; product development and enhancement.

Audit is regular examination or control of financial records of a company made by an independent auditor who is a fully trained accountant.

IV. Fill in the gaps with the words and expressions from the text.

1. The goal of is to assist the firm in determining the most effective ... of marketing inputs given knowledge of the ...

2. Data ... consumer purchases permit an analyst ... what was sold and how particular ... performed relative ... each other.

3. ... the data ... collected, the analyst ... choose ... evaluate the information by simply looking at the raw series together ... time or compute ... measures such as market share ... to arrive at a qualitative assessment of ... activity.

4. In order ... the marketplace, the researcher must ... the market in terms of both the ... and collect data.

5. ... analyses focus on ... a product's performance and testing the ... if marketing programs ... competitors .

V. Give English equivalents for:

Оценивать, цель исследований конъюнктуры рынка, товарная ниша, улучшение, ценовая скидка, продвижение товара, данные, проверка (аудит), совпадение, конкурент, источник, доля рынка, долгосрочная эластичность цен, реклама,

производитель, потребитель, продукт, информация о ценах и продаже товара.

VI. Translate into English:

1. Изучение конъюнктуры рынка используется для оценки реакции рынка на маркетинговые затраты фирмы.

2. Маркетинговые исследования, в первую очередь, основываются на сборе и обработке данных.

3. Исследование конъюнктуры рынка может быть рассмотрено как управленческая, тактическая и стратегическая деятельность.

4. Мероприятия по продвижению товара могут включать ценовые скидки, рекламу, развитие и улучшение товара.

5. Собрав необходимые данные, специалист по маркетингу может провести статистический анализ и определить эффективность того или иного мероприятия по сбыту товара.

VII. Explain all grammatical cases in the following sentences.

1. Marketing research is used to assess the market's response to the firm's marketing inputs.

2. As a formal scientific discipline marketing research began in the early twentieth century with most analyses being based on survey data.

3. Marketing research can be viewed as an operational or tactical activity and as a strategic activity.

4. In order to understand the marketplace, the researcher must define the market in terms of both the geographic unit and the product class and collect data.

5. Once the data are collected, the analyst may choose to evaluate the information by simply looking at the series together over time or compute straightforward measures such as market share in order to arrive at a qualitative assessment of market activity.

VIII. Put the verbs in brackets in the appropriate tense form, explain your choice and translate the sentences.

1. As a formal scientific discipline marketing research (to begin) in the early twentieth century.

2. Today the data delivery system and techniques (to use) to analyze the data.

3. Data on consumer purchases (to permit) an analyst to determine what (to sell) and how particular brands (to perform) relative to each other.

4. Casual data (to assist) the analyst in understanding the reason that sales (to take place).

5. Once the data (to collect), the analyst (to evaluate) the information by looking at the raw series together over time or (to compute) straightforward measures.

IX. Discuss the following problems.

1. Is it reasonable to use independent marketing research in small business?

2. What skills are of the most use for specialists in marketing?

3. How could marketing research be made less expensive?

X. Write down 10 questions to the text and ready to give answers in details.

XI. Make up a plan of the text.

XII. Retell the text according to your plan.

UNIT 5

I. Read, translate the text in the written form and be ready to do it on the spot.

FIVE BASIC STEPS IN MARKETING RESEARCH

Marketing research is defined as the systematic gathering, recording and analyzing of marketing data. The five basic steps involved in conducting marketing research are defining the problem, collecting secondary data, collecting primary data, compiling and collating the data and interpreting the results.

Defining the problem. Before attempting any type of research, it is important that the firm comes up with a clear and concise statement of the problem.

Collecting secondary data. Secondary data is information easily obtained through examination of company records or through library research. In general, a firm should always try to solve its problems using secondary data rather, than collecting primary of first-hand data: secondary information is much faster and cheaper.

Two major problems do exist, however, when using secondary data. The data may be out of date, and there is the possibility of bias.

Collecting primary data. The three basic methods for collecting primary data are: an observation, an experiment and a survey method.

Some marketing problem can be solved simply through observation. An experiment method is the basic approach used in sciences. A survey method simply involves questioning people, accomplished either through telephone interviews, personal interviews, or mailed questionnaires.

Compiling and collating the data. The data is organized (collected manually or with use of electronic data processing equipment) so that it may be studied.

Interpreting the findings. The final step in marketing research involves using the data after it has been analyzed. Interpretation of the findings is extremely important because it generally exerts great influence on management decisions relating to the original problem.

II. Translate the following words and learn their pronunciation, make up 5 sentences of your own with some of them:

Secondary data, primary data, to compile data, to collate data, observation, an experiment, a survey, mailed questionnaires, records of performance, accounting records, sales records, book records, development research, exploratory research, laboratory research, sales research, a method of comparison, a balance method, a prediction method, a quantitative method, a trial-and-error method..

III. Translate and learn the following definitions:

Data is information in a form that can be processed by and stored in a computer system.

Observation is a study method of noticing or watching.

Survey is a general examination or study carried out by asking people questions.

Experiment is a trial made in order to learn something or prove the truth of an idea.

IV. Fill in the gaps with the words and expressions from the text.

1. Marketing research is ... as the systematic..., recording and analyzing of ... data.

2. The five basic steps involved in ... marketing research are defining the ..., collecting ... data, collecting primary ..., compiling and ... the data and analyzing an interpreting the results.

3. Secondary data is information easily ... through examination of company ...or through library research.

4. The three basic methods for collecting primary data are an ..., an ... and a ... method.

5. The data is ... manually or with use of ... data processing ... so that it may be studied.

V. Give English equivalents for:

Исследование рынка, собирать и сравнивать первичные данные, методы наблюдения, эксперимент, метод обзора,

документация (бухгалтерия), предубеждение, полученные данные, метод проб и ошибок, метод сравнения.

VI. Translate into English:

1. При сборе первичных данных используют метод наблюдения, эксперимент и метод обзора.

2. Метод обследования состоит из опроса людей по телефону, лично или с помощью опросников по почте.

3. Эксперимент — это искусственно разработанная ситуация для изучения конкретного явления.

4. Обработка и расшифровка данных исследования довольно важна, так как позволяет определить последующие шаги маркетингового плана.

5. Используя вторичные данные, можно столкнуться с двумя проблемами: они могут быть старыми или предвзятыми.

VII. Explain all grammatical cases in the following sentences.

1. Secondary data is information easily obtained through examination of company records or through library research.

2. In general, a firm should always try to solve its problems using secondary data rather, than collecting primary or first-hand data: secondary information is much faster and cheaper.

3. Two major problems do exist, however, when using secondary data: The data may be out of date, and there is the possibility of bias.

4. A survey method simply involves questioning people, accomplished either through telephone interviews, personal interviews or mailed questionnaires.

5. The final step in marketing research involves using the data after it has been analyzed.

VIII. Put the verbs in brackets in the appropriate tense form, explain your choice and translate the sentences.

1. It (to be) important that the firm (to come up) with a clear and concise statement of the problem.

2. Two major problems (to exist) when you (to use) secondary data:

3. An experimental method (to be) the basic approach used in the sciences.

4. The data (to organize) and (to collect) manually or with use of electronic data processing equipment.

5. The final step in marketing research (to involve) using the data after it (to analyze).

IX. Discuss the following problems:

1. What method of collecting primary data is in your opinion the best one?

2. What is the difference between primary and secondary data?

3. What is the most important step in marketing research and why?

X. Write down 10 questions to the text and be ready to give answers in details.

XI. Make up a plan of the text.

XII. Retell the text according to your plan.

UNIT 6

I. Read, translate the text in the written form and ready to do it on the spot.

CHANNELS OF MARKETING

Individual consumers and organizational buyers are aware that thousands of goods and services are available through a very large number of diverse channel outlets. What they may not be well aware of is the fact that the channel structure, or the set of institutions, agencies, and establishments through which the product must move to

get to them, can be amazingly complex.

Usually, combinations of institutions specializing in manufacturing, wholesaling, retailing, and many other areas join forces in marketing channel arrangements to make possible the delivery of goods to industrial users or customers and to final consumers. The same is true for the marketing of services.

Therefore, marketing channels can be viewed as sets of interdependent organizations involved in the process of making a product or service available for use or consumption. From the outset, it should be recognized that not only do marketing channels satisfy demand by supplying goods and services at the right place, quantity, quality, and price, but they also stimulate demand through the promotional activities of the units (retailers, manufacturers representatives, sales office, and wholesalers) comprising them. Therefore, the channel should be viewed as an orchestrated network that creates value for the user or consumer through the generation of form, possession, time, and place utilities.

A major focus of marketing channel management is on delivery. It is only through distribution that public and private goods can be made available for consumption. Producers of such goods are individually capable of generating only form or structural utility for their "products". They can organize their production capabilities in such a way that the products they have developed can, in fact, be seen, analyzed, debated and so on. But the actual large-scale delivery of the products to the consuming public demands includes different types of efforts which create time, place and possession utilities.

In other words, consumers cannot obtain a finished product unless the product is transported to where they can gain access to it, stored until they are ready for it, exchanged for money or other goods or services so that they can gain possession of it. In fact, the four types of utility (form, time, place, and possession) are inseparable.

II. Translate the following words and learn their pronunciation, make up 5 sentences of your own with some of them:

Channels of marketing, channel structure (outlets, arrangement), manufacturing, wholesaling, retailing, network, consumers, buyers, goods, services, orchestrated network, delivery by installments, express demand, late demand, obligatory deliveries, ready deliveries, sales deliveries, schedule deliveries, demand keeps pace with supply, to be in demand.

III. Translate and learn the following definitions:

Marketing channels are sets of interdependent organizations involved in the process of making a product or service available for use or consumption.

Delivery is the act of goods to a user, or the things taken or given.

Utility is the degree of usefulness of a product or the characteristic of satisfying a want.

IV. Fill in the gaps with the words and expressions from the text.

1. Usually, combinations of institutions ... in manufacturing, ..., retailing, and many other areas join forces ... marketing channel arrangements to make possible the delivery of goods ... industrial users or customers and to ... consumers.

2. In the case of health care ..., hospitals, ambulance services, physicians, laboratories, ... companies, and drugstores ... efforts in an organized channel arrangement ... the delivery of a critical service.

3. From the ..., it should be recognized that not only do marketing channels ... by supplying goods and services ... the right place, quantity, quality and price, but they also ... demand through the promotional activities of the units ... comprising them.

4. ..., the channel should be viewed as an ... network that creates value ... the user or consumer ... the generation of form, possession, time, and place utilities.

5. It is only ... distribution that public and private ... can be made available ... consumption.

V. Give English equivalents for:

Разнообразные каналы, структура канала, учреждение, снабжать, обеспечивать, развивать, слаженная сеть, производство, розничная торговля, оптовая торговля, конечный потребитель, конечный продукт, удовлетворять спрос, деятельность по продвижению товара, другими словами, служащий отдела сбыта, пользоваться спросом, товары и услуги.

VI. Translate into English:

1. Многие организации взаимодействуют друг с другом, для того чтобы наиболее эффективно удовлетворять спрос потребителей.

2. Маркетинговые каналы, предлагая товары и услуги в нужном месте, необходимого качества и количества, цены, не только удовлетворяют, но и способствуют спросу.

3. Иными словами, потребители не могут получить конечный продукт, не доставленный туда, где он может быть им доступен, где может храниться, пока он необходим им и где они могут его обменять на деньги.

VII. Explain all grammatical cases in the following sentences.

1. What they may not be well aware of is the fact that the channel structure, or the set of institutions, agencies, and establishments through which the product must move to get to them, can be amazingly complex.

2. All these institutions depend on each other to cater effectively to consumer demands.

3. Therefore, marketing channels can be viewed as sets of interdependent organizations involved in the process of making a product or service available for use or consumption.

4. They can organize their production capabilities in such a way that the products they have developed can, in fact, be seen, analyzed, debated and by a select few perhaps, digested.

5. In other words, consumers cannot obtain a finished product unless the product is transported to where they can gain access to it, stored until they are ready for it and digested, exchanged for money or other goods or services so that they can gain possession of it.

VIII. Put the verbs in brackets in the appropriate tense form, explain your choice and translate the sentences.

1. Marketing channels (to view) as sets of interdependent organizations which (to involve) in the process of making a product or service available for use or consumption.

2. It (to be) no doubt that only do marketing channels (to satisfy) demand by supplying goods and services at the right place, quantity, quality and price, but they also (to stimulate) demand through the promotional activities of the units.

3. They (to organize) their production capabilities in such a way that the products they (to developed), (to see), (to analyze), (to debate) and so on.

IX. Discuss the following problems:

1. Does the channel structure for individual consumers differ from that of organization? In what way?

2. Do you agree that laws of marketing could be applied to the sphere of politics? Why and why not? Give an example.

3. Do you agree that the theory of marketing could be used in the field of medicine? Does it come into contradiction with ethics or morals?

X. Write down 10 questions to the text and be ready to give answers in details.

XI. Make up a plan of the text.

XII. Retell the text according to your plan.

UNIT 7

I. Read, translate the text in the written form and be ready to do it on the spot.

STEPS IN YOUR MARKETING PLAN

Formulating your marketing plan consists of a series of steps. At each point, be sure that you have answered every question as much detailed as possible. Together, all the answers to all the questions should provide you with a plan that you can follow up.

First, Define Your Business

- What is my business in general terms – that is, what customer needs will I be filling?
- What are the geographical limits of my marketing area: national, regional, local?
- Who are my competitors? What are their strengths and weaknesses?
- How does my business differ from the competition?
- Why should customers do business with me instead of my competition?

Second, Define Your Customers

- What is my customers' age, sex, income, occupation, home ownership status, ethnic background? What are their interests and tastes?
- Which of my customers' habits and patterns of behavior are relevant to my business?
- How do I expect my customers to learn about my products and services?
- Where do my customers buy these items now? How can I get them to come to me?
- Who has a need for my product or service that I am currently not reaching?

Define, Your Marketing Plan

- What marketing methods do I expect to use to reach my customers? What methods are others using successfully?
- Which strategies would be most effective in reaching my particular customers? What are the steps of those strategies?
- What is the value to me of one new customer?
- How often will one new customer buy from me in a year?
- How much will he or she spend?
- How much am I willing to spend to get one new customer?
- What profit can I expect from one customer in one year?
- What am I doing to keep my old customers? Am I ignoring them in the search for new ones?
- How many customers do I need to satisfy my revenue-goals?
- What percentage of my revenues should I spend on marketing?
- What marketing tools (sales personnel, TV ads, outdoor signs and so on) can I implement within my budget?
- How can I test my ideas in the market without spending all my marketing dollars?
- How can I verify that my marketing efforts are getting results?
- What new ways can I think of to market my business?

II. Translate the following words and learn their pronunciation, make up 5 sentences of own with some of them:

Series of steps, sales personnel, marketing tools, competitors, revenue, an income, marketing concept, marketing decision, competing products, price policy, market segments, annual sales, average sales, bargain sales, business sales, going-put-of-business sales.

III. Translate and learn the following definitions:

A customer is someone who buys food in supermarket.

Competition describes the activity of trying to sell more and be more successful.

An entrepreneur is someone who starts or founds or establishes their own company.

Business is the activity of producing, buying and selling goods and services.

IV. Fill in the gaps with the words and expressions from the text

1. What is my ... in ... terms – that is, what ... needs will I be ...?
2. How ... my business ... the competition?
3. What is my customers' age, sex, ..., occupation, ..., ethnic ...?
4. How ... customers do I need to ... my ...?
5. How can I ... that my marketing efforts are getting ...?

V. Give English equivalents for:

Конкуренты, территория маркетинга, игнорировать, цель маркетинга, средства маркетинга, методы маркетинга, стратегия, в общем, торговые работники, контролировать, внедрять, конкуренция, доход.

VI. Translate into English:

1. Составляя маркетинговый план, необходимо обдумать ряд вопросов, касающихся потенциальных покупателей и конкурентов, товара, рынка сбыта и др.

2. Нужно выяснить, какая стратегия будет наиболее эффективной в зазывании покупателей.

3. Очень важно знать всё о своих предполагаемых покупателях: возраст, пол, род занятий, место жительства и т.п.

4. Стоит проверить свои замыслы на реальном рынке, но без значительных затрат.

5. Прежде чем заняться бизнесом, стоит определить, что, кому, когда и по какой цене продавать.

VII. Explain all grammatical cases in the following sentences.

1. Formulating your marketing plan consist of a series of steps.
2. Who has a need for my product or service that I am currently not reaching?
3. What marketing methods do I expect to use to reach my customers?
4. What am I doing to keep my old customers? Am I ignoring them in the search for new ones?
5. How can I test my ideas in the market without spending all my marketing dollars?

VIII. Put the verbs in brackets in the appropriate tense form, explain your choice and translate the sentences.

1. Who (to be) my competitors?
2. How my business (to differ) from the competition?
3. What (to be) my customers' age, sex, income, occupation, home ownership status, ethnic background?
4. What (to be) their interests and tastes?
5. How I (to expect) my customers to learn about my products and services?
6. Who (to have) a need for my product or service that I (currently not to reach)?
7. What methods others (to use) successfully?
8. How often one new customer (to buy) from me in a year?
9. How much I (to will) to spend to get one new customer?
10. (to ignore) I them in the search for new ones?

IX. Discuss the following problems.

1. What marketing methods does one expect to use to reach his customers?
2. Discuss and compose the possible marketing plan of a firm.
3. How can one test his ideas in the market without spending all his marketing dollars?

X. Write down 10 questions to the text and be ready to give answers in details.

XI. Make up a plan of the text.

XII. Retell the text according to your plan.

UNIT 8

I. Read, translate the text in the written form and be ready to do it on the sport.

THE MARKETING CONCEPT

Many duties that were traditionally the responsibility of the production or finance department prior to the 1950s have become of the *marketing concept*. This concept involves two ideas:

1. *The marketing department becomes the main management force in a company.* The company recognizes that essentially every important decision facing the company is in reality a marketing decision. Because the firm has the company technological ability to produce almost anything, most companies realize that production is no longer a problem. The problem today is one of determining whether or not the corporation can market the products it is capable of producing.

2. *The company becomes completely consumer oriented.* Most of today's new products come about as a result of extensive marketing research. With the consumer foremost in the mind of the company, long before production begins, the firm must first answer such questions as:

- Is there a need or want for the product that we are capable of producing?
- What characteristics or attributes should that product possess?
- How can we differentiate our product from similar and

competing products?

- What styles, colours, models, sizes, etc. should be produced?
- What channels of distribution are best?
- What price policy will most maximize profits?
- What types of people or market segments will the product most appeal to?

II. Translate the following words and learn their pronunciation, make up 5 sentences of your own with some of them:

The marketing department, a marketing decision, technological abilities, a corporation, extensive marketing research, competing products, channels of distribution, price policy, market segments, to bolster market, marketer, marketer, at all prices, at popular prices, price-list, pricing, demand promotion, price ceilings, price elasticity, price flexibility, price index.

III. Translate and learn the following definitions:

The marketing concept involves two ideas: the marketing department becomes the main management force in a company and the company becomes completely consumer oriented.

The marketing mix refers to all or a particular combination of activities a firm uses in marketing its product.

The four basic elements in the marketing mix are the product, the channels of distribution, the pricing structure, and the promotional activities, which generally include advertising and personal selling.

IV. Fill in the gaps with the words and expressions from the text.

1. Many duties that were traditionally the responsibility ... the production or ...department ... the 1950s, have become the ... of the marketing department because of the ... *concept*.

2. The problem today is one of ... whether or not the

corporation can ... the products it is capable ... producing.

3. With the consumer ... in the mind of the mind of the company, long before production begins, the firm must ... answer some question.

4. How ... we differentiate our product ... similar and ... products?

5. What ... of people or market ... will the product most appeal ...?

V. Give English equivalents for:

Рыночный агент, по любым ценам, ценообразование, ценовая политика, структура цен, прейскурант, потолок цен, отдел маркетинга, маркетинговая концепция, поддерживать сбыт, каналы сбыта, маркетинговые решения, стимулирование спроса и сбыта, ценовая эластичность.

VI. Translate into English:

1. По данной концепции, отдел маркетинга становится главной управляющей силой компании.

2. Чтобы достичь успеха в своей деятельности, любая фирма должна ориентироваться на потребителя.

3. Ориентируясь на потребителя, фирма должна спросить себя, нужен ли ей товар, который она производит или предлагает, и какими характеристиками он должен обладать.

4. Всегда и во все времена существовала проблема сбыта товара.

5. Компании следует учитывать, какие каналы сбыта являются лучшими, какая ценовая политика принесет больше дохода, каких людей заинтересует ее товар или услуга.

VII. Explain all grammatical cases in the following sentences.

1. The company recognizes that essentially every important decision facing the company is in reality a marketing decision.

2. Most of today's new products come about as a result of

extensive marketing research.

3. What styles, colours, models, sizes, etc., should be produced?
4. What price policy will most maximize profits?

VIII. Put the verbs in brackets in the appropriate tense form, explain your choice and translate the sentences.

1. Many duties that (to be) traditionally the responsibility of the production or finance department prior to the 1950s, (to become) the responsibility of the marketing department.

2. The company (to recognize) that essentially every important decision facing the company (to be) in reality a marketing decision.

3. Because the firm (to have) the technological ability to produce almost anything, most companies (to realize) that production (to be) no longer a problem.

4. How we (to differentiate) our product from similar and competing products?

5. What channels of distribution (to be) best?

6. What price policy (to maximize) profits?

X. Write down 10 questions to the text and be ready to give answers in details.

XI. Make up a plain of the text.

XII. Retell the text according to your plan.

UNIT 9

I. Read, translate the text in the written form and be ready to do it on the spot.

PRODUCT AS A BASIC ELEMENT IN MARKETING MIX

The marketing mix refers to all or a particular combination of activities a firm uses in marketing its product. The four basic

elements in the marketing mix are the product, the channels of distribution, the pricing structure, and the promotional activities, which generally include advertising and personal selling.

All products may be classified as being either consumer goods or industrial goods. Consumer goods are those goods purchased by individuals for their own personal use rather than for business. Industrial goods are goods sold by one business.

Consumer goods. There are three basic categories of consumer goods:

Convenience goods. Convenience goods are inexpensive goods that consumers wish to buy at the most convenient location and with a minimum of effort. Typical examples are cigarettes, candy, newspapers and staple grocery items.

Shopping goods. There are some goods that people expect to shop for. Shopping goods carry relatively high price tags and are purchased less frequently. Examples would include automobiles, furniture, and major appliances.

Specialty goods. These are goods consumers are willing to make a special effort to buy. However, they are available in only relatively few outlets in any given area. Musical instruments, expensive furs and jewellery are typical examples.

It should be noticed that what may be a convenience good to one individual may be a shopping or specialty good to another because of the buyer's socioeconomic status and demand at the time. Also, many products that were at one time shopping or specialty goods have today become convenience goods.

Industrial goods. Some products are sold to industry, not to individual customers. If your product or service is designed for industrial use, you will be marketing it to lists of client industries such as food processors, steel mills, electronic plants or clothing factories. In marketing industrial products and services you will be focusing on specifications, dimensions, blue prints and technical details.

II. Translate the following words and learn their pronunciation, make up 5 sentences of your own with some of them:

The marketing mix, the product, the channels of distribution, the pricing structure, the promotional activities, advertising, personal selling, consumer goods, industrial goods, convenience goods, staple grocery items, shopping goods, price tags, appliances, specialty goods, outlets, the buyer's socioeconomic status, food processors, steel mills, electronic plants, clothing factories.

III. Translate and learn the following definitions:

Consumer goods are those goods purchased by individuals for their own personal use rather than for business use.

Industrial goods are goods sold by one business firm to other business.

Convenience goods are inexpensive goods that consumers wish to buy at the most convenient location and with a minimum of effort.

Shopping goods are goods that people expect to shop for, they carry relatively high price tags and are purchased less frequently.

Specialty goods are goods consumers are willing to make a special effort to buy; they are available in only relatively few outlets in any given area.

IV. Fill in the gaps with the words and expressions from the text.

1. The four basic elements in the ... mix are the ..., the channels of ..., the ... structure and the ... activities, which generally include and ... selling.

2. ... goods are those goods ... by individuals for their own personal use rather than for ... use.

3. ... goods are inexpensive goods that consumers wish ... at the most ... location and with a ... of effort.

4. ... goods carry relatively high ... and are ... less frequently.

5. In ... industrial products and services you will be ... on

specifications, ..., blue ... and technical details.

V. Give English equivalents for:

Маркетинговые мероприятия; промышленные товары; потребительские товары; товары повседневного спроса; предметы роскоши; товары первой необходимости; точка сбыта; товары, приобретаемые в магазинах; товары узкого круга лиц; габариты; ценники; швейные фабрики; реклама; продавать; покупать; социально-экономический статус; с минимальными затратами.

VI. Translate into English:

1. Маркетинговый комплекс включает четыре основных элемента: товар, каналы сбыта, ценовую структуру и действия по продвижению товара, т.е. рекламирование.

2. Все товары подразделяются на потребительские и промышленные.

3. Потребительские товары подразделяются на товары повседневного спроса, предметы роскоши или товары узкого круга потребителей.

4. Яркими примерами товаров узкого круга потребителей являются меха, драгоценности, музыкальные инструменты, деликатесы и т.п.

5. Стоит отметить, что один и тот же товар может быть товаром повседневного спроса у одного человека и предметом роскоши у другого.

VII. Explain all grammatical cases in the following sentences.

1. All products may be classified as being either consumer goods or industrial goods.

2. Industrial goods are goods sold by one business firm to other business.

3. There are some goods that people expect to shop for.

4. It should be noted that what may be a convenience good to

one individual may be a shopping or specialty good to another because of the buyer's socioeconomic status and demand at the time.

5. If your product or service is designed for industrial use, you will be marketing it to lists of client industries such as food processors, steel mills, electronic plants or clothing factories.

VIII. Put the verbs in brackets in the appropriate tense form, explain your choice and translate the sentences.

1. The marketing mix (to refer) to all or a particular combination of activities a firm (to use) in marketing its product.

2. All products (to classify) as being either consumer goods or industrial goods.

3. Shopping goods (to carry) relatively high price tags and (to purchase) less frequently.

4. Many products that (to be) at one time shopping or specialty goods (become) convenience goods.

5. If your product or service (to design) for industrial use, you (to market) it to lists of client industries such as food processors, steel mills, electronic plants or clothing factories.

IX. Discuss the following problems.

1. What goods are more profitable for manufacturing: consumer or industrial?

2. What is the difference between shopping and special goods?

3. Give examples of all kinds of goods.

4. Give examples of goods being convenience to one person and special to another.

X. Write down 10 questions to the text and be ready to give answers in details.

XI. Make up a plain of the text.

XII. Retell the text according to your plan.

UNIT 10

1. Read, translate the text in the written form and be ready to do it on the spot.

MANUFACTURERS, WHOLESALERS AND RETAILERS

Manufacturers, wholesalers, and retailers, as well as other channel members, exist in channel arrangements to perform one or more of the following generic functions: carrying of inventory; demand generation, or selling; physical distribution; after-sale service; and extending credit to customers. In getting its goods to consumers or end users, a manufacturer must either assume all these functions or shift some of them or all to channel intermediaries.

There are three important principles in the structure of marketing channels:

1. One can eliminate or substitute institutions in the channel arrangement.
2. However, the functions these institutions perform cannot be eliminated.
3. When institutions are eliminated, their functions are shifted either forward or backward in the channel and are therefore assumed by other members.

It is a truism that «you can eliminate an intermediary, but you cannot eliminate its functions».

To the extent that the same function is performed at more than one level of the marketing channel, the work load for the function is shared by members at these levels. For example manufacturers, wholesalers, and retailers may all carry inventory. This duplication may increase distribution cost.

A flow in the marketing channel is identical to a function. Physical possession, ownership, and promotion are typically forward flows from producer to consumer. Each of these flows moves «down» the distribution channel - a manufacturer promotes a product

to a wholesaler, who in turn promotes it to a retailer) and so on. The negotiation, financing, and risking flows move in both directions, whereas ordering and payment arc backward flows.

In every marketing channel, the members that do business together have some kind of working relationships. On the extreme ends on the continuum of these relationships, here are purely transactional relationships on one side and purely collaborative ones on the other. Transactional relationships occur when the customer and supplier focus on the timely exchange of basic products for highly competitive prices. Collaborative relationships, or partnerships, occur through partnering, which is a process where a customer and supplier form strong and extensive social, economic, service, and technical ties over time.

II. Translate the following words and learn their pronunciation, make up 5 sentences of your own with some of them:

Manufacturers, wholesalers, retailers, channel arrangements, generic functions, domestic manufacture, carrying of inventory; large-scale manufacture, demand generation, hardware manufacturer, selling; physical distribution, extensive manufacturing, after-sale service; extending credit to customers, limited-line retailer, consumers, end users, a manufacturer, channel intermediaries, a truism, physical possession, ownership, promotion.

III. Translate and learn the following definitions:

Transactional relationships occur when the customer and supplier focus on the timely exchange of basic products for highly competitive prices.

Collaborative relationships, or partnerships, occur through partnering, which is a process where a customer and supplier form strong and extensive social, economic, service, and technical ties over time.

IV. Fill in the gaps with the words and expressions from the text.

1. ..., ... and ... exist in channel arrangements to ... one or more of the following generic functions: carrying of ...; demand ..., or selling; physical distribution; ...; and extending credit to

2. It is a ... that «you can ... an ..., but you cannot eliminate its ...».

3. ... possession, ... and ... are typically forward flows from ... to consumer.

4. The ..., financing and ... flows move in both directions, whereas ... and ... are backward flows.

5. ... relationships occur when customer and ... focus ... the timely exchange of basic products for highly ... prices.

6. ... relationships or ... occur through partnering, which is a process where a ... and a supplier form strong and ... social, economic, service and technical ... over time.

V. Give English equivalents for:

Оптовик, производитель, потребитель, покупатель, продавец, сбытовик, розничный торговец, предприниматель, каналы сбыта, общие функции, переговоры, партнёрство, деловые отношения, сотрудничество, сделка, отечественный производитель, специализированный магазин, машиностроительная фирма, массовое производство.

VI. Translate into English:

1. Производители, оптовики, розничные торговцы и другие члены канала выполняют несколько общих функций.

2. Эти функции состоят в следующем: генерирование спроса, размещение товара, осуществление обслуживания после приобретения товара, расширенное кредитование потребителей и др.

3. Оптовик – это физическое лицо, занимающееся реализацией большой партии товара целиком или более мелкими партиями по сходной цене.

4. Розничный торговец – это лицо, реализующее товар в розницу, т.е. по единицам, по установленным на тот момент ценам.

VII. Explain all grammatical cases in the following sentences.

1. In getting its goods to consumers or end users, a manufacturer must either assume their functions or shift them to channel intermediaries.

2. The functions these institutions perform cannot be eliminated.

3. When institutions are eliminated, their functions are shifted either forward or backward in the channel and are therefore assumed by other members.

4. To the extent that the same function is performed at more than one level of the marketing channel, the work load for the function is shared by members at these levels.

5. On the extreme ends on the continuum of these relationships, here are purely transactional relationships on one side and purely collaborative ones on the other.

VIII. Put the verbs in brackets in the appropriate tense form, explain your choice and translate the sentences.

1. The above discussion (to underscore) three important principles in the structure of marketing channels.

2. When institutions (to eliminate), their functions (to shift) either forward or backward in the channel and therefore (to assume) by other members.

3. In every marketing channel, the members that (to do business) together (to have) some kind of working relationships.

4. Transactional relationships (to occur) when the customer and supplier (to focus) on the timely exchange of basic products for highly competitive prices.

IX. Discuss the following problems.

1. Do you agree with the proposed three «principles» in the structure of marketing channels? Can you add or delete any of them?

2. Do you think that «trust and cooperation» are an essential feature of any marketing channel?

3. Can you agree that these basic qualities are essential for any other business activity?

X. Write down 10 questions to the text and be ready to give answers in details.

XI. Make up a plan of the text.

XII. Retell the text according to your plan.

UNIT 11

I. Read, translate the text in the written form and be ready to do it on the spot.

ADVERTISING IN THE USA

The influence of advertising in the mass media market has both advantages and disadvantages. On the plus side is the fact that people get an incredible variety of information, entertainment and culture at minimal cost. The disadvantage is that nearly all of America's mass communications are heavily overloaded with commercial or persuasive messages. All advertising contains both information and persuasion.

In Latin *ad vertere* means "to turn the mind towards something". The American Marketing Association (AMA) points out that advertising is a tool of marketing along with the product price, distribution and personal selling. It also reminds us that advertising can be used to promote ideologies and services. This kind of

promotion is "non-personal" - it is directed "to whom it may concern" - and therefore it is effective because the audience is very receptive to it.

The first function of advertising is to distinguish among identical products. This attempt was exercised at the end of the 19-th century by means of brand name identification. It seemed that the brand name would become synonymous with the product or its quality, e.g. Kodak or Xerox.

While brand names were an effective advertising technique, something more was required to establish the product difference in the public mind. The slogan gave way to the jingle, which was set to music and rhyme.

The next advertising technique was brand image. Its aim was to create an image for a product that puts it a little above the competition and hence makes it a little more desirable. Since the late 1960s, a new concept has come to national advertising called «positioning». Positioning consists of segmenting a market by persuading the customer that the new product will meet the needs of a selective group. Positioning recognizes the differences in people as individuals and the impossibility of any product capturing the entire potential market.

II. Translate the following words and learn their pronunciation, make up 5 sentences of your own with some of them:

Advertising, the mass media market, entertainment, at minimal cost, mass communications, a marketing tool, personal selling, identical products, brand name, slogan, jingle, brand image, competition, positioning, the entire potential market direct-mail advertising, display advertising, electrical advertising, follow-up advertising, illuminated (letter) advertising, informative advertising, media advertising, point-of-purchase advertising, puffing advertising, subliminal advertising.

III. Translate and learn the following definitions:

Advertising is a tool of marketing along with the product price, distribution and personal selling which turns the public mind towards some product or service. **Positioning** is a new advertising concept consisting of segmenting a market by persuading the customer that the new product will meet the needs of a selective group.

IV. Fill in the gaps with the words and expressions from the text.

1. The influence of ... in the ... market has both ... and
2. The ... (AMA) points out that ... is a tool of marketing along with the .., distribution and ... selling.
3. The first function of advertising is to ... among ... products.
4. While ... were an effective ..., something more was required to establish the product difference in the
5. Its aim was to ... for a product that ... it a little above the ... and hence makes it a little more

V. Give English equivalents for:

По максимальной цене, при минимальных затратах, реклама убеждающего характера, ранжированная реклама, торговое имя (марка), рынок СМИ, потенциальный рынок, механизм маркетинга, осуществлять позишинг, обратить чье-либо внимание на, световая реклама, устная реклама, повторная реклама, реклама «бегущей строкой».

VI. Translate into English:

1. Положительной стороной рекламы является то, что большое количество людей имеют возможность получить максимум информации и развлечений по минимальной цене.
2. Насколько я понимаю, под «позишингом» подразумевается особая тактика в рекламном деле.

3. Целью данной тактики является реклама продукта, созданного для конкретной группы покупателей, а также реклама уже существующего, но не пользующегося спросом продукта с целью переориентации его на специализированную группу людей.

4. Первая попытка различать аналогичные товары посредством отождествления с помощью конкретных торговых знаков была предпринята в конце 19-го века.

5. Особенностью средств массовой информации США является перегруженность сообщениями коммерческого или агитационного (убеждающего) характера.

VII. Explain all grammatical cases in the following sentences.

1. The disadvantage is that nearly all of America's mass communications are heavily overloaded with commercial or persuasive messages.

2. It also reminds us that advertising can be used to promote ideologies and services.

3. This attempt was exercised at the end of the 19th century by means of brand name identification.

4. While brand names were an effective advertising technique, something more was required to establish the product difference in the public mind.

5. Since the late 1960s a new concept has come to national advertising called "positioning".

VIII. Put the verbs in brackets in the appropriate tense form, explain your choice and translate the sentences.

1. All advertising (to contain) both information and persuasion.

2. This attempt (to exercise) at the end of the 19th century by means of brand name identification.

3. It (to seem) that the brand name would become synonymous with the product or its quality.

4. While brand names (to be) an effective advertising technique, something more (to require) to establish the product difference in the public mind.

5. The slogan (to give way) to the jingle, which (to set) to music and rhyme.

6. Positioning (to consist) of segmenting a market by persuading the customer that the new product (to meet) the needs of a selective group.

IX. Discuss the following problems.

1. Is the influence of advertising on customers, on people, on children: good or bad, harmful or useful?

2. Which is more persuasive: radio or newspaper advertising?
Give your reasons.

4. Make any kind of advertising of some product or service.

X. Write down 10 questions to the text and be ready to give answers in details.

XI. Make up a plain of the text.

XII. Retell the text according to your plan.

UNIT 12

I. Read, translate the text in the written form and be ready to do it on the spot.

MARKETS

A market is a mechanism, which allows individuals or organizations to trade with each other. Markets bring together buyers and sellers of goods and services. In some cases buyers and sellers meet almost by remote control.

A market is a shorthand expression for the process by which

households' decisions about consumption of alternative goods, firms' decisions about what and how to produce, and workers' decisions about how much and for whom to work are all reconciled by adjustment of prices.

Prices of goods and of resources, such as labour, machinery and land, adjust to ensure that scarce resources are used to produce those goods and services that society demands.

Much of economics is devoted to the study of how markets and prices enable society to solve the problems of what, how and for whom to produce. Suppose you buy a hamburger for your lunch. You chose the cafe because it was fast, convenient and cheap. Given your desire to eat, and your limited resources, the low hamburger price told you that this was a good way to satisfy your appetite. You probably prefer steak but society answers the “for whom” question about lunchtime steaks in favour of someone else.

Now think about the seller's viewpoint. The cafe owner is in business because, given the price of hamburger meat, the rent and the wages that must be paid, it is still possible to sell hamburgers at a profit. If rents were higher, it might be more profitable to sell hamburgers in a cheaper area or to switch to luxury lunches for rich executives on expense accounts.

Prices are guiding your decision to buy a hamburger, the owner's decision to sell. Society is allocating resources - meat, buildings, and labour - into hamburger production through the price system. If nobody liked hamburgers, the owner could not sell enough at a price that covered the cost of running the cafe and society would devote no resources to hamburger production.

So we have adopted a very general definition of markets, which emphasizes that they are arrangements through which prices influence the allocation of scarce resources.

II. Translate the following words and learn their pronunciation:

Stock market, entity, to transact business, conscious, remote control, to reconcile, adjustment of prices, mechanism, scarce resources, luxury lunches, consumption of alternative goods, steak, rich executives, conversely, wages to allocate resources, to devote resources, wholesale market, precise descriptions, to emphasize.

III. Translate and learn the following definitions:

A market is a mechanism, which allows individuals or organizations to trade with each other and brings together buyers and sellers of goods and services.

A market is a shorthand expression for the process by which Households' decisions about what and how to produce, and workers' decisions about how much and for whom to work are all reconciled by adjustment of prices.

Markets are arrangements through which prices influence the allocation of scarce resources.

IV. Fill in the gaps with words and expressions from the text.

1. To understand ... of market behavior you have to ... the way the market works.

2. On the ... market, business can be ... over the telephone, almost by ...

3. A market is a ... expression for the process by which households' decisions ... consumption of alternative goods, firms' decisions about what and how ..., and workers' decisions about how much and ... whom to work are all ... by

4. Much of economics is ... the study of how markets and prices ... society to ... the problems.

5. If rents were higher, it might be more ... to sell hamburgers in a cheaper area or ... to ... lunches.

V. Give English equivalents for:

Поведение рынка; рынок ценных бумаг; проводить сделку,

операцию; иметь что-то общее с чем-либо; учитывая, что (принимая во внимание); в пользу кого-либо другого; прибыльно продавать; переключиться на что-либо; неквалифицированная работа; распределять ресурсы посредством системы цен; набавлять цену; перераспределять расходы; оптовый рынок; механизмы (структуры), цены влияют на распределение.

VI. Translate into English :

1. Рынок ценных бумаг, как и любой рынок, вообще, где совершаются сделки, представляет собой механизм, посредством которого цены регулируют распределение ограниченных ресурсов в обществе.

2. Потребности различных групп общества приводятся в соответствие путём регулирования цен на товар и ресурсы — труд, капитал (оборудование), землю.

3. Многие студенты ищут работу в кафе, поскольку она занимает у них лишь часть времени и не требует квалификации, несмотря на то, что владельцы кафе предлагают невысокую плату за такой труд.

4. Если бы возможности экономики по производству мясопродуктов сократились, цена на мясо возросла бы, и покупатели стали бы покупать сэндвичи с сыром, то есть корректировка цен побудила бы общество к перераспределению ресурсов.

VII. Explain all grammatical cases in the following sentences.

1. To understand reports of market behavior you have to bear in mind the way the market works.

2. In other cases, such as the stock market, business can be transacted over the telephone, almost by remote control.

3. There's no need to go into these details.

4. What does this have to do with markets and prices?

5. That is why we have adopted a very general definition of markets, which emphasizes that they are arrangements through which prices influence the allocation of scarce resources.

VIII. Put the verbs in brackets in the appropriate tense form, explain your choice and translate the sentences.

1. Prices of goods and resources (to adjust) to ensure that scarce resources (to use) to produce those goods and services that society (to demand).

2. Much of economics (to devoted) to the study of how markets and prices (to enable) society to solve the problems of what, how and for whom to produce.

3. You (to choose) the cafe because it was fast, convenient and cheap.

4. The low hamburger price (to tell) you that this was a good way to satisfy your appetite.

5. Price (to guide) your decision to buy a hamburger, the owner's decision to sell.

6. We (to adopt) a very general definition of markets, which (to emphasize) that they (to be) arrangements through which prices (to influence) the allocation of scarce resources.

IX. Discuss the following problems.

1. How markets and prices can enable society to solve the problems of what, how and for whom to produce?

2. How do limited resources influence on market price, goods?

3. What definition of the market in more objective and suitable to you?

X. Write down 10 questions to the text and be ready to give answers in details.

XI. Make up a plain of the text.

XII. Retell the text according to your plan.

SUPPLEMENTARY READING

BUYERS, SELLERS AND THE MARKET

Customers and clients

Company	Products/services	Customer/client base
Autocomp	products: car components	customer base: car companies
Best Travel	services: package holidays	customer base: general public
Digby and Charles	professional services: architecture	client base or clientele: companies, government organizations and the public
Digitco	products: cheap computers	customer base: general public

People who buy 'everyday' services such as train travel or telephone services are called customers. You can also talk about the users or end-users of a product or service, who may not be the people who actually buy it. For example, when a company buys computers for its staff to use, the staff are the end-users.

People who buy products or services for their own use are consumers, especially when considered as members of large groups of people buying things in advanced economies.

Buyers and sellers

A person or organization that buys something is a buyer or purchaser. These words also describe someone in a company who is responsible for buying goods that the company uses or sells. These people are also buying managers or purchasing managers.

A person or organization that sells something is a seller. In some contexts, for example selling property, they are referred to as

the vendor. People selling things in the street are street vendors.

The market

The market, the free market and market economy describe an economic system where prices, jobs, wages, etc. are not controlled by the government, but depend on what people want to buy and how much they are willing to pay.

Word combinations with 'market'

Market	forces pressures	the way a market economy makes sellers produce what people want, at prices they are willing to pay
	place	producers and buyers in a particular market economy, and the way they behave
	prices	prices that people are willing to pay, rather than ones fixed by a government
	reforms	changes a government makes to an economy, so that it becomes more like a market economy
	growth	In the late 1990s, Internet use was doubling every 100 days. Market growth was incredible.
	segment	Women are a particularly interesting target for the Volvo V70. They are an important market segment for Volvo.
	segmentation	The Softco software company divides the software market into large companies, small companies, home office users, and leisure users. This is its market segmentation.
	share	Among UK supermarkets, Tesco sells more than any of the other chains. It has the highest market share.
	leader	Tesco is the market leader among UK supermarkets as it sells more than any of the other chains.

Companies and markets

You can talk about the people or organizations who buy particular goods or services as the market for them, as in the 'car market', 'the market for financial services', etc. Buyers and sellers of particular goods or services in a place, or those that might buy them, form a market.

If a company:

enters penetrates	a market	it starts selling there for the first time.
abandons gets out of leaves		it stops selling there.
dominates		it is the most important company selling there.
corners monopolizes		it is the only company selling there.
drives another company out of		it makes the other company leave the market, perhaps because it can no longer compete.

Competitors and competition

Companies or products in the same market are competitors or rivals. Competitors compete with each other to sell more, be more successful, etc. The most important companies in a particular market are often referred to as key players. Competition describes the activity of trying to sell more and be more successful. When competition is strong, you can say that it is intense, stiff, fierce or tough. If not, it may be described as low-key. The competition refers to all the products, businesses, etc. competing in a particular situation,

seen as a group.

MARKETING

Marketing is the process of planning, designing, pricing, promoting and distributing ideas, goods and services, in order to satisfy customer needs, so as to make a profit.

Companies point out how the special characteristics or features of their products and services possess particular benefits that satisfy the needs of the people who buy them.

Non-profit organizations have other, social, goals, such as persuading people not to smoke, or to give money to people in poor countries, but these organizations also use the techniques of marketing.

In some places, even organizations such as government departments are starting to talk about, or at least think about their activities in terms of the marketing concept.

The four Ps

The four Ps are:

product: deciding what to sell

price: deciding what prices to charge

place: deciding how it will be distributed and where people will buy it

promotion: deciding how the product will be supported with advertising, special activities, etc.

A *fifth P* which is sometimes added is *packaging*: all the materials used to protect and present a product before it is sold.

The four Ps are a useful summary of the marketing mix, the activities that you have to combine successfully in order to sell. The next four units look at these activities in detail.

To market a product is to make a plan based on this combination and put it into action. A marketer or marketeer is someone who works in this area. (Marketer can also be used to

describe an organization that sells particular goods or services.)

Market orientation

Marketers often talk about market orientation: the fact that everything they do is designed to meet the needs of the market. They may describe themselves as market-driven, market-led or market-oriented.

PRODUCTS AND BRANDS

Word combinations with 'product'

product	catalogue (BrE) catalog (AmE) mix portfolio	a company's products, as a group
	line range	a company's products of a particular type
	lifecycle	the stages in the life of a product, and the number of people who buy it at each stage
	positioning	how a company would like a product to be seen in relation to its other products, or to competing products
	placement	when a company pays for its products to be seen in films and TV programmes

Goods

Goods can refer to the materials and components used to make products, or the products that are made. Here are some examples of these different types of goods:

Consumer goods that last a long time, such as cars and washing machines, are consumer durables. Consumer goods such as food products that sell quickly are fast-moving consumer goods, or

FMCG.

Brands and branding

A brand is a name a company gives to its products so they can be easily recognized. This may be the name of the company itself: the make of the product. For products like cars, you refer to the make and model, the particular type of car for example, the Ford (make) Ka (model).

Brand awareness or brand recognition is how much people recognize a brand. The ideas people have about a brand is its brand image. Many companies have a brand manager.

Branding is creating brands and keeping them in customer's minds through advertising, packaging, etc. A brand should have a clear brand identity so that people think of it in a particular way in relation to other brands.

A product with the retailer's own name on it is an own-brand product (BrE) or own-label product (AmE).

Products that are not branded, those that do not have a brand name, are generic products or generics.

PRICE

Word combinations with 'price'

price	<i>boom</i>	a good period for sellers, when prices are rising quickly
	<i>controls</i>	government efforts to limit price increases
	<i>cut</i>	a reduction in price
	<i>hike</i>	an increase in price
	<i>war</i>	when competing companies reduce prices in response to each other
	<i>leader</i>	a company that is first to reduce or increase prices
	<i>tag</i>	label attached to goods, showing the price; also means 'price'

Upmarket and downmarket

Products, for example skis, exist in different models. Some are basic, some more sophisticated. The cheapest skis are low-end or bottom-end. The most expensive ones are high-end or top-end products, designed for experienced users (or people with a lot of money!). The cheapest entry-level skis are for beginners who have never bought skis before. Those in between are mid-range. If you buy sophisticated skis to replace basic ones, you trade up and move upmarket. If you buy cheaper skis after buying more expensive once, you trade down and move downmarket.

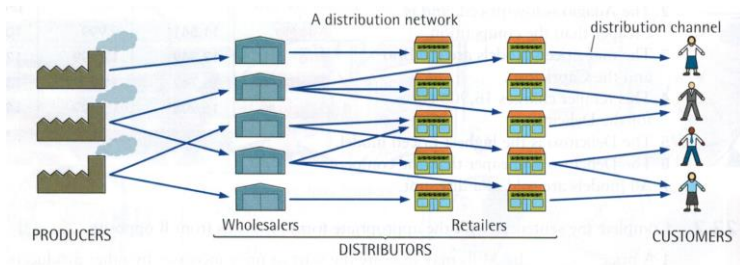
Downmarket can show disapproval. If a publisher takes a newspaper downmarket, they make it more popular, but less cultural, to increase sales. (BrE: upmarket, downmarket; AmE: upscale, downscale).

Mass markets and niches

Mass market describes goods that sell in large quantities and the people who buy them. For example, family cars are a mass market product. A niche or niche market is a small group of buyers with special needs, which may be profitable to sell to. For example, sports cars are a niche in the car industry.

PLACE

Distribution: wholesalers, retailers and customers



A wholesaler or shop selling a particular product, such as cars, is a dealer. A reseller sells computers. Wholesalers and retailers are distributors. Wholesalers are sometimes disapprovingly called middlemen.

Shops

A shop (BrE) or store (AmE) is where people buy things. Companies may call it a retail outlet or sales outlet. Here are some types of shop:

- chain store: part of a group of shops, all with the same name.
- convenience store: small shop in a residential area and open long hours.
- deep discounter: a supermarket with very low prices.
- department store: very large shop with a wide variety of goods, usually in a town centre.
- drugstore: shop in a town centre in the US which sells medicines; you can also have coffee and meals there.
- hypermarket: very large shop with a wide variety of goods, usually outside a town.
- supermarket: very large shop, selling mainly food.

In Britain, a shopping centre or shopping precinct is a purpose-built area or building in a town centre with a number of shops. Outside towns, there are shopping malls, where it is easy to park.

Franchises are owned by the people that run them (franchisees), but they only sell the goods of one company. That company (the franchisor) provides goods, organizes advertising, and offers help and support. In return it takes a percentage of the profits of each franchisee. Many restaurants are also run like this.

Direct marketing

Hi, I'm Beatrice and I work in a direct marketing company in Brussels. We organize mailings for many different, products and

services. This is direct mail but people often call it junk mail. We target our mailing lists very carefully: for example, we don't send mailshots for garden tools to people who live in apartments!

We also do telemarketing, selling by telephone, including cold calls to people who have had no contact with us before. People are often rude to the workers in our call centres when they do this. (BrE call centre; AmE: call center)

PROMOTION

Advertising (BrE: ad, advert, advertisement; AmE: ad, advertisement)

There are different advertising medium. They are neon signs, open air hoardings (BrE) or billboards (AmE), classified advertisements, display advertisements, TV commercial and special display.

The Internet is a new advertising medium. Product endorsements are when famous people recommend a product. A series of advertisements for a particular company or product is an advertising campaign. A person or business that advertises is an advertiser. An organization that designs and manages advertising campaigns is an advertising agency.

Sponsorship is where companies sponsor (pay some of the costs of) events like concerts and sports events.

The sales force

A company's salespeople (its salesmen and saleswomen) visit customers and persuade them to buy its products. Each member of this salesforce may be responsible for a particular region: his or her sales area or sales territory. The head of the sales force is the sales manager.

Promotional activities

Promotion (uncountable) is all the activities supporting the sale of a product, including advertising. A promotion (countable)

describes:

- a special offer such as a discount or reduced price.
- a free sample: a small amount of the product to try or taste.
- a free gift: given with the product.
- competitions with prizes.

Supermarkets and airlines give loyalty cards to customers: the more you spend, the more points you get, and you can exchange these points for free goods or flights.

Cross-promotion is where you buy one product, and you are recommended to buy another product that may go with it.

THE INTERNET AND E-COMMERCE

The Internet service provider or ISP is the organization that provides you with Internet access. You register and open an account, then they give you an email address so that you can communicate by email with other users. Some ISPs have their own content - news, information and so on - but many do not. After you log on by entering your user name and password (a secret word that only you know), you can surf to any site on the World Wide Web. If you're looking for a site about a particular subject, you can use a search engine like Google or Yahoo. When you've finished, remember to log off for security reasons.

Clicks - and - mortar

My name's John, and I own a chain of sports shops. Last year, I started an e-commerce operation, selling goods over the Internet. We've done well. Visitors don't have trouble finding what they want, adding items to their shopping cart and paying for them securely by credit card. Last year we had two million unique users (different individual visitors) who generated 35 million hits or page views. That means our web pages were viewed a total of 35 million times!

E-commerce or e-tailing has even acted as a form of advertising and increased levels of business in our traditional bricks-

and-mortar shops! Pure Internet commerce operations are very difficult. To succeed, I think you need a combination of traditional retailing and e-commerce: clicks-and-mortar. In our case, this has also helped us solve the last mile problem, the physical delivery of goods to Internet customers: we just deliver from our local stores!

B2B, B2C and B2G

Selling to the public on the Internet is business-to-consumer or B2C e-commerce. Some experts think that the real future of e-commerce is going to be business-to-business or B2B, with firms ordering from suppliers over the Internet. This is e-procurement.

Businesses can also use the Internet to communicate with government departments, apply for government contracts and pay taxes: business-to-government or B2G.

WORD LIST

UNIT 1

1. demand - спрос
2. survey - обзор
3. marketing - маркетинг
4. supply - предложение
5. competition - конкуренция
6. observation - наблюдение
7. planning - планирование
8. sales - сбыт, продажа
9. the marketing potential - емкость рынка
10. price policy - ценовая политика
11. managerial - управленческий
12. product development - разработка товара
13. overproduction - перепроизводство
14. marketing strategy - стратегия маркетинга
15. public relations - связи с общественностью
16. assortment of goods - ассортимент товара
17. post-sales servicing - гарантийное обслуживание
18. advertising, ads - рекламное дело, реклама
19. public opinion polls - опрос общественного мнения
20. attitudinal research - исследования мнений потребителей
21. local trading customs - местные торговые обычаи
22. to take into account - принять во внимание, учесть
23. promotion of sales - мероприятия по содействию
24. competitors' interests and claims - интересы и претензии конкурентов
25. marketing intelligence study - изучение информации о рынке
26. market research - изучение конъюнктуры, маркетинговое исследование
27. demographic and psychographic data - демографические и психографические данные
28. the communications mix - мероприятия по организации

контактов с потребителями

UNIT 2

1. performance - осуществление, выполнение
2. a producer - производитель
3. a consumer - потребитель
4. a user - пользователь
5. to transport - транспортировать
6. to store - складировать, хранить
7. to price - оценивать, устанавливать цену
8. to advertise - рекламировать
9. design - разработка, дизайн
10. ultimate sale - конечный сбыт, реализация
11. to account for - составлять
12. a mutual benefit - взаимная выгода
13. a vendor - продавец, торговец
14. to benefit - получать выгоду
15. an item - предмет, товар
16. to install - устанавливать, собирать
17. to update - модернизировать
18. a critic - критик
19. to claim - утверждать, заявлять
20. to bear smth out - что-либо поддерживать, подтверждать
21. to add value - прибавлять стоимость
22. the cost of marketing - затраты на маркетинг, стоимость маркетинга
23. to range from ... to ... - начинается и заканчивается
24. the initial conception - первоначальная концепция, идея
25. the flow of goods and services - поток товаров и услуг
26. to provide a variety of choice - обеспечить ассортимент
27. to lie in the customer's perception - зависеть от отношений потребителя
28. the cost exceeds the value it adds - затраты превышают добавленную стоимость

UNIT 3

1. to add value - to прибавлять стоимость
2. a retailer - розничный продавец
3. a wholesaler - оптовик
4. a manufacturer - производитель
5. a marketer - специалист по рынкам, маркетолог
6. market developments - маркетинговые разработки
7. to stock goods - хранить на складе товары
8. potential buyers - потенциальные покупатели
9. extensive inventories - обширные товарные запасы
10. to grant (give) credit to - предоставлять кредит
11. to assume (take) risk - принять на себя риск
12. spoilage - порча (товара)
13. obsolescence - износ, устаревание
14. to provide credit - предоставлять кредит
15. delivery- доставка, поставка
16. layaways - запасы, резерв
17. standardizing - калибровка
18. grading - сортировка, отбор
- 19 to assign - ассигновать, назначать
20. to attest(the quality) - удостоверить (качество)

UNIT 4

1. data (use) - данные
2. to assess - оценивать
3. market share - доля рынка
4. given... - учитывая, (что...)
5. survey data - данные осмотра
6. a qualitative assessment - качественная оценка
7. price discounting - ценовые скидки
8. product development - разработка товара
9. marketing inputs - затраты на маркетинг

10. couponing - использование купонов
11. temporary price reduction - временное снижение цен
12. marketing mix - маркетинговый комплекс
13. expanding distribution - расширенное размещение
14. multimedia advertising - мультимедийная реклама
15. marketing research - маркетинговые исследования
16. enhancement - повышение (цены, качества)
17. brands - сорт, качество, фабричная марка
18. promotions activities - деятельность по продвижению товара
19. long-term price elasticity - долгосрочная эластичность цен
20. promotional activities - действия по продвижению товара

UNIT 5

1. to compile - собирать
2. manually - вручную
3. out of data - устарелый
4. a survey method - метод образа
5. secondary data - вторичные данные
6. primary data - первичные данные
7. an observation method - метод наблюдения
8. an experiment method - метод эксперимента
9. management decisions - управленческие решения
10. to collate the data - сравнивать, сличать данные
11. mailed questionnaires - разосланные почтой анкеты
12. first-hand - полученные из первых рук
13. a concise statement - сжатое, краткое утверждение
14. bias - пристрастие, необъективность
15. data processing equipment - оборудование для обработки данных
16. the findings - полученные данные, добытые сведения
17. to exert great influence on - оказывать огромное влияние на

UNIT 6

1. quality - качество
2. quantity – количество
3. delivery - доставка
4. utility - полезность
5. sales office – отдел сбыта
6. consumption - потребление
7. manufacturing - производство
8. from the outset – с самого начала
9. the channel structure – структура канала
10. to gain access to – получить доступ к ...
11. to gain possession of – получить во владение
12. wholesaling – оптовая торговля
13. retailing – розничная торговля
14. to join forces- объединять усилия
15. interdependent - взаимозависимый
16. to satisfy demand – удовлетворять спрос
17. to stimulate demand – стимулировать спрос
18. final consumers – конечные потребители
19. distribution – размещение, распределение
20. diverse – разнообразный, различный
21. an outlet – рынок сбыта, торговая точка
22. an establishment – установление, учреждение
23. can be viewed as – могут быть рассмотрены как ...
24. industrial users – промышленные потребители, пользователи
25. form utility – полезность (от переработки товара)
26. possession utility – полезность (от приобретения товара)
27. time utility – полезность (от своевременного предложения товара)
28. place utility – полезность (от доставки товара)
29. an orchestrated network – слаженная сеть
30. the promotional activities – деятельность по продвижению

товара

UNIT 7

1. an income - доход
2. revenue - доход
3. advertisement (ads) - реклама
4. a series of steps - ряд шагов
5. in general terms - в общем
6. competitors - конкуренты
7. competition - конкуренция
8. outdoor signs - уличные вывески
9. sales personnel - торговые работники
10. to do business with - заниматься бизнесом
11. to verify - контролировать, проверять
12. strengths and weaknesses - сильные и слабые стороны
13. ethnic background - национальное происхождение
14. to implement - выполнять, внедрять, осуществлять
15. marketing tools - средства маркетинга (инструменты ~)

UNIT 8

1. the responsibility - обязанность
2. marketer - рыночный агент
3. channels of distribution - каналы сбыта
4. duties - долги, обязанности
5. the finance department - финансовый отдел
6. the marketing department - отдел маркетинга
7. a management force - управленческая сила
8. price policy - ценовая политика
9. market segments - рыночные сегменты
10. the marketing concept - концепция маркетинга
11. to come about - появляться, возникать
12. competing products - конкурирующие товары
13. to appeal to ... - обращаться, прибегать
14. the production department - производственный отдел

15. a marketing decision - маркетинговое решение
16. the marketing mix - маркетинговые мероприятия
17. extensive marketing research - обширное маркетинговое исследование

UNIT 9

1. to refer to ... - относиться к ...
2. to purchase - покупать
3. inexpensive - недорогой
4. price tags - ценники
5. specification - спецификация
6. dimensions – размеры, объём
7. blue prints – проекты, планы
8. advertising - рекламирование
9. the pricing structure – ценовая структура
10. to design – разрабатывать (товар)
11. consumer goods –потребительские товары
12. industrial goods – промышленные товары
13. convenience goods – товары повседневного спроса
14. outlets – точки сбыта, торговые точки
15. staple grocery items – основные бакалейные товары
16. shopping goods – товары, приобретаемые в магазинах
17. appliances – (бытовые) приборы, приспособления
18. the marketing mix – комплекс маркетинговых мероприятий
19. specialty goods – предметы роскоши, «престижные» товары
20. with a minimum of effort – с минимумом усилий
21. for one’s own personal use – для личного потребления
22. the socioeconomic status – социально-экономический статус
23. the channels of distribution - каналы распределения, сбыта

UNIT 10

1. wholesalers - оптовики
2. manufacturers - производители

3. retailers - розничные торговцы
4. to assume - предполагать, допускать
5. to shift to ... - перемещать, менять
6. intermediary - посредник
7. to eliminate - устраниать, исключать, игнорировать
8. truism - трюизм
9. ownership - владение
10. negotiation - переговоры
11. transaction - дело, сделка
12. collaboration - сотрудничество
13. partnerships - товарищество, партнёрство
14. counterpart - коллега
15. the end user - конечный потребитель
16. demand generation - генерирование спроса
17. physical distribution - физическое распространение
18. after-sale service - обслуживание после приобретения товара

UNIT 11

1. the mass media market – рынок СМИ
2. brand name – торговая марка
3. to give way to ... - уступить место
4. advertising technique – рекламная техника
5. the potential market – потенциальный рынок
6. at minimal cost – по минимальной цене
7. advertising – реклама, рекламирование
8. persuasive messages – убеждающие рекламные сообщения
9. a tool of marketing – механизм, инструмент маркетинга
10. «positioning» - «позишинг», реклама для определённого круга потребителей

UNIT 12

1. to trade - торговать
2. by remote control - при помощи дистанционного управления

3. a shorthand expression for - краткое, рабочее выражение
4. by adjustment of prices - посредством корректировки цен
5. machinery - оборудование
6. given ... - учитывая , что; принимая во внимание
7. through the price system - через систему цен
8. to run the cafe - вести дела в кафе , содержать кафе
9. scarce (limited) resources - ограниченные ресурсы
10. households' decisions - решения домохозяек
11. part-time job - работа с неполной занятостью
12. rich executives - состоятельные служащие
13. stock market - фондовая биржа , рынок акций
14. the local labour market - локальный рынок труда
15. the local wholesale market - локальный оптовый рынок
16. to cover the cost - укрывать расходы
17. to devote resources - выделять ресурсы
18. to guide one's decision - влиять на чье-либо решение
19. to transact business - совершать сделку
20. unskilled job - неквалифицированная работа

GRAMMAR FILE

PERSONAL PRONOUNS

ЛИЧНЫЕ МЕСТОИМЕНЕНИЯ

<i>Число</i>	<i>Лицо</i>	<i>Именительный падеж</i>		<i>Объектный падеж</i>		
		Подлежащее, именная часть сказуемого		Дополнение		
		кто? что?		Прямое кого? что?	Косвенное кому? чему?	
Единств енное	1-е	I	я	me	меня	мне
	2-е	you	ты	you	тебя	тебе
	3-е	he, she, it	он, она, оно	him her it	его, её	ему, ей
Множест венное	1-е	we	мы	us	нас	нам
	2-е	you	вы	you	вас	вам
	3-е	they	они	them	их	им

INDEFINITE (SIMPLE) TENSES

ГРУППА НЕОПРЕДЕЛЁННЫХ (ПРОСТЫХ) ВРЕМЁН

Времена группы Simple (Indefinite) используются для констатации фактов, выражения повторяющихся действий без указания на характер протекания действия, без уточнения условий и безотносительно к другому действию или моменту

(т.е. не связаны с определённым моментом, констатируют факт совершения действия).

PRESENT SIMPLE

Affirmative	I/We/You/They watch TV. He/She/It drinks milk.
Negative	I/We/You/They don't study . He/She/It doesn't drink milk.
Question and short answers	Do I/you/we/they sleep ? Yes, I/you/we/they do . No, I/you/we/they don't . Does he/she/it talk on the phone? Yes, he/she/it does . No, he/she/it doesn't .

PAST SIMPLE

Affirmative	I/He/She/It/We/You/They watched TV. I/He/She/It/We/You/They went for a walk.
Negative	I/He/She/It/We/You/They didn't go for a walk.
Question and short answers	Did I/he/she/it/ you/we/they sleep ? Yes, I/he/she/it/you/we/they did . No, I/he/she/it/ you/we/they didn't .

FUTURE SIMPLE

Affirmative	I/He/She/It/We/You/They will watch TV.
Negative	I/He/She/It/We/You/They won't study .
Question and short answers	Will I/he/she/it/we/ you/we/they sleep ? Yes, I/he/she/it/you/we/they will . No, I/he/she/it/you/we/they won't .

CONTINUOUS TENSES

ГРУППА ДЛИТЕЛЬНЫХ ВРЕМЁН

Времена группы Continuous (Progressive) используются для выражения действий, происходящих в определенный момент времени, что оно длится какой-то промежуток времени, т.е. действие рассматривается как процесс.

Образование:

to be (в соответствующем времени, лице и числе) + **Participle I**

Основные группы глаголов, которые обычно не употребляются в Continuous:

1. глаголы, означающие мыслительную деятельность: believe, think, assume, consider, understand, suppose, expect, agree, know, remember, forget.

2. глаголы чувства: like, love, detest, hate, hope, prefer, wish, want.

3. глаголы восприятия: see, hear, taste, smell.

PRESENT CONTINUOUS

Affirmative	I am reading a magazine. He/She/It is drinking milk. We/You/They are watching TV.
Negative	I ’m not reading a magazine. He/She/It isn't drinking milk. We/You/They aren't studying .
Question and short answers	Are you/we/they sleeping ? Yes, you/we/they are . No, you/we/they aren't .

	Is he/she/it talking on the phone? Yes, he/she/it is . No, he/she/it isn't .
--	---

PAST CONTINUOUS

Affirmative	I/He/She was reading a magazine. We/You/They were watching TV.
Negative	I/He/She wasn't drinking coffee. We/You/They weren't studying .
Question and short answers	Were you/we/they sleeping ? Yes, you/we/they were . No, you/we/they weren't . Was I/he/she talking on the phone? Yes, I/he/she was . No, I/he/she wasn't .

FUTURE CONTINUOUS

Affirmative	I/He/She/It/We/You/They will be watching TV.
Negative	I/He/She/It/We/You/They won't be studying .
Question and short answers	Will I/he/she/it/we/ you/we/they be sleeping ? Yes, I/he/she/it/you/we/they will . No, I/he/she/it/you/we/they won't .

PERFECT TENSES

ГРУППА СОВЕРШЁННЫХ ВРЕМЁН

Времена группы Perfect указывают на законченность действия и используются для выражения действий, которые предшествовали данному моменту.

Образование:

to have (в соответствующем времени) + **Participle II**

PRESENT PERFECT

Affirmative	I/You/We/They have fed the dog. He/She/It has drunk all the water.
Negative	I/You/We/They haven't done the washing-up. He/She/It hasn't gone out for a walk.
Question and short answers	Have I/you/we/they washed the shirts? Yes, I/you/we/they have . No, I/you/we/they haven't . Has he/she/it eaten everything? Yes, he/she/it has . No, he/she/it hasn't .

PAST PERFECT

Affirmative	I/He/She/It/You/We/They had drunk all the water.
Negative	I/He/She/It/You/We/They hadn't done the washing-up.
Question and short answers	Had I/he/she/it/you/we/they washed the shirts? Yes, I/he/she/it/you/we/they had . No, I/he/she/it/you/we/they hadn't .

FUTURE PERFECT

Affirmative	I/He/She/It/You/We/They will have drunk all the water.
Negative	I/He/She/It/You/We/They won't have gone out for a walk.
Question and short answers	Will I/he/she/it/you/we/they have eaten

	everything? Yes, I/he/she/it/you/we/they will . No, I/he/she/it/you/we/they won't .
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PERFECT CONTINUOUS TENSES
ГРУППА ДЛИТЕЛЬНЫХ ЗАВЕРШЁННЫХ ВРЕМЁН

Времена группы Perfect Continuous используются для выражения действий, начавшихся в какой-либо момент и продолжающихся до другого данного момента, часто включая его.

PRESENT PERFECT CONTINUOUS

Affirmative	I/We/You/They have been watching TV. He/She/It has been drinking milk.
Negative	I/We/You/They haven't been studying . He/She/It hasn't been sleeping .
Question and short answers	Have I/you/we/they been talking on the phone? Yes, I/you/we/they have . No, I/you/we/they haven't . Has he/she/it been sleeping ? Yes, he/she/it has . No, he/she/it hasn't .

PAST PERFECT CONTINUOUS

Affirmative	I/He/She/It/We/You/They had been watching TV.
Negative	I/He/She/It/We/You/They hadn't been drinking coffee.
Question and short answers	Had I/he/she/it/you/we/they been sleeping ? Yes, I/he/she/it/you/we/they had . No, I/he/she/it/you/we/they

	hadn't.
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FUTURE PERFECT CONTINUOUS

Affirmative	I/He/She/It/We/You/They will have been watching TV.
Negative	I/He/She/It/We/You/They won't have been studying.
Question and short answers	Will I/he/she/it/we/ you/we/they have been sleeping? Yes, I/he/she/it/you/we/they will. No, I/he/she/it/you/we/they won't.

THE PASSIVE

СТРАДАТЕЛЬНЫЙ (ПАССИВНЫЙ) ЗАЛОГ

	Active	Passive
Present simple	They lock the door every night.	The door is locked every night.
Present continuous	They are watching the shop.	The shop is being watched.
Past simple	The burglars broke the window.	The window was broken by the burglars.
Past continuous	They were making a film.	A film was being made.
Present perfect	The police have found a white van.	A white van has been found (by the police).
Past perfect	No one had ever seen the monster.	The monster had never been seen.
Future simple	Thousands of people will visit Stonehenge this summer.	Stonehenge will be visited by thousands of people this summer.
Future perfect	By the end of the week, the new restaurant will have served seven thousand customers!	Seven thousand customers will have been served at the new restaurant by the end of the week!
Modals	You mustn't use the TV after ten o'clock.	The TV mustn't be used after ten o'clock.
-ing forms	Celebrities like recognizing them in the	Celebrities like being recognized in the street.

	street.	
Infinitives	We have to give these library books back.	These library books have to be given back.

REPORTED STATEMENTS
КОСВЕННАЯ РЕЧЬ

Direct speech	Reported speech
Present simple She said, 'I <i>feel</i> tired.'	Past simple She said (that) she <i>felt</i> tired.
Present continuous She said, 'I'm <i>watching</i> TV.'	Past continuous She said (that) she <i>was watching</i> TV.
Past simple She said, 'I <i>played</i> tennis.'	Past perfect She said (that) she <i>had played</i> tennis.
Past continuous She said, 'We <i>were studying</i> hard.'	Past perfect continuous She said (that) they'd <i>been studying</i> hard.
Present perfect She said, 'I've <i>seen</i> that film before.'	Past perfect She said (that) she'd <i>seen</i> that film before.
will She said, 'I'll <i>go</i> for a walk.'	would She said (that) she <i>would go</i> for a walk.
Is going to She said, 'I'm <i>going to</i> phone Sam.'	was going to She said (that) she <i>was going to</i> phone Sam.
must She said, 'I <i>must go</i> home.'	had to She said (that) she <i>had to go</i> home.
can She said, 'I <i>can</i> run fast.'	could She said (that) she <i>could</i> run fast.
may She said, 'I <i>may</i> watch a film.'	might She said (that) she <i>might</i> watch a film.

Place/time words may change in reported speech:

yesterday - the day before /the previous day

tomorrow - the following day /the next day

now - then /at that time
 today - that day
 this - that
 these - those
 here - there
 next - the following
 ago - before/previously
 last - the previous

MODAL VERBS ***МОДАЛЬНЫЕ ГЛАГОЛЫ***

Модальные глаголы выражают не само действие, а отношение к нему (возможность или невозможность его совершить), поэтому после модальных глаголов стоит основной глагол, выражающий действие, в неопределенной форме без частицы *to*. Они не изменяются по лицам, не имеют неличных форм; инфинитива, герундия и причастия. Вопросительная и отрицательная формы модальных глаголов образуются без вспомогательного глагола.

Модальные глаголы	Значение
can	разрешение, возможность, умение, способность
can't	сомнение, удивление, недоверие, невероятность
be able to	способность
must	обязанность, приказание, приглашение, необходимость; предположение (почти уверенность)
have to / need to	обязанность, необходимость
may	разрешение; предположение с оттенком сомнения, допускаемая возможность

might	предположение с оттенком сомнения, допускаемая возможность
should /ought to	личный совет, мнение, рекомендация; упрёк, порицание

CONDITIONALS: ZERO, FIRST, SECOND, THIRD
СОСЛАГАТЕЛЬНОЕ НАКЛОНЕНИЕ

Form	Use	Example
Zero conditional If + present simple// present simple	general truths	If I get up very early, I'm always tired by lunchtime. Food goes bad if you don't keep it in the fridge.
First conditional If + present simple //will/can/may/might/ could//should/imperative	events that we expect to happen in the future	If she doesn't like the present, I'll buy her something else. If you are free tomorrow evening, we could go to the cinema. If you like the CD, buy it!
Second conditional If + past simple //would/ could/might	- imaginary, hypothetical or unlikely situations in the present or future - giving advice	If my dad knew how to fly a plane, he'd have his own helicopter! If I went to your party on Saturday, I might wear my new dress. If I were you, I'd buy those trainers.
Third conditional If + past perfect //would/ could/might have	unreal situations in the past	If I hadn't been ill yesterday, I wouldn't have missed the maths test! If he had played in the match, we could have won .

IRREGULAR VERBS
НЕПРАВИЛЬНЫЕ (НЕСТАНДАРТНЫЕ) ГЛАГОЛЫ

Infinitive	Past Indefinite	Participle II	Перевод
to be	was, were	been	быть
to become	became	become	становиться
to begin	began	begun	начинаться
to break	broke	broken	ломать
to bring	brought	brought	приносить
to build	built	built	строить
to buy	bought	bought	покупать
to come	came	come	приходить
to cost	cost	cost	стоить
to do	did	done	делать
to eat	ate	eaten	кушать
to fall	fell	fallen	падать
to find	found	found	находить
to fly	flew	flown	летать
to forget	forgot	forgotten	забывать
to get	got	got	получать, доставать
to give	gave	given	давать
to go	went	gone	идти
to have	had	had	иметь
to hear	heard	heard	слышать
to keep	kept	kept	держат, хранить
to know	knew	known	знать
to leave	left	left	оставлять, покидать
to make	made	made	делать
to meet	met	met	встречать
to put	put	put	класть
to read	read	read	читать
to ring	rang	rung	звонить, звенеть
to run	ran	run	бежать
to say	said	said	говорить, сказать
to see	saw	seen	видеть, смотреть
to send	sent	sent	посылать
to sing	sang	sung	петь
to sit	sat	sat	сидеть
to speak	spoke	spoken	говорить
to spend	spent	spent	тратить
to stand	stood	stood	стоять
to swim	swam	swum	плавать

to take	took	taken	брать
to teach	taught	taught	учить
to tell	told	told	рассказывать
to think	thought	thought	думать
to write	wrote	written	писать

WRITING HELP
CURRICULUM VITAE (CV)

<p>Ruby Olive Weston 5 Formby Street Liverpool. L22 5EG rubyweston@mailme.net 0151 565732 07986004121</p> <p>Date of Birth: 5.11.1996 Nationality: British</p>
<p><i>1. Education and qualifications</i> 2010-2011 Northampton College, Hospitality and Catering course This course included work on:</p> <ul style="list-style-type: none"> • preparation of meat, vegetables • food presentation • menu preparation <p>2005-2010 Liverpool High School for Girls Eight GCSEs including Mathematics, English and French.</p>
<p><i>2. Work experience</i> Summer 2007 Le Moulin, Chantonnay, France Trainee chef experience, including vegetable preparation. Summer 2008 The Fox Public House, London food Bar work, serving and drinks to customers.</p>
<p><i>3. Additional information</i> December 2009 Winner of Liverpool Young Chef of the Year</p> <ul style="list-style-type: none"> • Computers - word processing and spreadsheets • Fluent speaker of French
<p><i>4. Activities and interests</i></p> <ul style="list-style-type: none"> • Travel and sports <p>Referee Mrs M. James Hospitality and Catering Courses Northampton College</p>

Прим. GCSE = General Certificate of Secondary Education, a school exam in the UK

Referee = someone who can describe you when you are applying for a job

PERSONAL LETTER

Layout

street number + name

name of city + postcode

date

Dear ...,

1 Introduction

Thank the other person for their letter/postcard.

Ask how he/she is, etc. Include some chat, e.g. about family or friends.

Thanks for your letter. How are things? Have you repaired your motorbike? My dad still won't let me have one.

2 Main paragraph

Give your reason for writing. Give news about your life and interesting things you are doing in your free time.

Anyway, I'm writing to tell you about what I'm doing at the moment. I'm in the school play - we're doing 'Hamlet'...

3 Reason to finish

Give a reason (or excuse!) to stop writing.

Well, I must finish now because I've got a test tomorrow.

Sign off

All the best,

Jack

Useful Vocabulary

This is . . . /I think the last time we .../Do you remember ... ?/Do you still ... ?/At the moment I'm .../ Write back soon/Tell me all your news

Linking: Informal Words and Expressions

Send me a letter soon - right?/Anyway, how are you? My dad said it was great, so I am sure you had a great time./... and guess what - we're going out together!/ Well, I must finish now because I have to take the dog out./By the way, Dad's getting better./You know, I think I'm in love . . . /She likes surfing, too./Another thing, I'm going out with ...

FORMAL LETTER

Layout

Address

18 Mill St,
Ludlow, SH3 4RM

Date

6 February 2014

Salutation *Dear Sir or Madam (Sir/Madam),*

1 Introduction: reason for writing

I am interested in coming to your resort in Barbados. However, I have a few questions ...

2 Questions: time of year/activities/weather

First, when is the best time of year to come? I am thinking of coming in February. What is the weather like then? Secondly, do you have any facilities for windsurfing?

3 Questions: accommodation/restaurants, etc.

Another question I have is about a place to stay. Could you recommend ... ?

4 Questions: prices

Other questions I have are about prices. How much would a five-day stay at the resort cost? Do you give any discounts for ...

Ending

I look forward to hearing from you.

Yours faithfully,

..... [Name]

Useful Vocabulary

Questions: When is the best time to come? What is the weather like in June? What facilities are there for playing tennis, golf, etc.? What other activities are there? Could you recommend a good place to stay/to eat out at/to go out at night?

Are there any discounts for students? How much does it cost to go by bus to the hotel/to rent a motorbike/to have tennis lessons? How much is accommodation, food, etc.?

Linking

Addition: First, when does the resort open for skiing? Secondly, do you have ... ? Thirdly, what is the weather like ...? Another question I have is about ... Other questions I have are about ... Finally, how much ...?

Contrast: I am interested in coming in December but I would like to know more about the resort./I am interested in coming in December. However, I would like to know more about the resort.

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