

ИНФОРМАЦИОННОЕ ПИСЬМО

Уважаемые коллеги!

Читинский институт

Байкальского государственного университета

Кафедра иностранных языков

приглашает вас принять участие в ежегодной олимпиаде
для школьников города Читы

«АНГЛОСФЕРА»

26 ноября 2016 года

Олимпиада предполагает участие учащихся 10-11 классов общеобразовательных учреждений города Читы, изучающих английский язык. В этом году тема конкурса **«Advertising»**.

КОНКУРСНЫЕ ЗАДАНИЯ:

1. **Домашнее задание.** Рекламный ролик продолжительностью не более 5 минут. Ролик должен быть озвучен школьниками. Критерии оценки: информативность, фонетическое и грамматическое оформление речи, оригинальность. Ролики могут быть отправлены по электронной почте либо переданы в электронном виде на кафедру иностранных языков, должны быть представлены на просмотр жюри до 18 ноября 2016 года.

2. **Аудирование.** После прослушивания текста участникам необходимо выполнить задание. Ответы даются коллективно всей командой.

3. Ситуация – обсуждение нового продукта. Командам будут предложены предметы, которые необходимо прорекламирровать, сделать презентацию. Выбор предмета будет происходить путем вытягивания карточки с его названием. С собой можно принести вспомогательные материалы (например, ватман, фломастеры, скотч). Общая продолжительность выступления – 5-7 минут.

Данное информационное письмо можно найти на сайте ЧИ БГУ (<http://www.narhoz-chita.ru>). Также предлагается дополнительный материал для подготовки.

Оформление заявки

Информацию об участии (заявку) в Олимпиаде по страноведению необходимо предоставить в оргкомитет до 10 ноября 2016 года. Все фамилии, имена, отчества пишутся полностью.

Заявки отправлять по адресам: fide@mail.ru,

richi73@mail.ru

Телефоны для справок: 35-66-83

Кафедра иностранных языков ЧИ БГУЭП 35-56-00

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ЗАЯВКА

№ школы _____

Название команды _____

Фамилия, Имя, Отчество руководителя _____

Контактный телефон _____

E-mail _____

Список учащихся: (Фамилия, Имя)

1. _____

2. _____

3. _____

4. _____

5. _____

Команда от школы должна состоять из 5 человек. Победители Олимпиады награждаются дипломами и подарками. Все участники Олимпиады получают сертификат участника. Олимпиада проводится очно.

Встреча участников Олимпиады – 26 ноября 2016 года в 10.30 в фойе главного корпуса по ул. Анохина, 56.

О любых изменениях будет сообщено дополнительно.

Убедительная просьба сообщить о согласии принять участие в олимпиаде до 1 ноября.

С уважением,

Оргкомитет.

Приложение.

1. Перед выполнением первого задания, необходимо дополнительно ознакомиться с материалом по теме «Реклама», а также с предлагаемыми текстами.
2. Для подготовки к третьему заданию следует изучить основные понятия, характеристики по теме «Маркетинг». Командам будет предложена следующая ситуация – в компании планируют начать производство нового продукта, на собрании по обсуждению этого нового продукта авторы представляют свой проект, а руководство компании, представители маркетингового отдела, отдела продаж, рекламы, связи с общественностью и других отделов задают вопросы для уточнения каких-либо моментов, например, по рекламе, стоимости, доставке, о данных по опросу потенциальных клиентов и т.д. Также мы предлагаем материал на английском языке по теме «Marketing».

BRANDING AND ADVERTISING

Do you know?

The word "brand" is derived from the Old Norse brand meaning "to burn." It refers to the practice of producers burning their mark (or brand) onto their products

TEXT 1: BRANDING

A brand is a name given by a business to one or more of its products. Branding gives products an identity that distinguishes them from similar products produced by rival firms. It helps to generate brand loyalty, encouraging customers to regularly purchase particular products. The demand for a product with strong brand loyalty tends to become less price sensitive, meaning that price can be increased without losing much demand. Selecting a brand name is therefore a very important part of a firm's marketing strategy.

Organizations can use a number of different approaches to branding:

-**Individual** or **multiple branding**, where business uses a range of brand names for a variety of products. For example, Procter & Gamble relies on this branding policy for its range of fragrances, including Hugo Boss, Old Spice and Giorgio Beverly Hills. Such branding allows the firm to develop brands for particular market segments.

-**Corporate** or **overall family branding**, where all the firm's products are branded with the same name. Virgin, Kraft, Heinz, Microsoft and Ford employ this

approach. This type of branding means that the promotion of one item will promote other products within the family. It can increase consumer confidence in the entire range, so increasing sales and profits.

-**A mixture of corporate and individual branding**, where products are given individual brand names but the corporate brand name is also prominent, e.g. Nestle and Walls.

A brand name should be snappy, easy to remember, unique and convey appropriate images or values. In addition, popular brands are often supported by advertising catch phrases, such as "A Mars a day helps you work, rest and play".

Vocabulary:

identity	идентичность, подлинность
rival firms	фирмы-конкуренты
brand loyalty	приверженность бренду
price sensitive	быстро отражающийся на цене
individual branding	индивидуальный брендинг
corporate branding	корпоративный брендинг
mixture	смесь
snappy	энергичный, модный

Comprehension questions:

1. What is branding?
2. What are the main approaches to branding?
3. Is branding really important nowadays?

Task 1: Complete this extract with the words below

money name differentiate synergy quality competitors'

'What is branding and why do we need brands?'

'A brand can be a(1), a term or a symbol. It is used to
(2) a product from (3) products. The brands guarantee a certain
..... (4) level. Brands should add value to products. It's a (5)
effect whereby one plus one equals three. But customers must believe they get extra
value for (6).'

Task 2:

A. Read the following information; match the English words below the text with their Russian equivalents:

A **brand** is a type of **product** and made by a particular company. We use brand to talk about products that we use every day, such as food and drink or cleaning

products: *They sell many different kinds of coffee, including some of the less well-known brands.*

A **make** is the name of a particular product or a company, that makes it, used especially about things such as electrical equipment and cars, but not about food and drink: *“What make of car do you own? – A Mercedes”.*

A **model** is one particular type of car or machine from the various types that a company produces: *We produce a range of different computers, but this is our most popular model.*

A **label** is a name representing the company that is selling a product: *These products are manufactured overseas to a standard approved by the store and sold under their own label.*

A **trademark** is any visible sign or device used by a business enterprise to identify its goods and distinguish them from those made or carried by others. Trademarks may be words or groups of words, letters, numerals, devices, names, the shape or other presentation of products or their packages, colour combinations with signs, combinations of colours, and combinations of any of the enumerated signs: *What is Nike’s trademark?*

A **logo** is a design or way of writing its name that a company or organization uses as its official sign on its products, advertising, etc: *That’s the new logo of our company.*

- | | |
|--------------|----------------------------|
| 1. make | a) ярлык |
| 2. logo | b) модель, марка |
| 3. trademark | c) логотип |
| 4. label | d) бренд, «торговая марка» |

B. Fill in the gaps with the words from the box

trademark	logo	make
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1. British Petroleum decided to update its image. A creative team came up with a new design of the company’s It cost the company one million pound.
2. Cars of Japanese are popular all over the world.
3. is the word or symbol that a manufacturer always uses on a product or range of products to distinguish them from the others. It is usually registered and protected by law.

TEXT 2 ENGLISH TEA BRANDS

Lipton Tea is one of the major tea brands with deep roots in English tea traditions. It was founded in 1870 by Sir Thomas Johnson Lipton and since then became an iconic English brand.

At the age of 15 Thomas Lipton moves to United States looking for his fortune and working on different not extremely exciting jobs, including tobacco farm and rice plantation. His entrepreneurial endeavors didn't gain a lot of success on the American continent and he decided to return to his motherland where his father owned a small shop in Glasgow. While he was living in the states he witnessed how innovative and creative business tactics can make a real change and bring profits. He wasn't extremely satisfied with the way his father was running his business and decided to found his own company. He invested all his money into one grocery shop and in less than 10 years he was successfully operating a small empire of 200 stores in England. He became a millionaire and was looking for new adventures.

In 1890 Lipton was traveling to Australia and made a short stop in Ceylon. He immediately identified a new promising business opportunity and bought 5 tea plantations that would supply tea to his grocery empire in England. This deal led a foundation for the famous Lipton Tea Empire. Even though tea has become a traditional English pastime long before Sir Lipton has introduced his products, he was the first British businessmen to make fortune from manufacturing and marketing tea. He was also first to sell tea in separate small tea bags, a smart marketing move that was later adopted by many tea manufacturers world wide. Since then, Lipton name became almost synonymous to tea and a one of the most recognized brands in the world.

Ahmad tea is a relatively new brand, but it succeeded to quickly gain popularity especially in Europe. As it's implied by the brand name, Ahmad tea has Iranian origins. Hussein Afshar, the founder of the brand, began importing tea to Iran from several manufacturers near the Caspian Sea.

After the disastrous effects of the Iranian revolution the family immigrated to London in 1979 where they continued their family business. Their initial attempts were quite unsuccessful. In order to change brand identity, the family decided to position the brand as an original English product. This move proved to be successful and the company started to secure new contacts. Currently, the brand is well positioned in the European market and offers a variety of black tea blends.

Vocabulary:

iconic brand	знаковый бренд
to look for fortune	искать счастье
entrepreneurial endeavors	предпринимательские новшества
to gain success	добиться успеха
to witness	быть свидетелем
to run business	вести бизнес
recognized brand	признанный бренд
to secure new contacts	развивать связи
to position	позиционировать

Comprehension questions:

1. Are Lipton and Ahmad tea brands familiar to you?
2. What is the secret of their success?
3. Do you know any other recognized brands?

Task 3: Look at the eight word partnerships with the word brand. Match them to the definitions below and translate them into Russian

luxury brand
classic brand
brand awareness
brand image
brand stretching
brand loyalty
brand leader
brand manager

- 1 A brand associated with expensive, high quality products
- 2 The person responsible for planning and managing a branded product
- 3 The brand with the largest market share
- 4 A famous brand with a long history
- 5 The ideas and beliefs which consumers have about a brand
- 6 The tendency of a customer to continue buying a particular product
- 7 Using a successful brand name to launch a product in a new category
- 8 The knowledge which consumers have of a brand

Task 4: Complete the text with the best

REBRANDING

Rebranding is the (1) of a new name, term, symbol, design or a combination of them for an established brand. Rebranding is not just a change of visual identity, it should be part of an overall brand (2) for a product or service.

This may involve radical changes to the brand's (3), brand name, image, marketing strategy, and advertising themes. These (4) are typically aimed at the repositioning of the brand/company, sometimes in an attempt to distance itself from certain negative connotations of the previous branding, or to move the brand upmarket. However the main reason for a re-brand is to communicate a new (5) for a company.

..... (6) can be applied to new products, mature products, or even products still in development.

- | | | |
|----------------|-------------|----------------|
| a) corporation | b) creation | c) competition |
| a) strategy | b) shopping | c) store |

- | | | |
|-----------------|--------------|---------------|
| a) delivery | b) logo | c) help |
| a) markets | b) blends | c) changes |
| a) message | b) sponsor | c) campaign |
| a) broadcasting | b) retailing | c) rebranding |

Vocabulary:

upmarket	рынок потребителей с уровнем доходов выше среднего
mature product	известный продукт (товар)

Do you know?

The origin of the word “advertisement” is the Latin *ad vertere* which means "to turn the mind towards something".

TEXT 3: ADVERTISING

Mass marketing of goods would not be possible without advertising. Advertising tells people about new products and tries to persuade some of them to buy these products. It speeds up the movement of goods from factories to the public.

Simply defined, advertising is any form of nonpersonal presentation and promotion of ideas, goods, and services usually paid for by an identified sponsor. As we see from the definition advertising has three peculiar features:

1. Advertising is nonpersonal; because it is directed toward a large group of anonymous people. Even direct-mail advertising, which may be addressed to a specific person, is prepared by a computer and is signed by a machine.

2. Advertising typically is paid for. This fact differentiates advertising from publicity, which is not usually purchased. Sponsors such as Coke and Delta pay for the time and the space they use to get their message across. (Some organizations such as the Red Cross advertise but do not pay for time or space. Broadcast stations, newspapers, and magazines run these ads free as a public service.)

3. For obvious reasons, the sponsor of the ad is identified. In fact, in most instances identifying the sponsor is the prime purpose behind the ad - otherwise, why advertise? Perhaps the only situation in which the identity of the advertiser may not be self-evident is political advertising. Because of this, broadcasters and publishers will not accept a political ad unless there is a statement identifying those responsible for it.

In the competition between producers of similar products, advertising often makes the difference between the success of one product and the failure of another. Some people say this is bad. They say it would be better and less wasteful not to have so many products. Others say that competition among mass producers, marketers, and advertisers helps to keep quality high and prices low.

Shoppers are sometimes confused by advertising, especially when several producers claim that their product is best or most effective. Yet advertising is a useful way for a producer to inform shoppers about a new product.

Vocabulary:

advertisement = ad	реклама
nonpersonal	неличная
to turn the mind towards something	обратить внимание на что-либо
identified	зд. чётко указанный
sponsor	источник финансирования
direct-mail advertising	реклама по почте
specific person	отдельное лицо
to pay for	оплачивать
publicity	пропаганда (паблисити)
to get their message across	для того чтобы сообщить информацию о их фирме, а также предоставляемых этой фирмой товарах и услугах
free	бесплатно
prime purpose	основная цель
self-evident	очевидный сам по себе
political advertising	политическая реклама
competition	конкуренция

Comprehension Questions:

1. What is the role of advertising in the system of mass marketing?
2. What are the main features of advertising?
3. What is the aim of advertising?
4. What is the difference between advertising and publicity?
5. What is your personal attitude towards advertising?

Task 5:

A. Study the meanings of the following words and word-combinations

<i>Advertising</i>	реклама товара, услуги или компании в средствах массовой информации, исходящая от коммерческого источника, например производителя или розничного торговца Существительное <i>advertising</i> неисчисляемое. <i>People don't like much advertising on TV</i>
<i>Advertisement</i>	объявление, реклама, анонс Существительное <i>advertisement</i> исчисляемое. <i>To put / to place an advertisement in the newspaper / the magazine/ on the Internet.</i>

	<i>An advertisement in 'Moscow Times' brought lots of new customers.</i>
<i>Publicity</i>	гласность, известность, слава, рекламные материалы; сообщение маркетингового характера в средствах массовой информации о компании или ее продукции, в отличие от рекламы, не оплачивается. <i>to seek publicity</i> - добиваться гласное <i>to avoid publicity</i> – избегать гласности <i>The new store was given a wide publicity.</i>
<i>Marketing</i>	все виды деятельности, направленные на стимулирование спроса на продукты и услуги, т.е. реклама, продвижение продаж, создание торговой марки, исследование рынка и т.д.
<i>Public Relations (PR)</i>	связи с общественностью, сознательная попытка создать положительный имидж компании, показать, что компания преследует социальные интересы.

B. Match the definitions on the left with the words on the right

1. Making a product or service known to the public (through the press, television, cinema, etc.) in order to sell it.	a) Public Relations
2. Attracting the public's attention but not necessary to sell anything specific.	b) advertising
3. All the activities intended to stimulate demand for products and services, e. g. advertising, sales promotion, branding, consumer tests, market surveys and so on.	c) marketing
4. Part of marketing and promotion, but without direct involvement in selling. Its function is to build up a good image and reputation, to show that the firm is socially aware and has the public interest at heart.	d) publicity

TEXT 4: TYPES OF ADVERTISING

Advertising can be divided into several categories. As we know advertising is directed at a target audience, a specific segment of the population for whom the

product or service has a definite appeal. There are many target audiences that could be defined. The most general are consumers and businesses. Consequently, consumer advertising, as the name suggests, is targeted at the people who buy goods and services for personal use. Business-to-business advertising is aimed at people who buy products for business use. Industrial, professional, trade, and agricultural advertising are all part of this category. There are some other classifications of advertising. The most familiar type of advertising is product advertising, which tries to sell specific goods or services. Product advertising generally describes the product's features and may mention its price.

Institutional advertising, on the other hand, is designed to create goodwill and build a desired image for a company rather than to sell specific products. Also known as corporate advertising, institutional advertising is often used by corporations to promote an entire line of products. At the same time, institutional ads serve to remind investors that the company is doing well. Institutional ads that address hotly debated public issues are called advocacy advertising.

The term comparative advertising is applied to those ads that specifically highlight how a product is better than its competitors. In some countries, comparative ads are tightly regulated and in some cases banned. Comparative advertising is frequently used by competitors vying with the market leader, but it is useful whenever you believe you have some specific product strengths that are important to customers. Sometimes comparative ads can cross legal and ethical boundaries.

Finally, advertising can be classified according to the sponsor. National advertising is sponsored by companies that sell products on a nationwide basis and makes it possible for producers to sell their products all over the country. They do this by getting people to recognize their products by their brand name. A brand-name product is usually widely advertised and distributed over a large area. When customers shop, they may choose a product with a brand name they have heard about most favorably or most often. By using national advertising, small producers may be able to grow into large national producers. Then they can mass produce for a larger market at lower costs. The term national refers to the level of the advertiser, not the geographic coverage of the ad. If a national manufacturer places an ad in only one city, the ad is still classified as a national ad. Local advertising, on the other hand, is sponsored by a local merchant. Its objective is to provide details about where a product can be found, at what price, and in what quantity. The grocery store ads in the local newspaper are a good example. Cooperative advertising is a cross between local and national advertising in which producers of nationally sold products share the costs of local advertising with local merchants and wholesalers.

Vocabulary:

target audience

целевая, потенциальная аудитория

to have a definite appeal

быть предназначенным

consumer advertising	реклама потребительских товаров
business-to-business advertising	реклама в сфере деловых кругов
industrial advertising	промышленная реклама
professional advertising	реклама товаров и услуг
trade advertising	торговая реклама
agricultural advertising	реклама сельскохозяйственной продукции
product advertising	реклама товара
institutional advertising	реклама фирмы (предприятия)
syn. corporate advertising	
to create goodwill	создавать (завоёвывать) хорошую репутацию
entire line of products	целую линию товаров
hotly debated public issues	горячо обсуждаемые (спорные) вопросы
advocacy advertising	пропагандистская реклама
comparative advertising	сопоставительная (сравнительная) реклама
to highlight	выдвигать на первый план
to ban	запрещать
to vie	соперничать
product strengths	преимущества товара
to cross legal and ethical boundaries	нарушать юридические и моральные нормы
national advertising	национальная реклама
nationwide basis	общенациональная основа
local advertising	местная реклама
cooperative advertising	коллективная реклама
to speed up	ускорять
brand-name product	товар, являющийся основным представителем торговой марки

Comprehension Questions:

1. What are the main types of advertising? Can you give a short characteristic of each type?
2. Can you give your examples of different types of advertising and characterize them?

Task 7: Read the following information about the forms of advertisements; match the English words below the text with their Russian equivalents:

Advertisements (informally **ads** or **advert** BrE) which **promote** or market a product or service appear in many forms. A **billboard** (also **hoarding** BrE) is a large sign placed next to a road with a picture advertising a product on it. **Flyers**, which are small sheets of paper advertising something, are given out to people in the street. **Junk mail** is unwanted advertising material that you receive in the post and **spam** is unwanted emails advertising something. A **mailshot** is advertising material that a company sends by post to a large number of people at the same time. **Commercials** are advertisements on TV or radio. **Banner ads/web banners** are advertisements on a

webpage with a link to the website of an **advertiser**, and a **popup** is an advertisement that suddenly appears in a separate window when you are looking at a website. When the maker of a product arranges for the product to appear in a film or television programme, this form of advertising is known as **product placement**.

- | | |
|-------------------------|-------------------------------|
| 1. billboard (hoarding) | a) продвигать (товар/ услугу) |
| 2. flier | b) Интернет баннеры |
| 3. junk mail | c) рекламная рассылка |
| 4. mailshot | d) размещение скрытой рекламы |
| 5. banner ads | e) рекламный щит |
| 6. web banners | f) спам |
| 7. popup | g) баннеры |
| 8. product placement | j) флаер, листовка |
| 9. commercials | k) коммерческая реклама |
| 10. to promote | l) всплывающее окно |

Task 6: As you probably know advertising fulfills four basic functions in society: 1) marketing function, 2) educational function, 3) economic function and 4) social function.

Match the following definitions of the above mentioned functions with the functions themselves.

- a) People learn about new products and services or improvements in existing ones through advertising.
- b) Displaying the material and cultural opportunities available in a free-enterprise society, advertising helps increase productivity and raises the standard of living.
- c) Advertising helps companies that provide products or services sell their products. Personal selling, sales promotions, and advertising blend together to help market the product.
- d) The ability to advertise allows new competitors to enter the business arena. Competition, in turn, encourages product improvements and can lead to lower prices. Moreover, advertising reaches a mass audience, thus greatly reducing the cost of personal selling and distribution.

TEXT 5: 8 DIFFERENT WAYS TO ADVERTISE PRODUCTS AND SERVICES

Advertising persuades members of a particular market to take some form of action, such as buying a product or service. There are many ways to spread an advertising message.

Television Advertising

TV commercials are a popular way to mass-market messages to large audiences. Although this medium has the ability to reach a high number of potential buyers, it is also one of the most costly forms of advertising.

Infomercials are another form of television advertising. The infomercial is different than a commercial because it is longer, includes more product information, and has more of a personal tone. Although they are also costly to produce, infomercials are highly effective in creating impulse buys because of their demonstrative and persuasive nature.

Radio Advertising

Radio commercials are an effective way for businesses to target a group of people based on location or similar tastes. For example, a local night club seeking college student clientele would probably consider advertising on a local pop station.

Print Advertising

Magazine and newspaper ads are another way to spread the word about a product or service. Print also offers the ability to target a specific audience based on geography or common interests. Print advertising usually includes larger display ads, as well as classified advertising.

Online Advertising

Advertising online is an increasingly popular method for promoting a business. There are many forms of online advertising. Banner ads are image ads displayed on web pages. Social network marketing has been the fastest-growing form of Internet advertising. This includes using sites like Facebook, Twitter etc to promote a product or service.

Billboard Advertising

Billboard ads are large advertisements displayed on structures in public places. Most commonly, billboards are located along highways to target passing motorists. Another type of billboard advertising is a mobile banner or billboard. This can range from the signs seen at major sporting event arenas to billboard advertisements pasted on the sides of semi trailers.

In-Store Advertising

In-store advertising takes place within a retail store. For example, a company that produces a new cleaning product might include an end cap display when they ship the product to stores. This gives the store an attractive display that draws attention to the new product.

Word of Mouth Advertising

While some may argue that word of mouth is not advertising because it's free, this form of promotion is one of the most credible and priceless assets of any business. Even if business owners can't buy word of mouth advertising, they can encourage their customers to tell their friends and family about the great product or service they purchased.

Endorsements

Endorsement is similar to word of mouth promotion but typically does cost money. Having a product or service endorsed by a celebrity can increase sales and product awareness.

Which Type of Advertising is Best?

The best type of advertising depends on the business or organization and its particular needs. The best advertising campaigns typically involve several forms of media to effectively gain maximum exposure.

Vocabulary:

infomercial	короткий рекламный телевизионный фильм
clientele	постоянные покупатели
to spread the word	распространять информацию
display ads	графическая реклама
classified ads	реклама по рубрикам
semitrailer	полуприцеп
word of mouth advertising	реклама из уст в уста
endorsement	спонсорская поддержка
celebrity	знаменитость

Comprehension Questions:

1. What are the main ways to spread an advertising message?
2. How can you characterize each advertising media?
3. What type of advertising media is the most popular nowadays?
4. What does the best way of advertising depend on?

Task 8: Complete the table with the following words:

directories	persuade	promote	cinema
run	mailshots	place	free samples
commercials	public transport	launch	leaflets
exhibition	billboards/ hoardings	word-of-mouth	radio
point-of-sale	posters	research	sponsor
target	endorsement	slogans	television
press	jingles	sponsorship	publicise

ADVERTISING		
Media	Methods	Verbs

TEXT 6: OUTDOOR ADVERTISING – A BREATH OF FRESH AIR

The world of outdoor advertising - billboards, transport and 'street furniture' (things like bus shelters and public toilets) - is worth about \$18 billion a year, just 6% of all the world's spending on advertising. But it is one of the fastest-growing segments, having doubled its market share in recent years.

Outdoor advertising's appeal is growing as TV and print are losing theirs. The soaring costs of TV are prompting clients to consider alternatives. Dennis Sullivan, boss of Portland Group, a media buyer, calls outdoor advertising the last true mass-market medium. It is also cheap. In Britain, a 30-second prime-time TV slot costs over £60,000 (\$100,000); placing an ad on a bus shelter for two weeks works out at about £90.

Adding to its attractions has been a revolution in the quality of outdoor displays. Famous architects such as Britain's Sir Norman Foster are designing arty bus shelters and kiosks with backlit displays. Backlighting, introduced in Europe by Decaux and More, and plastic poster skins have vastly improved colour and contrast.

Movement is possible too. Smirnoff used new multi-image printing to make a spider, seen through a vodka bottle, appear to crawl up a man's back. And Disney advertised its '101 Dalmatians' video on bus shelters with the sound of puppies barking.

This sort of innovation has attracted a new class of advertiser. Recent data from Concord, a poster buyer, shows that in Britain, alcohol and tobacco have been replaced by entertainment, clothing and financial services as the big outdoor advertisers, like car makers, are using it in new ways. BMW ran a 'teasers' campaign in Britain exclusively on bus shelters.

Particularly attractive to the new advertisers is street furniture, the fastest growing segment of the outdoor market. It accounts for some 20% in Europe and about 5% in America.

Vocabulary:

bus shelter	автобусная остановка
backlighting	подсветка
market share	доля рынка

Comprehension Questions:

1. What is outdoor advertising?
2. What products do you think are suitable for outdoor advertising?
3. Why has outdoor advertising become more popular?
4. Which industries are becoming more involved in outdoor advertising?

Task 9:

A. Match the following words to their definitions

- | | |
|----------------|-----------------------------------|
| 1. segments | a) a place in television schedule |
| 2. soaring | b) rising quickly |
| 3. mass market | c) mall open-fronted shop |

4. TV slot d) concerned with non-luxury goods that sell in large quantities
5. kiosks e) parts of a larger market or category of customers

B. Complete the text with four of the words above

The cost of prime-time(1) is(2) . However, advertising on(3) is cheap. Outdoor advertising is one of the fastest growing(4) in the market.

Task 10: Choose the best word to fit the gap

1. A common, shortened form of the word advertisement is
- a) ad
 - b) advert
 - c) admonish
 - d) ad and advert
2. A is a short phrase that is used in advertising promotions and/or commercials. "Just do it!" is a famous example of this.
- a) announcer
 - b) slogan
 - c) celebrity
 - d) spam
3. A is a identifying symbol or statement that is used by companies in order to promote their companies and/or products.
- a) logo
 - b) marketeer
 - c) media
 - d) delivery
4. A is a short song or verse that is used in advertising campaigns and commercials.
- a) logo
 - b) jingle
 - c) epic
 - d) passport
5. A is a word or short phrase that is used to describe a product or a company's aims, principles and/or character.
- a) motto
 - b) catch
 - c) board
 - d) forum

6. Many companies try to use tunes or phrases. These are memorable phrases or songs that many people like instantaneously.

- a) catchy
- b) timely
- c) direct
- d) spotty

7. Companies want to create billboards because they want potential customers to notice the products or services that are displayed and promoted.

- a) eye-catching
- b) indirect
- c) minute
- d) bland

8. Some companies use celebrity to promote their products or services. This is when a company hires a celebrity to promote its products and/or services in commercials, announcements etc.

- a) spam
- b) androids
- c) marks
- d) endorsements

9. Sending to email accounts is a common way of advertising since the inception of the Internet. These are unsolicited emails that are sent to a large number of addresses at once.

- a) bazaars
- b) sponsors
- c) spam
- d) festivals

10. A phrase is a popular phrase or wording used in pop culture. It is widely known because it's used on a repetitive basis.

- a) open
- b) fair
- c) market
- d) catch

11. The company will be a new range of health foods over the next few months.

- a) promoting
- b) encouraging
- c) competing
- d) supporting

12. Their products are only available through selected

- a) outlooks
- b) outlets
- c) outlines
- d) outfits

14. The advertising company have come up with a catchy new for the car.

- a) slogan
- b) saying
- c) image
- d) feature

15. This particular of ice cream is supposed to contain very little fat.

- a) name
- b) brand
- c) label
- d) product

Task 11: Fill in the gaps with the words from the box

regulate	produced	consume	share
publicity	sponsor	compete	packaged
	advertisement	advertise	

1. Governments in the UK and the United States cigarette advertising.
3. The of our product appears on all major search engines today.
4. We need to get as much as possible for our company, so that people will know about us.
5. Many large sport companies like Nike and Puma sports events.
6. Ourof the market is only two per cent.
7. Small companies find it difficult to against large multinationals.
8. The biscuits are by machines.
9. Women more chocolate on average than men.
10. Retailers often a new product by putting it in the most eye-catching places.

SUPPLEMENTARY READING

TEXT 1: WHAT GREAT BRANDS DO

Scott Bedbury knows brands. The man who gave the world 'Just Do It' and Frappuccino shares his eight-point program to turn anything - from sneakers to coffee to You - into a great brand.

Whether the product is sneakers, coffee - or a brand called You - building a great brand depends on knowing the right principles. Fast Company asked Bedbury to identify his eight brand-building principles.

1. A great brand is in it for the long haul.

For decades we had great brands based on solid value propositions - they'd established their worth in the consumer's mind. Then in the 1980s and 1990s, a lot of companies sold out their brands. They stopped building them and started harvesting them. They focused on short-term economic returns, dressed up the bottom line, and diminished their investment in longer-term brand-building programs. As a result, there were a lot of products with very little differentiation. All the consumers saw was who had the lowest price - which is not a profitable place for any brand to be.

If you take a long-term approach, a great brand can travel worldwide, transcend cultural barriers, speak to multiple consumer segments simultaneously, create economies of scale, and let you operate at the higher end of the positioning spectrum - where you can earn solid margins over the long term.

2. A great brand can be anything.

Some categories may lend themselves to branding better than others, but anything is brandable. Nike, for example, is leveraging the deep emotional connection that people have with sports and fitness. With Starbucks, we see how coffee has woven itself into the fabric of people's lives, and that's our opportunity for emotional leverage. Almost any product offers an opportunity to create a frame of mind that's unique.

3. A great brand knows itself.

Anyone who wants to build a great brand first has to understand who they are. You don't do this by getting a bunch of executive schmucks in a room so they can reach some consensus on what they think the brand means. Because whatever they come up with is probably going to be inconsistent with the way most consumers perceive the brand. The real starting point is to go out to consumers and find out what they like or dislike about the brand and what they associate as the very core of the brand concept.

4. A great brand invents or reinvents an entire category.

The common ground that you find among brands like Disney, Apple, Nike, and Starbucks is that these companies made it an explicit goal to be the protagonists for each of their entire categories. Disney is the protagonist for fun family entertainment and family values. Not Touchstone Pictures, but Disney. Apple

wasn't just a protagonist for the computer revolution. Apple was a protagonist for the individual: anyone could be more productive, informed, and contemporary.

5. A great brand taps into emotions.

It's everyone's goal to have their product be best-in-class. But product innovation has become the ante you put up just to play the game: it's table stakes.

The common ground among companies that have built great brands is not just performance. They recognize that consumers live in an emotional world. Emotions drive most, if not all, of our decisions. A brand reaches out with that kind of powerful connecting experience. It's an emotional connection point that transcends the product. And transcending the product is the brand.

6. A great brand is a story that's never completely told.

A brand is a metaphorical story that's evolving all the time. This connects with something very deep -- a fundamental human appreciation of mythology. People have always needed to make sense of things at a higher level. We all want to think that we're a piece of something bigger than ourselves. Companies that manifest that sensibility in their employees and consumers invoke something very powerful. Look at Hewlett-Packard and the HP Way. That's a form of company mythology. It gives employees a way to understand that they're part of a larger mission. Every employee who comes to HP feels that he or she is part of something that's alive. It's a company with a rich history, a dynamic present, and a bright future.

7. A great brand has design consistency.

Look at what some of the fashion brands have built -- Ralph Lauren and Calvin Klein, for example. They have a consistent look and feel and a high level of design integrity. And it's not only what they do in the design arena; it's what they don't do. They refuse to follow any fashion trend that doesn't fit their vision. And they're able to pull it off from one season to the next.

8. A great brand is relevant.

A lot of brands are trying to position themselves as "cool." More often than not, brands that try to be cool fail. They're trying to find a way to throw off the right cues -- they know the current vernacular, they know the current music. But very quickly they find themselves in trouble. It's dangerous if your only goal is to be cool. There's not enough there to sustain a brand.

The larger idea is for a brand to be relevant. It meets what people want, it performs the way people want it to. In the last couple of decades there's been a lot of hype about brands. A lot of propositions and promises were made and broken about how brands were positioned, how they performed, what the company's real values were. Consumers are looking for something that has lasting value. There's a quest for quality, not quantity.

(Internet source: <http://www.fastcompany.com/magazine/10/bedbury.html>)

TEXT 2: CAPSULE HISTORY OF ADVERTISING

Advertising has been around ever since people have been around. Its earliest beginnings, of course, are impossible to pinpoint, but there are several examples

dating back thousands of years. Clay tablets traced to ancient Babylon have been found with messages that touted an ointment dealer and a shoemaker. Ancestors of modern-day billboards were found in the ruins of Pompeii. Later, the town crier was an important advertising medium throughout Europe and England during the medieval period. In short, advertising was a well-established part of the social environment of early civilization.

In more recent times, the history of advertising is inextricably entwined with changing social conditions and advances in media technology. To illustrate, Gutenberg's invention of printing using movable type made possible several new advertising media: posters, handbills, and newspaper ads. In fact, the first printed advertisement in English was produced in about 1480 and was a handbill that announced a prayer book for sale. Its author, evidently wise in the ways of outdoor advertising, tacked his ad to church doors all over England. By the late 1600s, ads were common sights in London newspapers.

Advertising made its way to the colonies along with the early settlers from England. The *Boston Newsletter* became the first American newspaper to publish advertising. Ben Franklin, a pioneer of early advertising, made his ads more attractive by using large headlines and considerable white space. From Franklin's time up to the early nineteenth century, newspaper ads greatly resembled what today are called classified ads.

The Industrial Revolution caused major changes in American society and in American advertising. Manufacturers, with the aid of newly invented machines, were able to mass produce their products. Mass production, however, also required mass consumption and a mass market. Advertising was a tremendous aid in reaching this new mass audience.

The impact of increasing industrialization was most apparent in the period following the end of the Civil War (1865) to the beginning of the twentieth century. In little more than three decades, the following occurred:

1. The railroad linked all parts of the country, making it possible for Eastern manufacturers to distribute their goods to the growing Western markets.
2. Thanks in large measure to an influx of immigrants, the population of the United States grew quickly, doubling between 1870 and 1900. More people meant larger markets for manufacturers.
3. The invention of new communication media - the telephone, typewriter, high speed printing press, phonograph, motion pictures, photography, rural mail delivery - made it easier for people to communicate with one another.
4. Economic production increased dramatically, and people had more disposable income to spend on new products.

This improved economic and communication climate helped advertising thrive. Magazines were distributed from coast to coast and made possible truly national advertising. The development of the halftone method for reproducing photographs meant that magazine advertisers could portray their products more vividly. By 1900, it was not unusual for the leading magazines of the period

(*Harper's, Cosmopolitan, McClure's*) to run 75-100 pages of ads in typical issue.

Not surprisingly, the increased importance of advertising in the marketing process led to the birth of the advertising agency, an organization that specializes in providing advertising services to its clients.

TEXT 3: SPECIALTY ADVERTISING

"Giveaways" - the pencils, pens, buttons, calendars and refrigerator magnets you see everyday - are called "Specialty Advertising" in the advertising business.

Chances are, you have some specialty advertising items right at your desk. Businesses imprint their name on items and give them away (or sometimes sell them at very low cost) in order that:

You notice their name enough times on the item to build "top-of-the-mind" awareness. So when you need a restaurant, for instance, you think of their name first.

You appreciate the goodwill of the company giving you the item and eventually return the favor by giving them some business.

These are both long-term advertising investments that can take months or years to turn into actual sales.

First, select the best item that would tell your story most effectively. While an accountant can give away an inexpensive calculator, the same item may not be ideal for a hairdresser. A comb or brush might be more appropriate in that case.

Second, decide what you are going to say on the item. A company slogan? Address directions? Since you have a relatively small area, you must be very concise and direct.

Third, figure out your method of distribution. Are you going to send them to each customer through the mail? If so, how much will that cost? Will you have them in a big bowl that says "take one"? Distribution is just as important to consider as buying the item.

Just as there are many reputable specialty advertising professionals in your area, the industry is notorious with a lot of high-pressure telephone and mail solicitors who often give specialty advertising a bad name. Don't buy specialty advertising through the mail without checking the quality and prices with trusted local representatives first. And, buying specialty advertising over the telephone is not recommended at all.

Specialty advertising is a unique way to generate goodwill and put your name on items that people remember. But don't do it unless you have an item and distribution plan that will benefit your business.

Internet source: <http://www.bizmove.com/marketing/m2j4.htm>

TEXT 4: YELLOW PAGES

Telephone book advertising is another way to reach your market area. It allows you to place your business listing or ad in selected classifications within the book,

with the theory being that when people need your product or service, they look up the classification and contact you.

Much of the "sell" copy for a product or service, therefore, does not have to be in your ad content, since the people who have looked up your classification are already in the market to buy. The thing to be aware of when you write the ad is the other firms' ads within your classification. In other words, why should the reader select your firm over your competition? That is the crucial question -- and your ad should provide the answer.

Telephone Yellow Pages salespeople often employ the technique of selling as large of ad as they can to one company, then showing the other companies in the same classification what the one company is doing so that they can match it or beat it. This is not the best criteria for determining ad size, but is definitely good for the ad salesperson.

To determine the size you should use, consider the following:

Your ad should be large enough to incorporate the vital information the reader needs to make a contact decision (as mentioned above).

Remember your lessons in print advertising. Keep your ad clean, creative and eye-appealing. Even though the phone company will "design your ad for free," some firms employ graphic artists and advertising agencies to create a Yellow Pages ad that really stands out.

Give yourself a budget to work with. Figure out how much you want to spend on Yellow Pages advertising for the entire year, then divide it by 12. That will give you the payment that is automatically attached to your phone bill every month.

Do something unique or different. If no one else is using color, use color. Even shades of gray can make an ad look better and more appealing.

Advantages of Yellow Pages Advertising

One ad works all year long.

Gives your prospect a method of easily locating and contacting your business, even if they didn't initially know your name.

Can help you describe the differences between you and your competition.

You pay by the month instead of one large payment.

Disadvantages of Yellow Pages Advertising

You must commit to an entire year of advertising.

You are immediately placed with a group of your competitors, making it easy for the prospect to comparison shop.

Some classifications are so cluttered with advertising, your ad is buried and ineffective.

It is only effective when a prospect looks you up in the correct classification, assuming the prospect knows what classification to look for in the first place.

If you require more than one classification, your Yellow Pages representative often has packages and programs that can save you some money. In addition, the same is often true if you need to be advertising in more than one city or market.

Yellow Pages advertising is an important medium to consider in our fast-paced, information-hungry society. People really do let their "fingers do the walking" instead of driving around blindly. Make sure your Yellow Pages ad is attractive

and informative enough to be the one or two businesses the prospect actually does select to call. And then make sure you have the resources to deal with the inquiry. After all, there is nothing more annoying than being put "on-hold" by a busy checker or being served by an uninterested or unknowledgeable employee.

Internet source: <http://www.bizmove.com/marketing/m2j4.htm>

TEXT 5: ADVERTISING AS A CAREER IN THE USA

The roots of the modern-day agency can be traced to Volney B. Palmer of Philadelphia. In 1842, Palmer bought large amounts of space in various newspapers at a discount and then resold the space at higher rates to advertisers. The actual ad -the copy, layout, and artwork - was still prepared by the company wishing to advertise; in effect, Palmer was a space broker. That situation changed in the late nineteenth century when the advertising agency of N.W. Ayer & Son was founded. Ayer & Son offered to plan, create, and execute a complete advertising campaign for their customers. By 1900, the advertising agency became the focal point of creative planning, and advertising was firmly established as a profession.

Nowadays careers in advertising involve working for advertisers, media, advertising agencies, or suppliers and special services.

Advertisers. Most companies that advertise extensively have advertising managers, or brand managers. Since these people help to coordinate the company's advertising program with its sales program and with the company's advertising agency, they must have aptitudes for both advertising and management.

Media. All media uses salesmen to sell advertising space or broadcasting time. Media salesmen must be knowledgeable about business and skilled in salesmanship.

Advertising Agencies. A variety of specialists are required in an advertising agency because it develops advertising programs, prepares advertisements, and places them in the media. Those interested in advertising research and fact gathering should know both statistics and consumer psychology. Competence in media planning and evaluation is essential for a career in media. The media buyer must identify and determine the most effective media in which to expose the advertising messages, and purchase space or time in these media.

Copywriting requires creative writing skills and the ability to visualize ideas. The copywriter is a developer of advertising ideas and messages.

Layout, typography, and visualization are essential for those in art, both for print advertising and for television commercials. Print-production specialists must know about printing, photoengraving, and typography.

Experience in "show business", dramatics, photography, music, playwriting, and allied fields are excellent backgrounds for the television producer.

Also, every agency needs the account executive to be a mediator between an advertiser and an agency who should have background in accounting and managerial skills.

Supplies and Special Services. Positions similar to some of those already described are offered by the following services that support advertising: marketing research organizations, television and radio producers, film producers, art studios, photographers, producers of display materials, typographers, photoengravers, and product and package designers.

Job Prospects. More than 0.1% of the U.S. population work in advertising, but their numbers are expected to grow rapidly. Opportunities for rapid advancement are generally greater in advertising than in most other industries. How rapidly a person moves up in responsibilities and pay is based largely on his own efforts, more than on age or length of employment. For women, opportunities in advertising - at least in advertising agencies and in retailing - tend to be greater than in most other business enterprises.

In general the rate of pay is comparable to that of business executives and professional men, such as physicians and lawyers in the same community.

From Dynamics of Mass Communication

TEXT 6: ADVERTISING THROUGH COMMERCIALS

The main feature of American radio and television "culture" is advertising. Radio and television are two important modern media, influencing public opinion. The right to them is licensed out, to private companies, the major of which are the American Broadcasting Company (ABC), the Columbia Broadcasting System (CBS), and the National Broadcasting Company (NBC).

Advertising agencies and TV networks together commission and choose programs suitable for advertising. The money for the programs is provided by the manufacturers of cars, soap, cigarettes, spaghetti, cosmetics, etc. For example, automobile companies commission special shows for the time of year when their new models are first put on sale. Commercials appear at 5-10 minute intervals. Every performance, except the sacred baseball match commentaries, is interrupted by commercials. Even the News is shown in parts. It makes you believe that the man or woman who is successful, attractive to the opposite sex, has a happy marriage, raises children well, etc., does so thanks and only thanks to the advertised products.

Advertising largely depends on viewing times. It is important for a sponsor and his advertising agency to know as exactly as possible who is likely to watch TV at what time. An automobile-manufacturer would not want to buy a program for children, no matter how good the show and how large its audience. He will have his program broadcast at a time when most men will be watching.

Radio as well as television in the United States is free and production costs are also covered by money from advertising. Roughly 20 per cent of the broadcasting time is given over to commercials. In the most popular programs one-minute commercial costs about 500 thousand dollars. And you can't escape from the radio here. Radios are switched on early in the morning and go on all day as a

permanent background noise. So you listen in wherever you go - in houses, cars, restaurants, taxis, railway stations.

Advertising is a fine art in the USA. Advertisements are often short plays with actors and minimoviemakers command top talent: famous actors and actresses, Hollywood producers. One American said about it: "The best brains in our country go into salesmanship. Any fool can make a thing. What takes real brains is to sell it when the customer has got one already and doesn't want another."

In a TV commercial the advertiser is trying to persuade you to go out and buy something. He wants to make you feel that you really must have it. He can use a number of different effects to do this:

*The snob effect. This tells you that the product is most exclusive and of course rather expensive.

*The scientific effect. A serious-looking man with glasses and a white coat, possibly a doctor or a professor, tells you about the advantages of the product.

*The words-and-music effect. The name of the product is repeated over and over again, put into a rhyme and sung several times, in the hope that you won't forget it. The sung rhyme is called a "jingle".

*The ha-ha effect. The advertiser tries to make you laugh by showing people or cartoon figures in funny situations.

*The VIP (Very Important Person) effect. Well-known people, like actors or football-players, are shown using the product.

*The super modern effect. The advertiser tries to persuade you that his product is a new, sensational breakthrough.

*The go-go effect. This is suitable for the teenage market. It shows young people having a party, singing, laughing, having a wonderful time, and, of course, using the product.

By skillfully using advertising baits, representatives of big business are quite able to exert a substantial influence on the content of TV and radio programs.

From the USA and the Americans

TEXT 7: PERSONALIZED ADVERTISING

The personalization will deeply affect all forms of advertising. As digital TV becomes more popular and electronic books become the preferred way to read magazines and newspapers, almost all advertising will move away from mass advertising to personalized advertising. The commercials that appear on screen will differ according to who is looking at them; different neighborhoods or even different homes in the same area could see different commercials. Big companies can become more efficient with their advertising, and small companies can consider TV and magazine advertisements for the first time. Today many types of advertisement are too expensive for any except true mass-market products. Soon even the neighborhood grocer might be able to afford commercials for people living near the store.

Targeted advertisements should make customers happy. They're more likely to see advertisements that are relevant to them. Some people may be worried that

advertisers have too much information about them, but software will make it possible for people to reveal only the information they want to reveal. For example, most people wouldn't mind if advertisers were given viewing patterns. Most regular readers of specialized magazines-whether the topic is sports, food, science, gardening, or cars-look at the advertisements as carefully as the articles. If you watch TV in the same way, mainly for one or two interests, you probably wouldn't object to seeing commercials that concentrate on those interests.

From "Business at the Speed of Thought" by Bill Gates

MARKETING AND SELLING

Do you know?

The origin of the word "marketing" is the Latin word "mercuri", meaning "to track and barter".

TEXT 1: MARKETING

Marketing can be defined as human activity which is directed at satisfying needs and wants by creating and exchanging goods or services. Originally marketing was meant to help to avoid overproduction. Nowadays the marketing concept has replaced the selling concept. The "selling concept" means that consumers have to be persuaded by selling techniques to buy non-essential goods and services. The "marketing concept", on the contrary, means that the producer should produce the products which the customers need.

So, marketing involves identifying customer needs and requirements and meeting these needs in a better way than competitors. In this way a company creates loyal customers.

The key factor to get advantage over competitors is market research. Market research provides important information to identify and analyze the market need, market size and competition. Marketing also covers planning the assortment of goods, price policy, advertising and promotion of sales, controlling the sales and post-sales servicing.

Marketing can also be approached in the terms of marketing mix. Its components are four Ps - product, price, place, promotion, that is selling the right product, at the right price, through the right channels, with the right support and communication.

In a nutshell, the main principles of marketing are:

1. to determine the customer groups or segments;
2. to determine their needs;
3. to position the product in a proper way.

Vocabulary:

to define	определять
to satisfy a need	удовлетворять потребность
to avoid overproduction	предотвратить перепроизводство
to persuade	убеждать
selling techniques	приемы и методы продаж
non-essential	не первой необходимости
marketing mix	комплекс маркетинга
to meet the needs	удовлетворять потребности
competitor	конкурент
loyal customer	приверженный покупатель
post-sales servicing	сервисное (гарантийное) обслуживание
in a nutshell	вкратце
to determine	определить
to position the product	позиционировать товар, т. е. использовать рекламу и другие элементы комплекса маркетинга, чтобы сообщить о достоинствах товара

Comprehension questions:

1. What is the traditional definition of marketing?
2. What is marketing mix?
3. What are the main principles of marketing?
4. What is the role of marketing in modern business?

Task 1. Find in the text the English equivalents for the following words and word-combinations

- человеческая деятельность
- удовлетворение потребностей
- концепция маркетинга
- комплекс маркетинга
- исследование рынка
- сегменты рынка
- конкурент
- ассортимент товаров
- ценовая политика
- контролирование цены
- основные принципы
- соответствующим образом

Task2: Fill in the gaps with the words from the box.

marketing mix	marketing	customers	persuade
	positioned	satisfy needs	

-
1. Today competition is stiff, and companies which can bestof the customers will survive and make the largest profits.
 2. The factors that help a firm to sell its products are known as the
 3. means promoting goods and services to customers.
 4. The product should be distributed to the most convenient place forto buy it.
 5. The company is looking for a trade representative possessing high communicative skills and being able to people.
 6. "Zolotaya bochka" is on the market as beer of high quality.

Task 3

A. Study the meanings of the following words and word combinations

market (n.)	1) рынок, базар 2) спрос 3) сбыт, торговля
home (domestic) ~	внутренний рынок
overseas ~	внешний (зарубежный) рынок
black ~	чёрный рынок
property ~	рынок недвижимости
market (adj.)	рыночный
market (v.)	1) покупать или продавать на рынке 2) находить рынок сбыта
to bring one's eggs (hogs) to a bad (wrong) market	просчитаться, потерпеть неудачу
to be on the long side of the market	придерживать товар в ожидании повышения цен

B. Translate into Russian the following sentences paying attention to the meaning of the word "market"

1. Our main overseas *market* is China.
2. They put their apartment on the *market* for €300.000.
3. The *market* for specialist academic books is pretty small.
4. This device was first *marketed* by a Japanese firm.
5. Many labour-saving devices have come onto the *market*.
6. They took the mineral water off the *market* while tests were being made.
7. Examples of goods traded in the *black market* are weapons, illegal drugs, exotic and protected species of animals, and human organs needed for transplant surgeries.

8. *Market* is a means by which the exchange of goods and services takes place.
9. Investors on the *property market* are worried about rising inflation.
10. The turkeys are *marketed* ready-to-cook.

C. Make up your own sentences using the word “market”

Task 4 Fill in the gaps in this passage with words from the box, translate it into Russian.

product/project	Fair	potential	market	sample
market	research	study	stand	

When a company starts to sell goods in a new market, they often do some m..... research or a preliminary study to see if the project is feasible. They r..... (investigate) the m..... potential or do a feasibility s..... to see if they will make money by selling in the new m..... (i.e. to see if the p..... is viable).

One way to assess the market p..... is to take a stand at a Trade Fair where companies can exhibit samples of their products and see what response they get from prospective customers. The Trade F..... is an exhibition of goods, and a company exhibits a s..... of its product at its stand.

Task 5 Underline the appropriate idea to complete this basic description of marketing, translate the abstract into Russian.

In the past marketing was (*customer-driven/ product-driven*) where business emphasized the product first and (*considered/ confronted*) the customer last. Nowadays the reverse strategy is the key to successful marketing. Products and services are created (*to mean/ to meet*) customer needs. Moreover, marketing must make use of its four basic components to be effective:

- Sales
- Promotion
- Advertising
- (*Public Relations/Possible Requirements*) or PR

In each aspect marketing aims for a solid customer base and increased (*turnaround /turnover*). Improving marketing performance is essential to be ahead of the (*competition/ concentration*).

Task 6 Write the possible combinations with the word ‘market’ and the words from the box, give their Russian equivalents.

overseas	service	leader	survey	upscale
	country	home	research	mass
developing	competence	potential	business	share

..... market.....
..... market.....
..... market.....
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..... market.....
..... market.....
..... market.....

TEXT 2: THE MARKETING MIX

A marketing mix is a combination of four major ingredients: product (ideas, goods, or services), price, place (distribution), and promotion. A marketer creates a blend of these ingredients - also known as the four Ps - to respond to the needs of the intended customers or audience:

Product. A businessperson's first marketing task is to decide on the goods or services that will attract customers. The key is to determine the needs and wants of customers and then translate those needs and wants into desirable products. Social trends often provide a clue to the types of products that consumers will want. Rising crime rates, for example, have created a growing need among small businesses for security services. Similarly, the rapid increase in the number of working women has inspired clothing manufacturers to produce more women's suits.

Price. Having made basic decisions about its products, the company must decide on how to price them. Sometimes low prices maximize profits. On the other hand, the desirability of some products - like Nike shoes - depends on a high-quality image, which a high price helps to confer.

Place. The third element in the marketing mix is place (or distribution): how products get to customers. Transportation comes into play here, but place also entails decisions about distribution outlets. Many alternatives are possible. Most clothing manufacturers sell to retailers, who resell to consumers.

Promotion. Often, the most important decision a company makes is how it should inform prospective customers about its products. The alternatives are many, and the choice may determine the success of a marketing effort. Some companies, such as Avon and Mary Kay Cosmetics, emphasize direct selling and spend most of their promotion dollars training and paying salespeople. Others, including the many producers of soap and headache remedies, promote their products through advertising, mainly on television. Department stores also spend heavily on advertising, but they choose local newspapers as the most effective medium.

Vocabulary:

ingredients	составляющие (компоненты)
product	товар
place (distribution)	методы распространения
price	цена
marketer	маркетолог
to decide on	выбрать
key	основной принцип (основная цель)
translate	зд. соотносить, устанавливать
desirable product	желаемый товар
social trends	социальные (общественные) тенденции
clue	ключ (подсказка)
crime rate	уровень преступности
security services	охрана
to price	устанавливать цену
desirability	предпочтение
high-quality image	имидж, основанный на высоком качестве производимых товаров
to confer	зд. судить, делать выводы
to entail	повлечь за собой, послужить причиной
distribution outlet	рынок сбыта, торговая точка
prospective customer	потенциальный потребитель (клиент)
to emphasize	придавать особое значение, делать акцент
direct selling	прямая продажа
marketing effort	маркетинговая деятельность
headache remedies	средства (препараты) от головной боли
local newspapers	местные газеты
medium	средство

Comprehension Questions:

1. What is the marketing mix?
2. What is the first marketing task of any business?
3. How can you characterize the second component of the marketing mix-price?
4. What is the role of place (distribution) in the marketing mix?
5. How do companies promote their products?
6. What are the most important Ps in your opinion?

Task 7: Complete the chart

Verb	Noun (person)	Noun (thing)
to distribute	distributor	distribution
to promote		

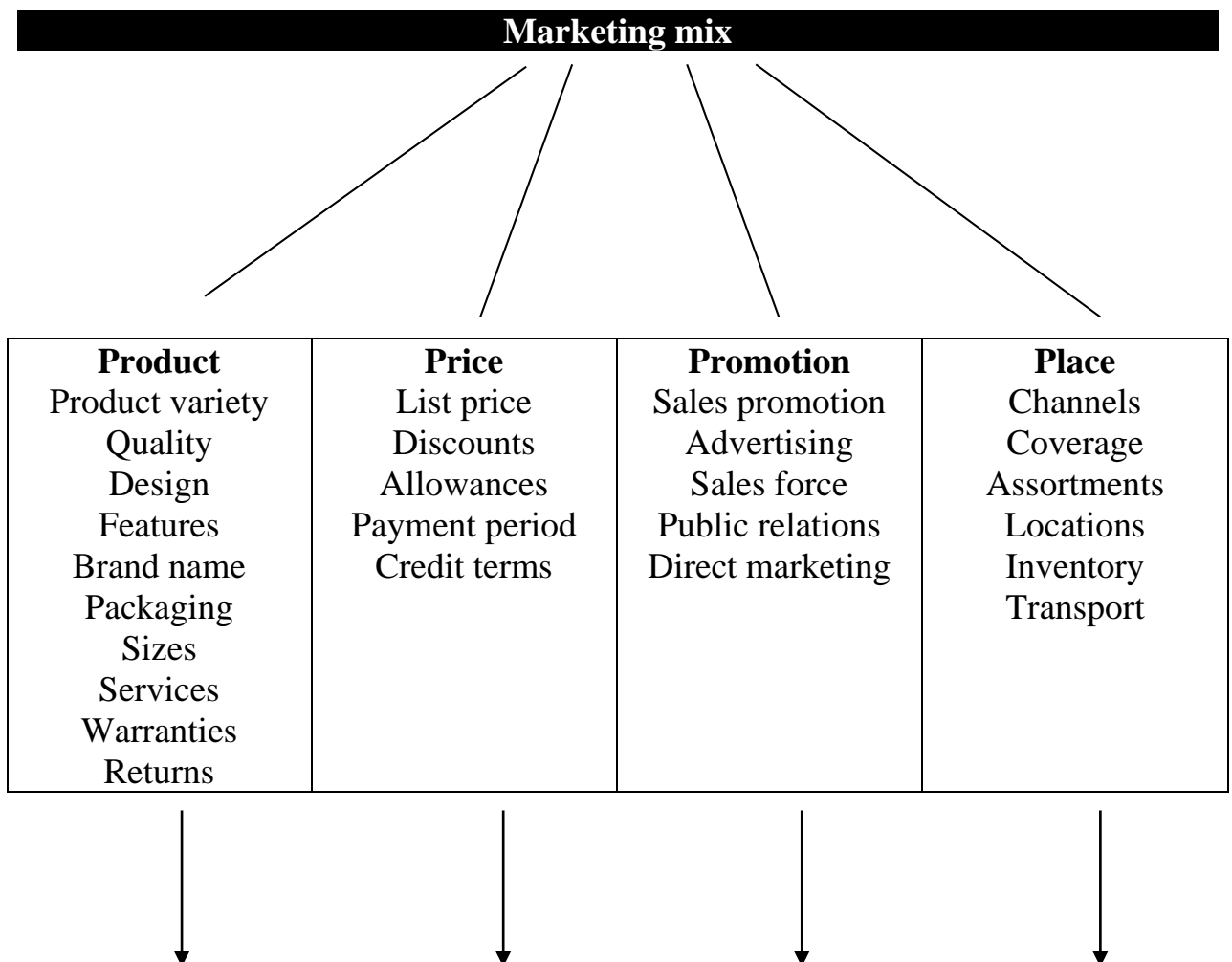
to consume		consumption
to produce		
to market		marketing
	retailer	
to wholesale		
		advertisement
		manufacture

Task 8: The four Ps' form the basis of the marketing mix. If you want to market a product successfully, you need to get this mix right.

Match the 'Ps' 1 to 4 to the definitions a) to d).

- | | |
|--------------|---|
| 1. Product | a) the cost to the buyer of goods or services |
| 2. Price | b) informing customers about products and persuading them to buy them |
| 3. Promotion | c) where goods or services are available |
| 4. Place | d) goods or services that are sold |

Task 9: Study the following chart and describe the four Ps



Product: a company should have the right products for each target markets

Price: a company should price its products or services correctly in relation to each other and to competitor's products or services

Promotion: a company should advertise and promote its products and services in an effective way

Place: a company should distribute its products or services through the right channels and make them available in the right outlets

Task 10: Four consumers talk about different products. Read the extracts and decide which of the four Ps each consumer discusses: product, price, promotion or place

- A I really wanted it, but when I tried to buy it, I just couldn't get it anywhere. My friend heard that it was in one shop and he queued up for ages, but they'd run out by lunchtime.
- B The company held a party on a river boat to launch their new campaign. It was absolutely fantastic. We also got a free gift at the end.
- C The shoes were really expensive but definitely worth it. I think the fact that they are so expensive really distinguishes them from the competition.
- D I've had this briefcase for 20 years and it still looks good. The material is high quality and long-lasting.

Task 11: Think of some products you have bought recently. Why did you buy them? Which of the four Ps influenced your decision to buy?

Model: Recently I have bought a new plasma TV-set at a discount. It is reliable and of modern design. I think that price and product influenced my decision.

TEXT3: WHOLESALING AND RETAILING

Products may pass through several hands from the time they leave the factory to the time they reach the customer. A factory often sells goods in large quantities to a wholesaler.

Wholesaling is part of the marketing system which provides channels of distribution that are used to bring goods to market. Most manufactured consumer goods are marketed through an indirect channel: goods come from manufacturer to

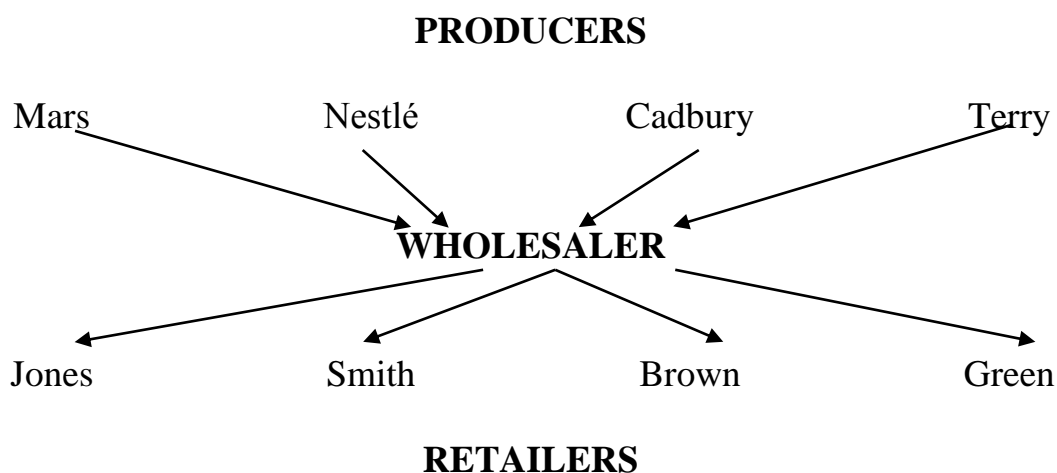
the wholesaler to the retailer to the consumer or through a direct channel that moves goods from the manufacturer or producer to the consumer.

Wholesalers are often called distributors. They perform a service in linking the factory and the retailer. The wholesaling middlemen are merchant wholesalers who take title to the goods they deal in. There are also agent middlemen who negotiate purchases or sales or both, but they don't take title to the goods they deal in. These agents don't earn salaries. They receive commissions.

Wholesalers simplify the process of distribution. Since a wholesaler handles a large assortment of items from numerous manufacturers, he greatly reduces the problem of both manufacturer and retailer. The storekeeper doesn't have to deal directly with thousands of different people. He may have a well-stocked store and deal with only a few wholesalers.

The wholesaler sells to retailers. Retailing is selling goods and services to the ultimate consumer. The distribution and marketing of goods, whatever methods are used, cost a great deal of money. The retailer is the most expensive link in the chain of distribution. As middlemen, they make their profits by charging the customer 25 to 100 - per cent more than the price they paid for a given item. Most retailers operate through stores, but there are mail-order houses and vending machine operators. Retail stores vary also, ranging from department stores, discount houses, cooperatives and franchises to single line retailers.

The figure below shows how they fit into the various stages in the production of chocolate.



The wholesaler buys goods in bulk from producers and sells them in small quantities to retailers. In doing so he helps production and relieves manufacturers and retailers of the risk of a fall in demand e. g. fashion changes. The holding of stocks is in itself a valuable economic function evening out prices resulting from temporary changes in demand and supply.

Vocabulary:

wholesaling
wholesaler

ОПТОВАЯ ТОРГОВЛЯ
ОПТОВЫЙ ТОРГОВЕЦ, ОПТОВОЕ ПРЕДПРИЯТИЕ

retailing	<i>syn.</i> merchant wholesaler
retailer	розничная торговля розничный торговец, предприятие розничной торговли
indirect channel	каналы непрямого распространения
channels of distribution	каналы распределения (распространения)
to link	объединять
middleman	посредник
to take title to	приобретать право собственности
to receive commissions	получать комиссионные
to simplify	упрощать
to reduce	уменьшать
ultimate consumer	конечный потребитель
mail-order house (store)	магазины (службы), предлагающие товары на заказ по почте
vending machine operator	специалист по обслуживанию торговых автоматов
discount house (store)	магазин, предлагающий товар по сниженным ценам
franchise	франшиза (фирма, предприятие, обладающее правом производства и продажи продукции другой компании)
to fit	соответствовать, годиться
in bulk	оптом
to relieve somebody of something	освобождать кого-либо, от чего-либо
fall in something	сокращение, спад, падение чего-либо
demand	спрос
supply	предложение
to hold (held, held)	держать
stocks	запасы
to even out	выравнивать
to result from something	быть результатом чего-либо
temporary	временный

Comprehension Questions:

1. What is wholesaling? What are the characteristic features of this process?
2. Do wholesalers simplify the process of product distribution?
3. What is retailing? What are the characteristic features of this process?
4. Why wholesalers and retailers are called middlemen?
5. Is the name of the wholesaler given in the figure?
6. Are Mars, Cadbury and the others, producing companies? What do you know about them, if anything?
7. Who are the retailers of chocolate? Do you think they sell only chocolate in their shops?

Task 12:

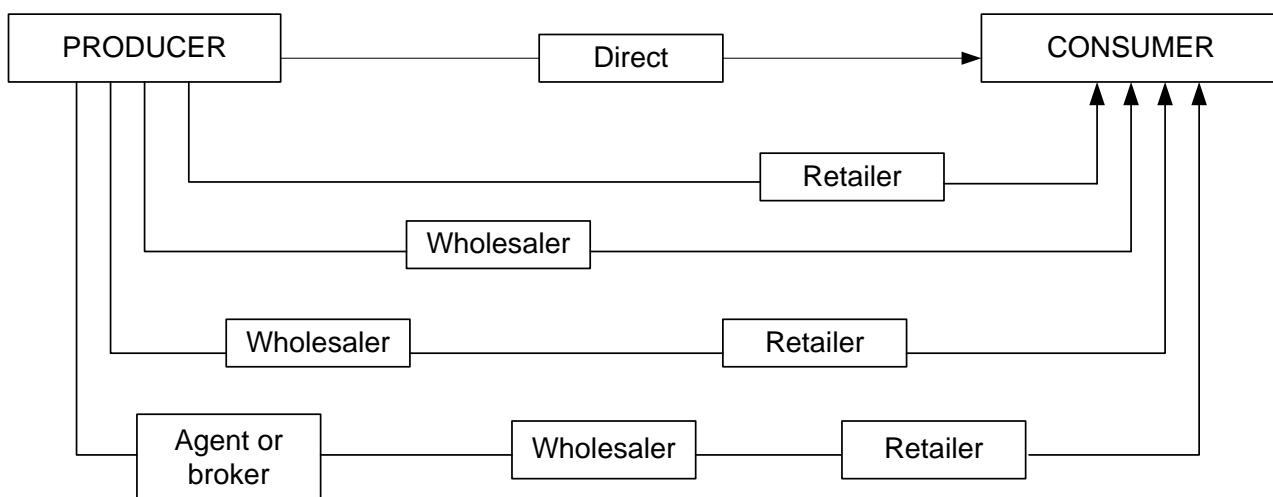
A. Read these groups of words and translate them into Russian

to sell - seller - sale - sales – salesman - sales clerk – sales assistant

wholesale - wholesales - wholesale business - wholesale price - wholesale dealer - wholesaler

retail business - retail price - retail dealer – retailer

B. Describe the direct and indirect channels of product distribution according to the following chart, start your description with: “Consumer goods



Task 13 Combine two sentences using «and in doing so» as in the model:

Model: The wholesaler buys goods in bulk. It helps production. → The wholesaler buys goods in bulk and in doing so he helps production.

1. The wholesaler buys goods in bulk. It relieves the manufacturer of various risks.
2. The wholesaler sells goods in small quantities to retailers. It helps retail business.
3. The wholesaler sells goods in small quantities to retailers. It relieves the retailer of various risks.

Task 14 Translate these sentences into Russian paying attention to the words «risk- risky».

1. They do not want to run the risk of a fall in demand.
2. They don't want to run the risk of rising prices.

3. There is a risk that the prices may go up.
4. There is a risk that the demand may diminish.
5. There are so many risks for all the businessmen involved.
6. Many businesses are sometimes very risky.

Task 15: Make sentences and translate them into Russian paying attention to the word «to result»:

It resulted from the changes

*in demand
in supply
in business
on the market
at the exchange*

It resulted in

*higher prices
higher rates of unemployment
better working conditions
diversified exports*

TEXT 4: MASS MARKETING

Selling goods in large quantities is called mass marketing. This kind of large-scale selling is well illustrated by the modern supermarket. The supermarket is a huge store that sells hundreds of different kinds of products of nearly every brand. At first the supermarket was mainly a food store. Now it also often sells drugs, auto supplies, phonograph records, clothes, hardware, and many other products.

Another example of mass marketing is the department store. This is a large store that has many separate sections for selling different kinds of goods.

The type of marketing that is used in supermarkets and department stores is called self-service. It is an efficient and inexpensive way to sell goods because it is labor-saving. Self-service is a modern method of marketing. Many years ago, storekeepers hired clerks to sell their goods. Each clerk waited on only one customer at a time. In today's self-service stores, many customers can shop at the same time, and one clerk can help many more people.

Standard packaging also adds to the efficiency of the self-service system of marketing. Goods come from the factory already wrapped. Crackers, for instance, are sealed in double wrappers and sold in boxes. Sugar comes in boxes or bags of different weights. Steaks, chops, and other meats are cut in convenient sizes and wrapped in plastic. Years ago crackers came in a barrel. They were weighed out for each customer. Sugar also was scooped out of a barrel. It was poured into a paper bag and weighed for each customer. Today few items have to be weighed or measured in the store.

Another feature of mass marketing is the one-price system. This means that the selling price is stamped on every item. The one-price system was first used by Wanamaker's department store in Philadelphia more than 100 years ago. Now it is standard everywhere.

Vocabulary:

large-scale	крупномасштабный
brand	торговая марка
food store	продовольственный магазин
drugs	лекарственные препараты
auto supplies	автозапчасти
phonograph records	музыкальные диски
clothes	одежда
hardware	металлические изделия (скобяной товар)
department store	универмаг
self-service system	система самообслуживания
labor-saving	экономичный (с точки зрения использования людских трудовых ресурсов)
storekeeper	владелец магазина
hire	нанимать
to wait on	обслуживать
to wrap	упаковывать
double wrap	двойная упаковка
to seal	упаковать в герметическую упаковку
barrel	тара, бочка
to scoop out	зд. расфасовывать
to weight out	взвешивать

Comprehension Questions:

1. What is mass marketing?
2. What is a supermarket? Are there many supermarkets in Chita?
3. What is the difference between a supermarket and a department store?
4. What is self-service? What are the main characteristics of this method of distribution (selling) goods?
5. What is your attitude towards the modern system of mass marketing? Where do you prefer to do shopping?

TEXT 5: SUPERMARKETS

A supermarket is a self-service store offering a wide variety of food and household merchandise, organized into departments. It is larger in size and has a wider selection than a traditional grocery store, also selling items typically found in a convenience store, but is smaller and more limited in the range of merchandise than a hypermarket.

The supermarket typically comprises meat, fresh produce, dairy, and baked goods departments, along with canned and packaged goods as well as for various non-food items such as household cleaners, pharmacy products and pet supplies. Most supermarkets also sell a variety of other household products that are consumed regularly, such as alcohol (where permitted), medicine, and clothes, and some stores sell a much wider range of non-food products.

The traditional supermarket occupies a large amount of space, usually on a single level. It is usually situated near a residential area in order to be convenient to consumers. Its basic appeal is the availability of a broad selection of goods under a single roof, at relatively low prices. Other advantages include ease of parking and frequently the convenience of shopping hours that extend far into the evening or even 24 hours a day. Supermarkets usually allocate large budgets to advertising, typically through newspapers.

Supermarkets usually offer products at low prices. Customers usually shop by placing their selected merchandise into shopping carts (trolleys) or baskets (self-service) and pay for the merchandise at the check-out. At present, many supermarket chains are attempting to further reduce labor costs by shifting to self-service check-out machines, where a single employee can oversee a group of four or five machines at once, assisting multiple customers at a time.

A larger full-service supermarket combined with a department store is sometimes known as a hypermarket. Other services offered at some supermarkets may include those of banks, cafés, childcare centres, photo processing, video rentals, pharmacies and/or petrol stations.

Vocabulary:

household merchandise	бытовые товары
convenience store	магазин товаров повседневного спроса
non-food items	непищевые товары
canned products	консервированные продукты
household cleaners	бытовые чистящие средства
pharmacy products	медицинские препараты
pet supplies	предметы для ухода за животными
residential area	жилой сектор
to allocate budget	выделять финансовые средства
shopping carts (trolleys)	тележка для покупок
check-out	касса
to reduce labor costs	сократить расходы на оплату труда
self-service check-out machines	кассы самообслуживания
childcare centre	детский центр развлечений
photo processing	фотопечать
video rentals	видео прокат
petrol stations	автозаправочная станция

Comprehension Questions:

1. What can you buy at the supermarket?
2. Do you find it convenient to do shopping at a supermarket?
3. What are the basic advantages of the supermarket?
4. What are the most popular supermarkets in your residential area?

Task 16 Look through the list of products you can buy at the American supermarket. Is the assortment of goods just the same in Russian supermarkets? What products do you usually buy in the supermarkets?

- *Alcoholic beverages*
- *Baby foods and baby-care products such as disposable diapers*
- *Breads and bakery products*
- *Books, newspapers, and magazines, including supermarket tabloids*
- *Bulk dried foods such as legumes, flour, rice, etc. (typically available for self-service)*
- *Canned goods and dried cereals*
- *Car-care products (motor oil, cleaners, waxes)*
- *CDs, DVDs, and videos (including video rentals)*
- *Cigarettes and other tobacco products*
- *Clothing and footwear (typically a general, limited assortment)*
- *Confections and candies*
- *Cosmetics*
- *Dairy products and eggs*
- *Delicatessen foods (ready-to-eat)*
- *Diet foods*
- *Electrical products such as light bulbs, extension cords, etc.*
- *Financial services and products such as mortgages, credit cards, savings accounts, wire transfers, etc. (typically offered in-store by a partnering bank or other financial institution)*
- *Flowers*
- *Frozen foods and crushed ice*
- *Fresh produce, fruits and vegetables*
- *Greeting cards*
- *House-cleaning products*
- *Housewares, Dishware and cooking utensils, etc. (typically limited)*
- *Laundry products such as detergents, fabric softeners, etc.*
- *Lottery tickets*
- *Luggage items (typically limited)*
- *Meats, fish and seafoods (some stores may offer live fish and seafood items from aquarium tanks)*
- *Medicines and first aid items (primarily over-the-counter drugs, although many supermarkets also have an on-site pharmacy)*
- *Nonalcoholic beverages such as soft drinks, juices, bottled water, etc. (some stores may have a juice bar that prepares ready-to-drink freshly squeezed juices, smoothies, etc.)*

- *Personal hygiene and grooming products*
- *Pet foods and products*
- *Seasonal items and decorations*
- *Snack foods*
- *Tea and Coffee (some stores may have a commercial-style grinder, typically available for self-service, and/or a staffed coffee bar that prepares ready-to-drink coffee and tea beverages)*
- *Toys and novelties*

Task 17

A. Transform the *italicized* parts of the sentences using Active Voice forms instead of the Passive ones. Translate them into Russian.

1. In the early days of retailing, *all products generally were fetched by an assistant* from shelves behind the merchant's counter while customers waited in front of the counter and indicated the items they wanted.
2. The shopping process was slow, as *the number of customers who could be attended to at one time* was limited by the number of staff employed in the store.
3. *The concept of a self-service grocery store was developed by American entrepreneur Clarence Saunders* and his Piggly Wiggly stores.
4. *Most foods and merchandise are individually wrapped in consumer-sized packages by producers or the supermarket assistants.*
5. *The first supermarket self-checkout system in the world was installed in 1992 in the Price Chopper Supermarkets in Clifton Park, New York*

B. Transform the *italicized* parts of the sentences using Passive voice forms instead of the Active ones. Translate them into Russian.

1. Today, *the majority of chain stores issue store-specific "membership cards," "club cards," or "loyalty cards"*.
2. *A parking lot (area) usually surrounds a supermarket* on all four sides.
3. In 1970s *an assistant measured out and wrapped the precise amount* of product desired by the consumer.
4. *The cash register prints a receipt for the customer.*
5. *Some corporations and supermarkets have introduced self-checkout machines*

Task 18 Translate the following sentences from Russian into English.

1. Супермаркет - крупный универсальный магазин самообслуживания. Здесь можно приобрести продукты питания и напитки, а также изделий для домашнего хозяйства: мыло, порошки для стирки и мойки посуды, предметы санитарии и гигиены, товары для домашних животных, автомобильные товары, игрушки, поздравительные открытки, косметику, посуду, лекарства, бытовую технику и т. п.
2. Все приобретённые товары можно положить в специальную тележку.
3. Металлическая тележка на колёсиках для продуктов была изобретена конце 30-х гг. владельцем супермаркета в Оклахоме Сильваном Голдманом.

4. В некоторых супермаркетах есть аптеки и видео прокат, детские развлекательные центры, предлагаются различные услуги (брокерские, страховые и др.).

5. Большинство супермаркетов работают круглосуточно, поэтому необходимые товары можно купить в удобное время.

TEXT 6: SHOPPING MALLS OR CENTERS

An outgrowth of the supermarket has been the shopping mall, or shopping center. This is a large cluster of different kinds of stores, partly or completely surrounded by a big parking area. The center of the mall or shopping center is usually a food supermarket or a large department store. There may also be a drugstore, shoe store, hardware store, restaurant, and a dozen or more stores and shops of other kinds.

The mall or shopping center is an example of highly efficient marketing. Customers can drive in, park their cars, and buy almost everything they need. Many stores can afford to sell goods at lower prices because so many goods are being sold so rapidly in the shopping center.

Many of the stores in a shopping mall or center are chain stores. A chain store is owned and operated by a company that has many of the same kind of stores. The company may purchase its goods directly from the factory or farm. Or it may own its own factory or farm. The chain store can get its products at lower cost because it buys or produces goods in large quantities.

Many stores are independent. That is, they do not belong to a chain of stores. Many such stores are specialty shops. They sell only certain kinds of goods or offer a particular kind of service. They may sell only women's or men's clothing, books, or toys and games.

These small, independent stores often offer special services not provided by larger stores. For instance, smaller stores often handle special products for which there is not a great demand. These locally owned stores are important to most communities. The business people who own and operate them make an important contribution to the prosperity of any community.

Vocabulary:

outgrowth	ответвление
parking area	автостоянка
food supermarket	продовольственный супермаркет
drugstore	аптека
shoe store	обувной магазин
hardware store	магазин по продаже металлических изделий
chain stores	сеть магазинов
to own	быть владельцем
at lower cost	по сниженной цене
specialty shop	специализированный магазин

Comprehension Questions:

1. What are the main characteristics of the shopping centre? Are there many shopping centres in Chita? Say some words about them.
2. How can you characterize chain stores? Are there many stores of such kind in our city?
3. What are the advantages of doing shopping in specialty shops?
4. What kind of the above-mentioned stores do you prefer to do shopping at?

Task19 Place the following words and phrases under the right marketing heading. Some of the ideas might belong to more than one category.

media	to announce	press release	special offer	billboards
discounts	banners	to call on (customers)	to sponsor	
free samples	reputation	coupons	campaign	to display
	negotiation	internet	follow-up	
to bargain	press conference	to endorse	commercials	

Sales	Promotion	Advertising	PR
.....
.....
.....

Complete these sentences to describe the marketing categories.

- The sales department handles _____.
- Promotion involves _____.
- Advertising includes _____.
- PR deals with _____.

Task 20 Finish the sentence pairs/ groups using the noun form of the highlighted corresponding verb.

1. We will **announce** our marketing plans at the meeting tomorrow.
We will make an _____ about our marketing plans at the meeting tomorrow.
2. He wants **to bargain** with the customer.
He wants to offer a _____ to the customer.
3. Rolex **sponsors** the Wimbledon Tennis Tournament.
Rolex is a _____ of Wimbledon.
Every year Rolex gives its _____ to Wimbledon.
4. Shops can **display** new products.
Shops can set up special _____ for new products.
5. Famous sports stars often **endorse** sports clothing and accessories.

_____ from famous sports stars helps to sell sports clothing and accessories.

Task 21 Complete the text with the words from the box

bargains	casual	discount	latest fashions
department stores	designer clothes	in and out of fashion	
mail order	sales	window shopping	smart

Nowadays people buy clothes in many different ways, in, chain stores, and smaller shops, or from catalogues, either by (buying by post) or on the Internet. In spite of the growth of “on-line shopping”, for many people, especially women, (looking at things in shop windows) and buying the are still enjoyable activities. Most larger stores sell a wide range of fashion, from clothes (for work or formal occasions) to clothes (to wear in your free time). (made by well-known fashion companies) are the most expensive. Clothes are also the items whose prices are most reduced during the, normally after Christmas and in the summer, when you can often find (things which are good value for money). Some shops offer up to a 50%, or even more. This is because they need to change stock rapidly, as clothes quickly go

Task 22

A. Match the things with the shops where you can buy them

baker's	butcher's	chemist's	department store	gift shop	newsagent's	stationer's
----------------	------------------	------------------	-------------------------	------------------	--------------------	--------------------

- | | |
|--------------------------------|------------------------------------|
| 1. footwear and underwear..... | 5. envelopes and pens |
| 2. bread and cakes | 6. medicine and shampoo |
| 3. chicken and sausages | 7. newspapers and cigarettes |
| 4. clothes and furniture | 8. presents and souvenirs |

B. Put the clothes in the right section

a blouse	a cap	a dress	a dressing-gown	gloves
a handkerchief (hanky)			pyjamas	a running vest
sandals	a shirt	a skirt	slippers	a sweatshirt
a tie	tights	a tracksuit	trainers	a waistcoat

<i>Women's fashions</i>	<i>Men's wear</i>	<i>Footwear</i>	<i>Sport clothes</i>	<i>Underwear/nightwear</i>	<i>Accessories</i>

Task 23 Complete the text with the best

When a buyer (1) an order with a seller for the first time, they usually have a lot of questions.

First, they want to (2) prices, of course.

Then, they want to know what kind (3) the seller can offer.

Very often, the buyer also asks if the seller has the goods in (4), and if they can deliver on (5).

Sometimes, the buyer will ask if it is possible to pay in (6). If the seller agrees, they will often expect the buyer to pay a (7).

- | | | |
|--------------------|-------------|--------------|
| 1. a) puts | b) takes | c) places |
| 2. a) compare | b) offer | c) say |
| 3. a) commission | b) discount | c) feature |
| 4. a) shop | b) stock | c) delivery |
| 5. a) delay | b) speed | c) time |
| 6. a) installments | b) parts | c) shares |
| 7. a) deposit | b) cheque | c) guarantee |

Task 24

A. Read the article about consumer habits and match the underlined words in the text with a word or phrase from the box.

display	get a good price	friendly	kinds	totally
	suggested price		want	

CONSUMER HABITS

Car boot sales

Car boot sales are very interesting places to go shopping. There are all (1) sorts of things for sale. People pay between £ 5 and £ 10 to sell things at the car boot sale. They then open up their car boot to (2) show all the things they are selling. People often have a lot of things to sell, so they use a table next to the car to put things on. People decide what price all their things are. Usually customers try to (3) bargain and offer a bit less than the price. They are usually successful! Here's a list of some things you can buy at car boot sales: clothes, pictures, gardening equipment, baby clothes, toys, plates, records, CDs, books and even furniture!

Some people go to buy things at a car boot sale every week. They only spend about £ 2 or £ 3 but get some good bargains. It is a good way for people to sell things they do not use. It can be very (4) sociable as well, and even better if the weather is good!

eBay

eBay is another way of shopping, (5) completely different to car boot sales. You sit at home on your computer and search the eBay website for something that you (6) need. When you find it, you can look at some pictures of the product and then put in an (7) offer for it. If nobody else puts in a higher offer, you get the product! Sometimes the products are new and sometimes not. People usually buy things for a cheaper price than in the shops.

B. Read the article again and mark the following statements true or false. Correct the false statements.

- 1 You pay over £ 10 to sell things at a car boot sale.
- 2 People only sell from their car boot.
- 3 The prices of products at a car boot sale are all set prices and cannot change.
- 4 You can buy things to use in the garden at car boot sales.
- 5 You can get some good bargains at car boot sales.
- 6 Car boots sales can be good fun as well as a good place to sell things you don't want from your house.
- 7 Before you buy on eBay, you see the item in a shop.
- 8 All items on eBay are new.

C. Which way of shopping described in the article do you like best? Write down two reasons for your answer.

Task 25

A. Match each item to its definition

- | | |
|-------------------------------|--|
| 1. <i>after-sales service</i> | a) a company or a person that provides a particular type of product |
| 2. <i>guarantee period</i> | b) help, advice or free repairs that you get after you buy a product |
| 3. <i>retail</i> | c) a person who tries to be more successful than you |
| 4. <i>wholesale</i> | d) the selling of goods to business, usually in large quantities |
| 5. <i>supplier</i> | e) time when the seller repairs or replaces a product free of charge |
| 6. <i>competitor</i> | f) the selling of goods to the public, usually through shops |

B. Complete each sentence with a word or phrase from part A

1. Lantex never delivers on time. We have to look for another
2. Our products are available in department stores and other outlets.

3. Sales are very good, but our main’s sales are also going up quickly.
4. 10% discount and a two-year! That’s really a very good offer.
5. We are in the Trade and sell our clothes to retailers and fashion houses.
6. If you have a problem with the machine, just contact our department.

SUPPLEMENTARY READING

TEXT 1: MARKETING STRATEGIES NOWADAYS

Originally marketing was meant to help to 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, it is necessary to do a lot of market research. Useful information for this purpose can be obtained from embassies, consulates and foreign trade representatives, from trade magazines or from specialized consultant agencies, which will do a professional market research job for a certain fee.

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 (that is what price of the goods, including those produced locally, is considered to be competitive), 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 all of the so-called controllable and uncontrollable factors. The controllable factors are the following: product, price, place and promotion; the uncontrollable ones – environmental factors. Both these types are very important when one starts analyzing the market situation.

Research. Market research is concerned first of all with product choice study and the study of competitors interests and their claims. The most popular methods of conducting marketing research are observation, survey, experiment and 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. Nowadays there are special departments and agencies dealing with advertising. Different kinds of mass media – TV, radio, newspapers, cinema, magazines, posters – are used for advertising aims. Special leaflets, booklets and other printed matter with the information about goods may be published for the same purpose. The choice of media for advertising depends on the kind of goods and on the local conditions and people's habits.

From the Internet

TEXT 2: VIRAL MARKETING

Viral marketing is a marketing strategy that relies on individuals rather than traditional campaigns to pass along a message to others. It usually refers to marketing on the Internet. Viral marketing is so named because of the tendency for messages to use "hosts" to spread themselves rapidly, like a biological virus.

The term "viral marketing" first became prominent when used to describe a marketing campaign for the e-mail service Hotmail.com. When the company launched, every outgoing message contained an advertisement for Hotmail and a link to its website at the bottom of the e-mail. As people e-mailed their friends and colleagues, they were also advertising the service. Recipients could simply click on the link and sign themselves up, and as they e-mailed friends from their new account, the message spread within existing social networks and was passed along with little effort from the company.

This example demonstrates all the key elements of viral marketing. Its cost to the advertiser is minimal. Instead, it takes advantage of existing resources by making everyone who uses the product an involuntary spokesperson. It exploits common behaviors, such as sending an e-mail.

Viral marketing uses communications networks that are already in place. In the case of Hotmail, it implies endorsement from a friend. People who received an e-mail from a friend using the service learned that the product works and that their friends use it. And most importantly, viral marketing offers the ability to spread a message exponentially faster and to more people than conventional third-party ad campaigns.

There are different types of viral marketing, all using the same fundamental principles. Pass-along messages encourage users to send them along to others, such as e-mails with instructions to forward at the bottom or humorous video clips. Incentive-driven messages offer rewards in exchange for providing e-mail

addresses. Undercover viral marketing presents messages in an unusual page or false news item without any direct incitement to pass it along, in the hopes that word-of-mouth will spread the message. Gossip or buzz marketing seeks to get people talking about something by creating controversy.

From the Internet

TEXT 3: ONLINE SHOPPING

Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time over the Internet, without an intermediary service. If an intermediary service is present the process is called electronic commerce. An online shop, eshop, e-store, internet shop, webshop, webstore, online store, or virtual store evokes the physical analogy of buying products or services in a shopping mall.

In 1990 Tim Berners-Lee created the first World Wide Web server and browser. It opened for commercial use in 1991. In 1994 other advances took place, such as online banking and the opening of an online pizza shop by Pizza Hut. During that same year, Netscape introduced SSL encryption of data transferred online, which has become essential for secure online shopping. Also in 1994 the German company Intershop introduced its first online shopping system. In 1995 Amazon launched its online shopping site, and in 1996 eBay appeared.

In order to shop online, one must be able to have access to a computer, a bank account and a debit card. Consumers find a product of interest by visiting the website of the retailer directly, or do a search across many different vendors using a shopping search engine. Once a particular product has been found on the web site of the seller, most online retailers use shopping cart software to allow the consumer to accumulate multiple items and to adjust quantities, by analogy with filling a physical shopping cart or basket in a conventional store. A "checkout" process follows (continuing the physical-store analogy) in which payment and delivery information is collected, if necessary. The consumer often receives an e-mail confirmation once the transaction is complete.

Online shoppers commonly use credit card to make payments, however some systems enable users to create accounts and pay by alternative means, such as:

Billing to mobile phones and landlines

Cash on delivery (C.O.D., offered by very few online stores)

Check

Debit card

Direct debit in some countries

Electronic money of various types

Gift cards

Postal money order

Wire transfer/delivery on payment.

From the Internet

TEXT 4: YOU, THE CONSUMER

Each one of us is a consumer, or customer. A consumer is one who buys or uses products and services. As consumers we play an extremely important part in the economic system.

Each year business firms spend billions of dollars to get us to buy their products. They run advertisements in newspapers and magazines, on billboards and posters, over radio and television. They think up clever slogans they hope we will remember. They know that some of us will buy the product whose slogan appeals to us. Often the slogan has nothing to do with the quality or the usefulness of the product.

Some shoppers are impulse buyers. They buy just because they see something they think they want. They like the slogan or the advertising skit on television. So they buy the product. They buy without thinking about the price or about the real usefulness of the product. Other people buy intelligently. Anyone can learn to buy intelligently.

Learning where and when to buy

There are a number of ways in which consumers can get the most for their shopping dollars. For example, wise food shoppers study the food advertisements in the local paper. They find out which stores are having special sales. At certain times of the year, chicken may be priced very low. At other times, certain fruits and vegetables may be bargains.

By watching for sales, you can often buy suits, dresses, coats, shirts, blouses, neckties, and other articles at reduced prices. Some people never pay the full price for an article. They stock up when the price is low.

A low price on an item, however, does not always mean the item is a bargain. Furniture, automobiles, television sets, and even houses are often advertised as bargains. Yet a bargain is not a bargain if it is something you cannot really use or if it is poorly made. It is not a bargain if the one you already have is just as good as a new one.

How to judge price and quality

Wise shoppers must be able to judge the quality of a product. They also must know how they plan to use it. Of the many goods and services available, shoppers must make sure that they choose those that are best suited to their own needs. Many consumers solve the problem by shopping only at well-known stores that guarantee the quality of anything they sell. Others learn how to shop at various stores and look for real bargains.

Many people buy articles by brand name. They trust certain business firms. They believe that all products bearing the brand names of these firms must be of good quality. This may or may not be true. Large nationwide firms sell their products under brand names. They spend billions of dollars making consumers aware of these names. One way to be sure of the quality of a product is to study its label carefully.

From the Civics

TEXT 5: HOW TO STUDY LABELS

Labels are placed on foods, clothing, and other articles in order to protect you, the consumer. Governments require that certain kinds of information be included on these labels to help consumers judge the quality of the products.

There are a number of federal laws on labeling. For example, the Food, Drug, and Cosmetic Act provides that all packages of food, as well as drugs and some cosmetics, must state all the things these products contain. The Wool Products Act requires that the label on clothing state how much wool it contains.

Manufacturers must also state the name of the fabric in every garment, whether wool, cotton, or artificial fiber. They must also tell how to clean it. The Fur Products Labeling Act orders the maker of a fur garment to state from what animal the fur was taken and from what country the fur came.

Some of state and local governments require that every package of meat carry information about its contents. If it is hamburger, for example, the package must name the part of the animal from which the ground meat comes. It also must state whether anything besides meat has been added.

Many products, such as bread, milk, and cheese, must be stamped with a date. This is the date by which the product must be sold. Dating a product ensures that it will be fresh when purchased.

Some laws require unit pricing. That is, the price tag must show how much money is being asked a unit - for an ounce or a gram, for example. A 10-ounce (283-gram) can of peaches would be a better buy than a can at the same price with only 8 ounces (227 grams). Also, a can with fewer peaches and more syrup would not be as good a buy as one with less syrup and more peaches, even if the weight marked on the can was the same.

Unless people are able to read labels intelligently, the labels will be of no help to them. Beware of a term such as "highest quality." These words sound good. Yet they often have no real meaning. A label stating that a piece of clothing is "pre-shrunk" means little. The label does not tell you how much the piece of clothing is likely to shrink when it is washed. If the label says "Sanforized," however, you know the clothing will not shrink more than 1 percent. The word "Sanforized" is a standardized term that has this meaning in the clothing industry.

From the Civics

TEXT 6: FRANCHISING

Franchising means granting a formal right to the manufacturer, wholesaler or retailer to produce or to sell the company's goods or services in a special area for a specified period of time. This way of doing business is widely used in the market economy. 40% of all sales in the USA go through franchising which makes \$1 billion as annual volume of sales. These figures are presented by International Franchising Association. Franchising in Great Britain is supported by

government. The banks give loans to businessmen, and the government guarantees 80% of the loan.

Purchase of a franchise is a simple way of starting business. Reliable scheme of doing business, a promoted brand, product of high quality - all these things increase chances of a beginning businessman for success. For a stable company it is a good way of expanding markets. These are great advantages of franchising.

According to Russian Franchising Association, the number of franchises in Russia does not exceed two dozen. In other words, it is not developed in our country.

History of franchising in Russia dates back to 1993, when Baskin Robbins sold the first franchise in our country. Later, some Russian franchises were sold, among them a chain of shoe stores "Ekonika", fast food "Rostics", "Teremok", "Russkiye bliny", "Niam-Niam", filling stations LUKoil, TNK. But still we can't say that franchising is highly developed in Russia. Legal, administrative and financial problems are in the way of its development. Our laws don't operate the notion "franchising". One of the main things in the process of selling franchise is transfer of a brand name. According to Russian laws, brand name can't be transferred. Another serious problem is responsibility of subsidiary company. For example, if franchisee in Siberia violates standards of franchisor in Moscow, the consumer has a right to make a claim against low quality of goods or services. Open joint-stock company LUKoil which sells franchises for setting up filling stations, has special departments in the areas where its franchises operate. In order to develop this kind of business laws on franchising should be passed.

From the Internet