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ПРАКТИКУМ ДЛЯ САМОСТІЙНОЇ РОБОТИ З АНГЛІЙСЬКОЇ МОВИ

ДЛЯ СТУДЕНТІВ СПЕЦІАЛЬНОСТЕЙ

073 – «МЕНЕДЖМЕНТ», 075 – «МАРКЕТИНГ»



Міністерство освіти і науки України
Вінницький національний технічний університет

Практикум
для самостійної роботи з англійської мови
для студентів спеціальностей
073 – «Менеджмент», 075 – «Маркетинг»

Практикум

Вінниця
ВНТУ
2021

УДК 811.111:005(076)

П68

Рекомендовано до друку Вченою радою Вінницького національного технічного університету Міністерства освіти і науки України (протокол № 12 від 25.03.2021 р.)

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П68

Практикум для самостійної роботи з англійської мови для студентів спеціальностей 073 – «Менеджмент», 075 – «Маркетинг» : практикум / М. Г. Прадівляний, Н. В. Рибко, А. А. Слободянюк. – Вінниця : ВНТУ, 2021. – 60 с.

ISBN 978-966-641-____-__

Практикум охоплює матеріали практичного курсу з дисципліни «Англійська мова за професійним спрямуванням» для студентів, що навчаються за спеціальністю 073 – «Менеджмент», 075 – «Маркетинг» денної та заочної форм навчання.

Практикум складається з чотирьох розділів, містить тексти професійного спрямування, завдання на розуміння тексту, лексичний та граматичний навчальний матеріал для самостійної роботи студентів. Практикум відповідає програмі курсу з англійської мови, яка вивчається у технічних ЗВО, з урахуванням досвіду викладачів кафедри іноземних мов. Завданням рукопису є забезпечення знань, необхідних фахівцям для роботи у галузях менеджменту логістики та маркетингу.

УДК 8811.111:005(076)

ISBN 978-966-641-____-__

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UNIT 1

PROFESSION OF A LOGISTICS MANAGER

Exercise 1.

Learn the vocabulary.

allocate ['æləkeɪt] – розподіляти; розміщати
assess [ə'ses] – оцінювати, давати оцінку чому-небудь
collaborate [kə'læbəreɪt] – співпрацювати
consumer [kən'sju:mə] – споживач
cost-efficient – рентабельний
distribution [dɪstrɪ'bju:ʃ(ə)n] – розподіл, доставка, транспортування
товарів
efficiency [ɪ'fɪʃ(ə)nsi] – ефективність, дієвість, точність (у роботі)
employee [em'plɔɪ'i:] – робітник, службовець; той, хто працює по найму
employer [ɪm'plɔɪə] – наймач, роботодавець
ensure [ɪn'sʊə] – упевнитися
entire [ɪn'taɪə] – цілий
evaluation [i,vælju'eɪʃ(ə)n] – оцінка, визначення ціни, вартості
experience [ɪk'spi(ə)riəns] – досвід роботи, стаж
facility [fə'sɪlɪti] – об'єкт
fast-paced – який іде швидкими кроками; який швидко розвивається
gain [geɪn] – набувати
goods – товари
have a good command of – добре знати щось
improvement [ɪm'pru:vmənt] – поліпшення, удосконалення
in charge of – на чолі
inbound ['ɪnbəʊnd] – який прибуває, який входить (outbound – ant.)
layout ['leɪaʊt] – проект, проектна схема, схема організації робіт
manufacturer [mænju'fæktʃ(ə)rə] – постачальник, підприємство обробної
промисловості
merchandise ['mɜ:tʃ(ə)ndɪz, -z] – товари, торгувати, вести торгівлю
negotiate [nɪ'gəʊʃieɪt] – вести переговори, домовлятися, обговорювати
умови
overseeing – нагляд, здійснення контролю
performance [pə'fɔ:məns] – виконання, дія, експлуатаційні якості
purchasing ['pɜ:ʃɪs] – покупка, закупівля
quality ['kwɒlɪti] – якість, сорт, гатунок, цінність, ознака, характерна риса
quantity ['kwɒntɪti] – кількість, обсяг інформації, частка
rates – розцінки, тарифи, ставки, обмінні курси
resolve [rɪzɒlv] – вирішувати проблему
retailer ['ri:teɪlə] – роздрібний торговець
shipping – відвантаження, поставка, транспортування будь-яким видом
транспорту

shortage ['ʃɔ:tɪdʒ] – недостача, брак, дефіцит
solution [sə'lu:ʃ(ə)n] – вирішення, розв'язання (проблеми)
staff – штат, персонал, особовий склад, співробітники
stock inventory ['ɪnv(ə)ntri] – опис, товари, предмети внесені в інвентар,
запас, резерв, часто матеріально-виробничі запаси
storage ['stɔ:ridʒ] – зберігання, склад, сховище
supplier [sə'plaiə] – постачальник
supply chain management – управління ланцюгами поставок
warehouse ['weəhəʊs] – складське приміщення, товарний склад, оптовий
магазин

Exercise 2.

Read and translate the following text into Ukrainian.

Profession of a Logistics Manager

The logistics industry is an important driver of economic growth and development. Transporting the correct product to the correct place at the correct time and price is the main challenge of logistics. In the current fast-paced global market, companies are increasingly assessed not only on the quality of their goods and services, but also on the speed and efficiency in which they deliver them.

All types of industries and businesses, whether they are big or small, need logistics managers. A small business may only have one person in charge of these duties, while larger corporations will have entire logistics and supply chain management departments.

Most companies prefer applicants to have earned at least a Bachelor's degree in business, logistics or supply chain management. It is also generally preferred that candidates have worked a few years in logistics positions in warehouses or distribution centers before becoming a logistics manager.

Starting your career as a logistics manager, you must be sure whether your skills are up-to-date. Logistics managers organize the safe and efficient storage and distribution of goods. Although they have a lot to manage, they also ensure that orders are fulfilled correctly, – the right products are delivered to the right place on time and in the most cost-efficient way. They plan and manage the movement of goods in the supply chain.

Logistics managers can get a job at distribution companies, consultancies, manufacturers, commercial organizations, retailers. They should have a good command of international commerce, finance and import/export laws. Fluency in a foreign language is strictly recommended. Learning an additional language is much easier when you work in constant communication with people who speak that language.

The job description of a logistics manager includes a variety of responsibilities. They must make sure that arriving products are stored correctly and materials leaving the facility are in good condition. Many logistics managers speak with transportation companies to negotiate rates and look over bills and customs

documents. Sometimes problems will arise with customers, suppliers, transportation companies or workers, and the logistics manager will be expected to investigate and resolve them.

They also are often responsible for overseeing several departments such as manufacturing, purchasing and warehousing. Depending on how large the company is, some logistics managers also help to establish sales targets. They must ensure that their organization is conducting its business safely and in accordance with environmental regulations.

Although most logistics managers have been male historically, more and more females are working in the field at all levels. Many work at or near the top at logistics companies.

Unlike some professions, logistics will always be an indispensable part of commerce. The income of logistics managers increases moderately as they gain more experience. But you can't rely only on your knowledge and skills. When it comes to transport, machinery and computers, new technologies are coming out all the time that have a direct impact on our everyday business. So you must be ready and willing to adapt quickly. Anyone who wants to go into logistics must bear in mind that tomorrow's reality looks nothing like it does today.

Exercise 3.

Read the information about work responsibilities of a logistics manager and discuss their relevance.



Directing inbound or outbound logistics operations, such as transportation, warehouse activities, safety performance.

Assessing the performance of certain technologies such as GPS, RFIP (radio-frequency identification) and satellite link-up systems to make transportation more efficient.

Auditing logistics activities like distribution, transportation and storage.

Monitoring the quality, quantity, cost and efficiency of the movement and storage of goods.

Resolving problems concerning transportation, logistics systems, imports/exports, customer issues.

Collaborating with other departments to integrate logistics with business systems or processes, such as customer sales, order management, accounting, shipping.

Allocating and managing staff resources according to changing needs.

Ordering and maintaining stock inventory necessary for production.

Dealing with customers and suppliers, and negotiating transportation rates or services.

Developing business by gaining new contracts, analyzing problems and producing new solutions.

Interviewing important staff members to learn about opportunities to improve efficiency or reduce costs.

Establishing regulations for tools, equipment, factory layouts.

Developing rules and procedures to make processes more efficient

Remember...

You work **for** a company.

You work **in** an area or **in** a department.

You are responsible **for** the delivery.

You are in charge **of** the project.



Exercise 4.

Answer the following questions.

1. What is the main challenge of logistics?
2. In what way are companies increasingly assessed nowadays?
3. What applicants do most of the companies prefer?
4. What do logistics managers organize?
5. What do they plan and manage?
6. Where can logistics managers get a job?
7. What skills must logistics managers have?
8. What are typical employers of logistics managers?
9. What do logistics managers control?
10. What are typical work activities of a logistics manager?
11. Do only males work at the top at logistics companies?
12. What does the income of logistics managers depend on?

Exercise 5.

Read and decide whether the following statements are true (T) or false (F), correct the false ones.

1. Logistics managers organize the safe and efficient storage and distribution of goods.
2. Large corporations may only have one person in charge of logistics management departments.
3. Typical employers of logistics managers are universities and schools.
4. The international focus within the job means recommended fluency in a foreign language.
5. Logistics managers mainly deal with retailers only.
6. Logistics managers must make sure that materials leaving the facility are wet.
7. Logistics managers ensure that the right products are delivered to the right place on time and in the most cost-efficient way.

8. It isn't a logistics manager's function to investigate and resolve problems with suppliers.

9. Typical work activities of a logistics manager include monitoring the efficiency of the movement and storage of goods.

10. Only males work at the top at logistics companies.

11. Logistics managers allocate staff resources according to changing needs.

12. While gaining more experience, logistics managers get more income.

Exercise 6.

Read the questions in the left column and answer Dislike / OK / Like.

Career Quiz

In this career quiz, there are 10 questions that will give you a pretty good perspective on whether the career of a *Logistics Manager* is right for you.

Answer "Dislike (0)" if you tell yourself – "Ugh... Sounds boring" or "I'm not sure".

Answer "OK (1)" if you tell yourself – "Umm... I think I will be okay with that".

Answer "Like (2)" if you tell yourself – "Yes, I'm interested".

Questions	Dislike (0)	OK (1)	Like (2)
1. You are interested in principles and methods for moving people or goods by air, rail, sea, or road, including the relative costs and benefits.			
2. You are interested in business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources.			
3. Collaborate with other departments to integrate logistics with business systems or processes, such as customer sales, order management, accounting, or shipping.			
4. Supervise the work of logistics specialists, planners, or schedulers.			
5. You like starting up and carrying out projects.			
6. You like leading people and making many decisions. You don't mind risk taking and dealing with business.			
7. You like following set procedures and routines.			

8. You like working with data and details more than with ideas.			
9. You like work that includes practical, hands-on problems and solutions.			
10. You like working with plants, animals, and real-world materials like wood, tools, and machinery.			

View your results:

0 to 9 points = You will not like this career.

10 to 15 points = You are the right person for the job.

16 to 20 points = You are perfect for this career.

Exercise 7.

Fill in the proper word from the box in the correct form.

Transport, purchase, maintenance, store, deliver, provide.

1. In my job I oversee the of vehicles and machinery.
2. Do they also parcels and packages on Sundays?
3. Goods are normally bought in the department.
4. We a 24-hour delivery service.
5. This company goods only by road.
6. We all our goods in the warehouse.

Exercise 8.

Match the verbs in column A with the given expressions in column B.

A	B
1) to coordinate	a) the quality and quantity of goods.
2) to deal with	b) the order cycle and associated information systems.
3) to monitor	c) data plan improvements and demand.
4) to analyze	d) staff resources according to changing needs.
5) to allocate	e) customers and suppliers.
6) to develop	f) business by gaining new contracts.
7) to plan	g) warehouse or transport staff.
8) to improve	h) delivery timetables.
9) to use	i) computer databases.
10) to manage	j) shifts.
11) to require	k) the supply network.
12) to work	l) additional skills.

Exercise 9.

Read the information about being the best logistics manager and discuss it with your partner.

<p>1 Get the Right Transportation Management Technology </p> <p>A transportation management system (TMS) that meets your specific needs can yield major visibility and savings. TMS software can help you monitor shipments, assess carrier performance, optimize routing and essentially provide end-to-end visibility.</p>	<p>6 View Your Supply Chain as Circular, Not Linear </p> <p>In a circular supply chain, discarded materials are recycled and reused, in part replacing some of the natural resources consumed, and thereby closing the supply chain loop. Take into account what happens after your products are consumed and how you can reclaim raw materials from existing goods.</p>
<p>2 Find Other Ways to Automate </p> <p>In addition to managing transportation, software can also help you automate your workflow and manage things like incoming goods, retrieval of goods, dispatch processing and repackaging.</p>	<p>7 Keep Up on Industry Trends </p> <p>Look beyond your supply chain by benchmarking other companies, following industry trends or joining a professional organisation.</p>
<p>3 Start a Vendor Compliance Program </p> <p>A vendor compliance program allows you to set expectations for your vendors, track their performance, and ensure they are meeting the goals you've set for them. The better your vendors are operating, the more fluid your supply chain will be.</p>	<p>8 Ensure Logistics is a Key Piece of the S&OP </p> <p>When your company develops a yearly operating plan that aligns all of the functional areas of your organization, like sales, manufacturing, procurement, make sure you have a seat at the table and logistics is a part of discussion.</p>
<p>4 Establish Alliances with Key Suppliers </p> <p>Creating these strong alliances will encourage your suppliers to be loyal, bring problems to the forefront, identify ways to improve and find opportunities for mutual growth.</p>	<p>9 Make a Solid Backup Plan </p> <p>Consider what you would do if your supply chains were to break down due to a strike, a natural disaster or another major shipping disruption and make a plan to keep things moving.</p>

5

Make Metrics Meaningful



Make careful choices about the metrics you report on. To be meaningful, metrics should help you measure performance, tell a story to your intended audience and follow consistent standards.

10

Leverage Social Responsibility as a Differentiator



Think beyond cost when sourcing and selling products and services and consider factors like the environment, impacts to the local community, ethical business practices, human rights and safety.

Exercise 10.

Read and translate the following article into Ukrainian. Retell it in short in English.

Top 7 Reasons the Logistics Manager Has the Most Important Job in a Company

Logistics managers have arguably the most responsibilities of anyone in a company; their work directly benefits the business's bottom line, but if they make a mistake the consequences are far-reaching and immediate. The duties of a logistics manager require an understanding of the supply chain, from the raw materials to the finished product, and the ability to keep track of many moving pieces at once.



Here are the top seven reasons that logistics managers have the most important role in business.

1) No Products, No Company

It's a basic fact of business that if a trading company doesn't have inventory, then they have nothing to sell. With nothing to sell, there are no profits and the company ceases to exist. With every incoming shipment of supplies, the logistics manager is fulfilling the most elementary function of a company and keeps the business alive.

2) Control of the Profit Margin

While at first it might not seem like logistics management has anything to do with profits, their work is in fact crucial to the company's income. The logistics manager controls the supply chain, including sourcing, import duties, and cost of freight, and the right decisions in those areas are what make the difference between a company falling into the red or soaring into the black.

3) Reducing Operational Expenses

Everyone has experienced the feeling of triumph that comes with finding a good bargain while shopping. Now imagine that instead of saving a few dollars by finding that cheaper product or service, you saved your whole company thousands or millions of dollars. Good logistics managers feel this rush constantly as they reduce costs along the supply chain by optimizing routings, cost and filings, as well as by hunting out the best deals with carriers.

4) Go Global

Good logistics management is the key to international business. Any company looking to source and sell to international markets relies heavily on its logistics manager. By taking advantage of FTAs (Free Trade Agreements) and special duty treatments, logistics managers can find the most cost-effective solutions and offset the financial impact of taking the business abroad.

5) Reverse Logistics

A huge percentage of buyers make purchases without the product directly in front of them; rather, they make the decision to buy based on guarantees and warranties. Whether the customer is an individual or another business, this form of transaction would never be possible without a logistics manager. When the logistics manager does his or her job well, the company's reputation for reliability grows and customers spend money based on that reputation.

6) Company Collaboration

The logistics manager works with other departments in the company to make sure that accounting, shipping, customer sales, and order management are all smoothly integrated into the overall logistics of the business. Working with all those other people and divisions requires strong communication and highly developed interpersonal skills. Combine those with the organizational skills that form the basis of logistics management, and it's clear that good logistics managers are well-rounded and talented people.

7) Give More to the Customer

Anyone can sell FOB (Free on Board), but by selling straight to your customers' doorsteps and dealing directly with their companies, you can gain a significant advantage over your competitors. The work required to go that extra mile to attract customers and increase profits is the logistic manager's responsibility- and it's just one more area in which their role directly affects the reputation and bottom line of the company.

Overall, logistics management professionals are skilled organizers, negotiators, and decision makers who use their talents to coordinate essential operations in a quickly shifting business environment. Good logistics managers improve a company's reputation, profit margin, and bottom line. At the end of the day, if you aren't working with one, you're missing out.

Exercise 11.

Match the synonyms from two columns and fill in the missing places with proper words.

<i>Provide, train, organize, ensure, inform about, check</i>	<i>Supply, advise, make sure, plan, supervise, instruct</i>
--	---

1. We software for the car industry.
2. I often clients on the most suitable transport method.
3. In my job I have to that passengers arrive on schedule.
4. My job is to incoming goods.
5. I also the transport of goods.
6. Logistics managers staff.

Exercise 12.

Match the words in column A with the suitable words in column B.

A	B
1) efficient	a) communication
2) schedule	b) staff
3) computer	c) storage
4) constant	d) knowledge
5) administrative	e) officers
6) purchasing	f) databases
7) job	g) manager
8) geographical	h) skills
9) stock	i) basis
10) distribution	j) control
11) planning	k) process
12) packaging	l) opportunities

Exercise 13.

Read the following text and make up 12 questions.

A Typical Day in the Warehouse

I am a logistics manager. I'm always the first to arrive, at about 5.30 AM. I begin by looking at the volume of sales made overnight on the website as well as the quantities we must ship to the points of sale. Then, when my teams arrive at 6.30 AM, we set out the day's priorities for each department, which might involve receiving merchandise, preparing orders, managing returns, shipping online orders, and so on. Our morning update is a crucial moment: it's when I must give my employees a much-needed energy boost for the day, because it often gets pretty intense.

In the morning, we prepare online orders that came through overnight and we also replenish the stock in stores. We collect items from around the warehouse, pack them up, and ship them off. We do the same thing at 1 PM for orders that came in before noon; then, depending on the volume, we do it all again mid-afternoon. So we don't fall behind the following day. By late afternoon, I send a warehouse activity report to management, which details the number of items sent, any recorded stock shortages, the number of items received, and the number of returns carried out. I usually leave between 7 PM and 8 PM.

Exercise 14.

Read and translate the text about a logistics process manager. Retell the text in 3rd person singular.

My name is Günter Müller. I live in Germany. I work for "Emma – The Sleep Company" which is one of Europe's fastest-growing tech startups with 400 team members representing over 40 nationalities at our headquarters in Frankfurt am Main. It is a private company with revenue \$100 to \$500 million (USD).

I am a logistics process manager. It's a full-time job. I take over the coordination of projects between operations, product development and the markets. I manage the company's international growth by establishing and improving processes with the relevant internal and external partners.



I am assuring that the new products will be ready for passing the whole supply chain. I am responsible for identifying system and process weaknesses and I also develop suggestions for optimization.

Exercise 15.

Read and translate the text about a logistics project manager. Make up questions to the italicized words.

My name is Lucas Bossard. I live in Le Pouzin, France. I work for “Skipper Groupe” which is more than 40 years of experience in supply chain and transport guidance management.

I am a logistics project manager. It’s a full-time job. As a logistics project manager, I am in charge of leading warehousing and logistics projects. I am responsible for analyzing customer’s needs and digital requirements.



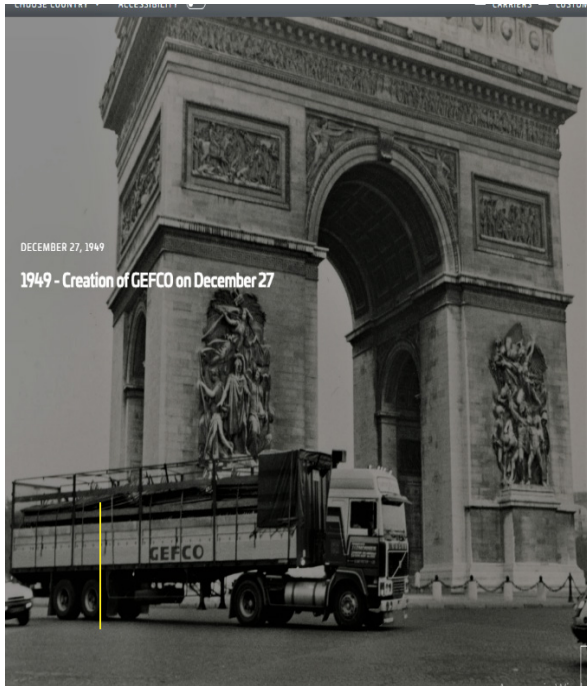
I work alongside local managers, workers and project managers in France. I have to prepare continuous improvement projects on inventory control, stock management improvement, processes improvement, new logistics services, WMS (warehouse management system) customization.

1. A logistics project manager’s name is *Lucas Bossard*.
2. He lives in Le Pouzin, *France*.
3. He works for “Skipper Groupe” which deals with *transport guidance management*.
4. “Skipper Groupe” company is more than *40 years* of experience in supply chain management.
5. I work as *a logistics project manager*.
6. He has been leading warehousing projects *for a year*.
7. He is responsible for *analyzing customer’s needs*.
8. He *analyzes* digital requirements almost every day.
9. *Lucas* works alongside project managers in France.
10. He prepares *improvement* projects on stock management.
11. He works out continuous projects *on new logistics services*.
12. WMS customization is one of Lucas’ *main* projects.

Exercise 16.

Read the text about the promotion of a simple logistics manager in Ukrainian branch of GEFCO and retell the text in English.

Professional Growth in GEFCO in Ukraine



GEFCO (de Groupages express de Franche-Comté) was founded in France on December 27, 1949.

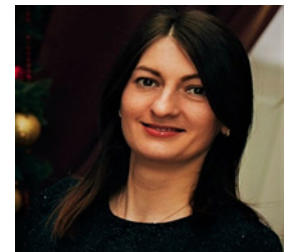
In Ukraine, GEFCO started its operations in 2008 and for 11 years has gained extensive experience in providing a range of logistics services, offering various multimodal solutions in supply chain management with the optimal transit time and cost.

To provide logistics solutions, the company operates marine, auto, air and rail transport. It organizes transportation from one pallet to a huge container, offers customs and warehousing services.

Today GEFCO in Ukraine has 51 employees. During its activity in our country, the company managed to prove itself as both the best employer and taxpayer.

Yevhenia Poplavska, Director of the Transport and Logistics Department of GEFCO Ukraine, has been working for the company for 9 years. During this period

she has grown from a simple logistician to the Director of the Department. Yevhenia talks about her impressions of working at GEFCO in a short interview.



Why GEFCO? – GEFCO is an international company whose corporate culture impresses me a lot.

What is your first association when you think of a company? – Social security.

Are the company's values close to you? Which exactly? – Of course. Infinite Proximity. IP is the DNA of a company that combines a number of values: we are a flexible team of professionals who are open to innovation, we integrate into customer tasks and increase trust, we form long-term cooperation and commitment as a global network, we learn new and we provide growth and profitability in the long run, we are a strong partner.

The brightest memories for 9 years of work? – Climbing to the top of the mountain in the Carpathians during one of our team building.

What do you like most about your work? – New challenges that constantly keep my brain in shape and make me look for a solution, learn something new, get out of my comfort zone and thus constantly develop.



How did you grow during your period in the company? – For the first 3 years in the company I held the position of a logistician of the Department of Transport and Logistics of Motor Flows. In October 2013 I was promoted to the head of the road transport department of the Department of Transport and Logistics of Motor Flows. And in September 2019 I was appointed director of the Department of Transport and Logistics of Motor Flows.

Exercise 17.

Read and translate the following job advertisement and discuss it with your partner.

Company: Procter & Gamble
Job title: Logistics Managerial Traineeship
Job Type: Full-time

Qualifications required

Logistics / supply chain diploma
Analytical and problem solving skills.
Fluent Ukrainian, English & good communication skills
Accuracy in administrative work.
Good use of EXCEL, WORD, SAP software.



Procter&Gamble

What we offer:

Responsibilities – support in independent decision-making and risk taking;
Continuous coaching – you will work with passionate people and receive day-to-day mentoring from your manager;

Accelerated capability building – you will receive ongoing on-the-job and classroom training to develop your personal and professional skills and capabilities, you will learn how to use different Supply Chain analytical tools and application of different operational excellence methodologies – zero loss, PDCA, Work Process Improvement, Value Stream Mapping;

Dynamic and respectful work environment – employees are at the core, we value every individual and support initiatives, promoting work/life balance;

Opportunity for managerial role upon the successful completion of the traineeship program.

Compensations and benefits:

Monthly salary: 24 000 UAH;

Benefits package: medical, travel & life insurance, lunch allowance, additional vacation days;

Mobile expenses allowance if needed to support you in your daily responsibilities;

Flexible work hours and possibility to work from home.

Duration: 6-12 months

Location: Kyiv

Exercise 18.

Prepare reports using Internet or other sources (catalogues, magazines, books, etc.) about the latest news, achievements in the field concerning the topic of the unit.

UNIT 2 LOGISTICS

Exercise 1.

Learn the vocabulary.

- consignee [kɒnsai'ni:] – вантажоодержувач, консигнатор
consume [kən'sju:m] – споживати
consumer [kən'sju:mə] – споживач
consumption [kən'sempʃ(ə)n] – споживання
convey [kən'vei] – перевозити, транспортувати
courier ['kuriə] – кур'єр, посильний
customs ['kestəmz] – мито, the Customs – митне управління
delivery [di'liv(ə)rɪ] – доставка, поставка
demand – потреба, запит, позов, вимога, претензія
dispatch [dis'pætʃ] – відправка, кур'єр, агентство з доставки товарів
distribution [dɪstri'bju:ʃ(ə)n] – розподіл, доставка, транспортування
товарів
encompass [in'kempəs] – містити в собі, стосуватися
ensure [in'ʃʊə] – забезпечувати, гарантувати
flow – потік
freight forward – фрахт, сплачуваний у порту вивантаження
goods [gudz] – товар, товари
handle – сортувати
haulage contractor/haulier ['hɔ:liə] – той, хто домовляється про
перевезення /відкатник
implement ['implimənt] – виконувати, здійснювати, запроваджувати в
життя
intangible [in'tændzəb(ə)l] – нематеріальний
inventory management – інвентарний менеджмент, товарне управління
logistical/logistic [lɒ'dzɪstɪk(ə)l] – тиловий, який відноситься до тилу
/логістичний
logistician [lɒjə'stɪʃən] – логіст
maintenance ['meɪnt(ə)nəns] – збереження, утримання, обслуговування,
матеріально-технічне забезпечення; супровід
manufacture [mænju'fæktʃ(ə)rə] – промисловець, виробник, постачальник
pack – упакувати, запакувати, пакувати, укласти речі
procurement [prə'kjʊəmənt] – придбання, отримання, закупівля,
постачання, заготівля, поставка (обладнання), контракт
на поставку
purchasing ['pɜ:ʃɪs] – покупка, закупівля, придбання
require [ri'kwaɪə] – вимагати, мати потребу в чому-небудь
requirement [ri'kwaɪəmənt] – вимога, потреба

resources [ri'zɔ:s, -'sɔ:s] – запаси, ресурси, засоби
 retailer [ri:teɪlə] – роздрібний торговець
 sophisticated [sə'fɪstɪkeɪtɪd] – складний, ускладнений, сучасний
 sourcing – підбір джерел фінансування, поставок, постачальників,
 підрядників
 stock control – контроль за станом товарних запасів, товарне управління
 storage ['stɔ:ɪdʒ] – зберігання, сховище, зберігання на складі
 supplier [sə'plaɪə] – постачальник
 vendor ['vendə] – продавець, постачальник
 warehouse ['weəhəʊs] – поміщати в склад, зберігати на складі

Exercise 2.

Read and translate the following text into Ukrainian.

Logistics

Logistics is the process of planning, implementing and controlling the efficient transportation and storage of goods and services from the point of origin to the point of consumption in order to meet requirements of customers or corporations in a timely, cost-effective manner.

Logistics involves the integration of production, packaging, warehousing, transportation, security, materials handling and information flow. The resources managed in logistics can include physical items such as food, materials, animals, equipment, liquids, as well as intangible items, such as time and information.

Many companies specialize in logistics, providing the service to manufacturers, retailers and other industries with a large need to transport goods. Some own the full range of infrastructure, from jet planes to trucks, warehouses and software, while others specialize in one or two parts. Suppliers, manufacturers, distributors and retailers have had to improve their logistics processes to meet the demand for quicker, more convenient delivery of a wider variety of goods.



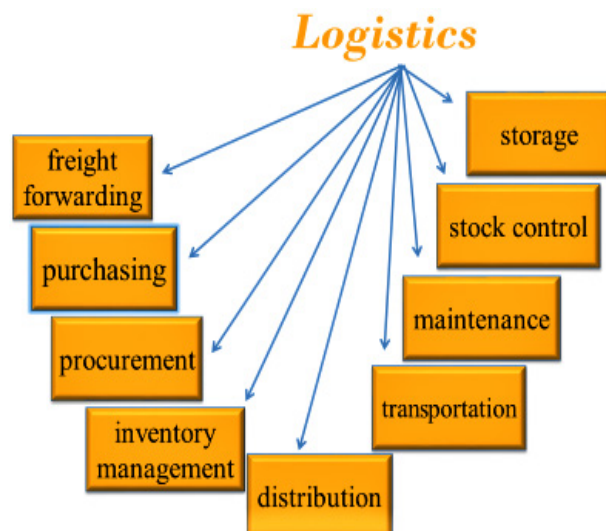
Logistics management is an important component of supply chain management while these terms are sometimes used interchangeably. Logistics focuses on moving products and materials as efficiently as possible. In contrast, supply chain management encompasses a much broader range of supply chain planning activities, such as demand planning, sales and operations planning, supply chain execution, including strategic sourcing and transportation management.

A person working in the field of logistics management is called a logistician. A qualified logistician manages and directs the movement of products, supplies or even people. Logisticians are responsible for the life cycle and supply chain operations of a variety of products. They should be smart in computing as they use software that is sophisticated in planning and tracking. They are also responsible for customs documentation. Logisticians regularly work with other departments to ensure that the customers' needs and requirements are met efficiently.

Exercise 3.

Answer the following questions.

1. How can you define the term “logistics”?
2. What is the main goal of logistics process?
3. What aspects does logistics involve?
4. How can the resources managed in logistics be divided?
5. What manufacturers do many companies specialized in logistics provide their service to?
6. Why do distributors and retailers have to improve their logistics processes?
7. Logistics management is an important component of supply chain management, isn't it?
8. What are the features of supply chain management?
9. How is a professional working in the field of logistics management called?
10. What are the main functions of a qualified logistician?
11. Why should logisticians be smart in computing?
12. What are professional logisticians responsible for?



Exercise 4.

Read and decide whether the following statements are true (T) or false (F), correct the false ones.

1. Logistics can be defined as the process of transportation and storage of goods between the point of origin and the point of consumption.
2. Logistics does not meet requirements of customers in cost-effective manner.
3. Logistics involves the integration of production, packaging, warehousing.
4. The resources managed in logistics include only intangible items.

5. There are many companies which own the full range of logistics infrastructure.
6. Suppliers improve their logistics processes for quicker delivery of goods.
7. Supply chain management is an important component of logistics management.
8. The usual focus of logistics is moving goods as slowly as possible.
9. A professional working in the field of logistics management is called a logic supervisor.
10. A qualified logistician manages the movement of goods.
11. Logisticians are responsible for the life cycle and supply chain operations of a variety of goods.
12. Logisticians normally do not work with other departments of the company.

Exercise 5.

Match the verbs in column A with the activities in column B.

A	B
1) to book	a) a number of shipments under one bill of lading
2) to consolidate	b) booking reservations
3) to deal	c) that health and safety standards are maintained
4) to keep	d) modern computer systems
5) make	e) space on a ship, train, lorry, or plane
6) use	f) where to put them in the warehouse
7) check	g) an eye on the budget
8) take care	h) with all the necessary documentation

Exercise 6.

Read and complete the following sentences using the words from the box.

Provide, maintenance, storage, deliver, delivery, purchasing, store, support, transport, transports, distribution, delivery.

1. Logistics means that you manage the movement of goods and the of inventory.
2. Logistics means the of the goods the customer needs at the right time, in the right place, and of the right quality.
3. Logistics means planning, organizing and managing operations that services and goods.

4. Logistics means purchasing, maintenance, and replacement of material and staff.
5. Logistics is the planning and of operations such as warehousing, inventory, 6., supply and maintenance.
7. In my job I oversee the of vehicles and machinery.
8. Do they also parcels and packages on Sundays?
9. Goods are normally bought in the department.
10. We provide a 24-hour service.
11. This company only goods by road.
12. We all our goods in the warehouse.

Exercise 7.

Read the following text and make up 12 questions. Retell the text in English.

A Short History of Logistics

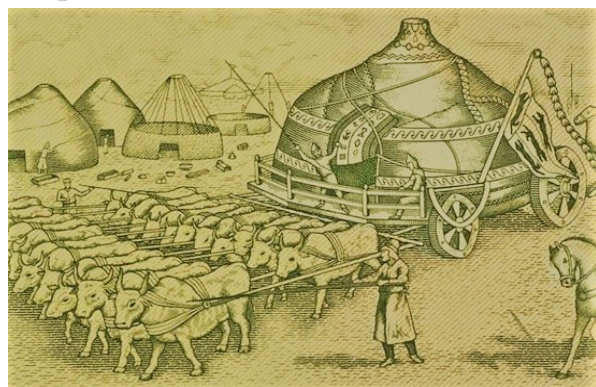
Logistics is one of those functions where, when done well – is practically invisible. It is also one of those industries without which businesses and societies couldn't exist. Logistics is primarily a military term, so the first applications were in military areas.

Ancient Egyptian, Greek and Roman wars are the basis for today's logistics system. Military tactics were part of the reason for their success.



Another reason was the use of highly efficient logistics system to supply its legions and garrisons. Military officers called “logistikas” were responsible for ensuring the supply and allocation of resources, so that soldiers could efficiently move from one post to another or into battle with all the required resources.

Mongols were especially well-known for their organized and efficient logistics system. The army was divided into corps and each one traveled with cattle, pack animals and baggage carts. Food was stored along the way. Everything was carefully organized, and baggage and equipment were kept light to make transport easier.



In the last half of the 19th century, railroad, steamships and the telegraph dramatically changed how armies, governments, industries and people communicated and traveled. The birth of the internal combustion engine, powered vehicles, pipeline, air transport, telephone, radio, radar, television and telephotography continued this transformation in the 20th century. More people and more supplies could be mobilized over greater distances thanks to these develop-

ments. New techniques for organization and management were needed to keep up with these advances, and separate logistics functions started emerging in military units and industry.

Until the 1970s, most record keeping was done manually. The birth of computers improved logistics planning, inventory management and optimization of truck routing. Moreover, after the increasing internet access, logistics started being used more and more to describe an important business function, rather than just describing military movements.

Egyptian [i'dʒɪpʃ(ə)n]

Mongols ['mɒŋg(ə)l]

Roman ['rəʊmən]

Exercise 8.

Match the words in column A with their definitions in column B.

A	B
1) carrier	a) company which carries goods by road care
2) freight forwarder	b) person or firm named in a freight contract to whom goods have been shipped or turned over for care
3) supplier	c) company that specializes in the speedy and secure delivery of small goods and packages
4) haulage contractor/haulier	d) company that transports or conveys goods
5) courier	e) company which supplies parts or services to another company; also called vendor
6) consignee	f) person or business that arranges documentation and travel facilities for companies dispatching goods to customers

Exercise 9.

Read and translate the following information. Read the statements below the text and find the proper expression in the text to define each statement.

The Council of Supply Chain Management Professionals (CSCMP) in the USA has defined logistics as “that part of supply chain management that plans, implements, and controls the efficient, cost-effective forward and reverse flow and storage of goods, services and related information between the point of origin and the point of consumption in order to meet customers’ requirements”.

Another definition by CSCMP is “the management of inventory stocks – at rest or in motion”. The inventory referred to here can be of raw materials or components:

- work-in-progress – for example, some cars are transported between quite distant plants for different parts of the manufacturing process;
- finished goods.

A manager who works in logistics, or an academic who studies the subject, is, formally, a logistician.

Remember...

BrE: **stocks** (countable) – наявний запас товарів, товарні запаси

stock (uncountable) – інвентар, майно, запас

AmE: **inventory** – товари, внесені в інвентар, запас

BrE: **work-in-progress** – робота, що виконується (незавершена)

AmE: **work-in-process** or **inventory-in-process**



1. Finding the best way of getting goods to the supermarkets in a supermarket group.
2. A university professor who lectures on supply chain management.
3. The subject taught by the professor.
4. Aircraft wings to be used in the construction of a plane.
5. Washing machines on a truck going out of the factory gate, rather than components being delivered to make them.
6. The cotton to be used in making thread for clothes.
7. Books in a bookshop waiting to be sold.

Exercise 10.

Read, translate and match the beginning of the sentences in column A with the end of the sentences in column B.

A	B
1. At present, internet sales of meat are restricted to Britain because of the logistical	a) nightmare for railroads this year, slowing grain shipments.
2. There are a variety of logistical	b) challenge for working parents, as well as a financial burden.
3. Poor weather conditions, company mergers and booming grain export demand have combined to create a logistical	c) difficulties and additional costs owing to its need for access to water.
4. The plant's lack of a waterside location created logistical	d) obstacles to opening up a show that has not been performed for two weeks, from restarting complicated machinery to doing the dry cleaning.
5. Providing child care is a logistical	e) problem of exporting small orders of fresh meat.

Exercise 11.

Put the words in the right order. Use the correct form of the verb.

1. an excellent / provide / delivery service / my company.
2. you / how much / handle / cargo / per year?
3. to other countries / not ship / we / chemical products.
4. responsible for / be / the warehouse manager / also / vehicles and machinery.
5. to foreign companies / car parts / this vendor / supply?
6. usually / arrange / for companies / a freight forwarder / documentation

Exercise 12.

Read, translate and retell the following text.



Logistics management is a detailed process of organizing and implementing an operation. When it comes to business, that process is the flow of work from the beginning to the end, in order to fulfill customer expectations as well as those of your organization. Without logistics management, the many phases of any product will quickly fall into a chaotic mess.

The various links and points of distribution in a logistics management network include the following:

- factories that manufacture products;
- warehouses that store products;
- distribution centers to receive and return items for clients;
- transport to deliver product;
- retail locations, from small to larger stores to sell product.

No other function in the supply chain is required to operate 24 hours a day, seven days a week from New Year's Day to New Year's Eve—there are no days off. That is why customers often take logistics for granted, they expect that product delivery will be performed as promised. But it's not that simple, and it can be expensive and takes expertise.

The main market segments served by the logistics industry are the following:

- parcel and documents express delivery services;
- freight by air, ocean, road or rail;
- warehousing and distribution;
- supply chain solutions.

Exercise 13.

Read the following fragment of the article and decide whether the statements below are true (T) or false (F), correct the false ones.

Logistics – Essential to Strategy

Logistics can spell the difference between success and failure in business. For example, a few years ago a young engineer-entrepreneur began to build a company from scratch. His first product was liquid bleach. Actually, he didn't know much about the business at the time. He knew that liquid bleach is nearly all water and that the U.S. market is divided among two large manufacturers, Clorox and Purex, and a number of smaller producers that sell branded and private-label bleach on a regional basis. He also knew that the market for private-label bleach in New England, where he wanted to be, was dominated by a manufacturer located in New Jersey.

So the entrepreneur decided to found a private-label bleach manufacturing company near Boston. This location provided his company with a distinct transport cost advantage over its chief competitor. But he didn't stop there. He located his plant near a concentration of grocery chain retail outlets. This enabled him to sell his bleach under an arrangement in which retailers' trucks were loaded with his bleach after making their retail deliveries and before returning to their respective distribution centers. Given this double cost advantage, he was able to go one step further. By adding other items to his product line, he was able to obtain efficient truckload orders from his retail chain customers.

(By James L. Heskett)

1. Logistics can identify the difference between success and failure in business.
2. An engineer-entrepreneur began to build a store from scratch.
3. Liquid bleach was his last product.
4. Production of liquid bleach was divided among two large manufacturers, Clorox and Purex.
5. It was decided to found a private-label bleach manufacturing company near Boston.
6. The competitor of the entrepreneur got a distinct transport cost advantage over him.
7. The entrepreneur's plant was located near a concentration of grocery chain wholesale outlets.
8. This resulted in favourable for him logistic chain.

9. Retailers' trucks were loaded with his bleach after making their retail deliveries.

10. The entrepreneur went one step back after getting the advantage with truckload chain.

11. The entrepreneur got double cost advantage as he created a favourable logistic chain for loading retailers' trucks.

12. Obtaining efficient truckload orders from the retail chain customers was the result of adding other items to his product line.

Exercise 14.

Read the following fragment of the article and make up questions to the italicized words in the statements below.

Another new venture in which logistics plays a major role was set up by two honors students. On their graduation from business school, they devised an innovative, low-cost way to distribute a high volume of milk and other products. Building a retail "store" that consisted of a convenience-oriented self-service front end and a large truck dock in the rear, they have raw milk delivered by tank trucks and put into vats in the rear of the store. Milk and cream is then separated, homogenized, and bottled on site for sale direct to consumers at significantly lower prices than through traditional channels. Having expanded its line to include other food items often purchased in large quantities, this retailer now enjoys one of the highest sales-per-square foot ratios of any retailer in the United States and does a volume of sales through its relatively small outlet that many supermarket operators would be pleased to achieve. (By James L. Heskett)

Remember...

Sales per Square Foot – is a metric commonly used by retail companies to determine the amount of revenue generated per square foot of retail space. Sales per square foot can be used to determine the sales efficiency of retail stores.

sales-per-square foot ratio – співвідношення / коефіцієнт продажів на квадратний фут
ratio (singular); **ratios** (plural)



1. Logistics plays a major role in *successful business*.
2. *Two* honors students graduated from business school.
3. *On their graduation* from business school they devised a low-cost way to distribute milk.
4. Two students distributed a *high volume of milk* and other products.
5. A retail "store" consists of a *self-service front end and a large truck dock*.
6. Raw milk is delivered *by tank trucks*.
7. Milk *is bottled* for sale direct to consumers.

8. Cream was sold at *significantly low* prices.
9. *Having expanded the line*, they included other food items.
10. Many *food* items were often purchased in large quantities.
11. *Supermarket operators* would be pleased to achieve high sales through relatively small outlet.
12. This retailer enjoys the highest sales-per-square foot ratios *in the United States*.

Exercise 15.

Read the following fragment of the article and answer the questions below.

The Impact of COVID-19 on the Logistics Sector

Logistics firms, which are involved in the movement, storage, and flow of goods, have been directly affected by the COVID-19 pandemic. The impact of COVID-19 was first felt in China due to the role it plays in global manufacturing, and is also a major consumer of global commodities and agricultural products.

Disruptions to manufacturing in China rippled through global supply chains. Cargo was backlogged at China's major container ports, travel restrictions led to a shortage of truck drivers to pick up containers, and ocean carriers canceled or blanked sailings. The resulting shortage of components from China impacted manufacturing operations overseas. Major industries around the world, including automotive, electronics, pharmaceuticals, medical equipment and supplies, as well as consumer goods, were affected.

The pandemic spread to the rest of the world, leading to lockdowns and border closures that restricted the movement of goods. Land transport has generally remained partially available globally as roads have remained in operation, except in countries under severe lockdowns. Trucking capacity is strained because of additional demand for their services – especially food and medical supply transportation.



Other economic sectors that require land transport, such as manufacturing, are generally not at full capacity because of lockdowns. As a result, road freight rates have fallen in some markets. Demand for rail services has grown because of higher air cargo freight rates, blank sailings, and longer transit time for trucks.

Air freight met a sharp reduction in passenger flights. However, as shippers and governments turn to air cargo for essential goods, air freight rates have increased.

Supply chain disruptions and the lockdowns have affected logistics companies. But not all segments were impacted equally – companies that serve e-commerce have increased activity as consumers opt for online shopping, while those that serve other sectors, such as auto and consumer goods, saw a downturn.

Small trucking businesses were being severely hit because they tend not to have any backup, recovery plan, or intermittent operation plan, as well as lack of technology to follow health guidelines.

To protect their staff's health, some logistics companies have introduced new protocols on social distancing at warehouses, disinfecting work areas, or providing protective gear, while giving staff unlimited unpaid time off.

The recovery and long-term impact of the pandemic on logistics may be affected by the following factors:

- increased dedicated air cargo capacity;
- increased cargo inspections and cross border control protocols;
- technology and e-commerce rise;
- reconfiguration of global value chains;
- recovery prospects will vary by country, subsector.

1. What logistics firms were directly affected by the COVID-19 pandemic?
2. What global markets does China affect?
3. Did travel restrictions lead to increase of truck drivers to pick up containers?
4. What affected manufacturing operations overseas?
5. Why is trucking capacity strained?
6. What sphere (s) of logistics met a sharp reduction in passengers?
7. Why has demand for rail services grown?
8. Who or what influenced companies that serve e-commerce?
9. Did small trucking businesses have any recovery plan?
10. What steps did some logistics companies take for protecting their staff's health?
11. Some companies give the staff unlimited unpaid time off, don't they?
12. What factors may long-term impact of the pandemic on logistics be affected?

Exercise 16.

Read the following text and discuss it with your partner.

7 Global Future Logistics Trends

We are in a highly transformative era and what in general is called the 4th Industrial Revolution. Changes will take time, but they are going to occur at a more rapid pace than before. Here there are 7 global logistics trends we can expect in the next few years.

1. Environmental footprint and sustainable solutions will be top focus

The transportation industry is a big part of greenhouse gas contributions. Assisting customers in lowering their ecological footprint will move from a

“selling point” to a must in order to remain relevant. The increasing sustainability focus will drive development on contributing areas such as emerging technologies, alternative fuels, alternative supply chains via increased 3D printing.

2. Automation, robotization, AI (artificial intelligence) has high impact on logistics

Everything will become automated and digitalized. Robots are becoming more intelligent in learning from data, making decisions and adapting independently. The intelligence aspect of machine learning is an important tool for the transport industry as it heavily relies on efficient logistics flows. The growth of automation, robotization, and AI will have a dramatic influence on the transport industry and change the very nature of freight forwarding.

3. Internet of things is a key enabler for improving logistics value chains

Internet of things is a major trend that allows for communication between devices that are connected to each other through small sensors of various kinds. The sensors will collect, store, exchange data, and make intelligent conclusions without human interaction. Connected road vehicles, pallets and shipping containers across the globe use data to adapt vehicle parameters to different routes and increase uptime of entire fleets. Internet of things will also become a crucial tool for freight forwarders to better control logistics flows.

4. Electro-mobility largely contributes to greener transports

The development of electric vehicles and powertrain systems will rapidly develop as we are moving away from oil-driven fuel and towards battery-driven fuel. We can also expect to see an increase in the use of eco-friendly fuel for maritime transports. Electro-mobility will largely contribute to reducing the environmental carbon footprint in the transport industry.

5. Blockchain technology has the potential to revolutionize logistics

By storing blocks of information that are identical across its network, the blockchain cannot be controlled by a single entity and has no single point of failure. The information is public, accessible to anyone online, and easily verifiable. This new technology will revolutionize logistics with increased transparency for freight forwarders, minimized information disruption, and eliminated intermediaries.

6. Urbanization and consumption will put strains on city logistics

In 2030, about 60 percent of the world population is expected to live in cities, so the logistics flow in and out of cities will increase. Self-driving vehicles will also contribute to turning around city logistics and new transport alternatives such as drones will be used to meet increasing e-commerce.

7. Cognitive skills, insight and innovation become more important

Jobs are going from less “follow instruction and execute” to much more “collaborative and cognitive” in its essence. Employees need to be increasingly savvy with interpreting, analyzing, and conceptualizing information and collaborate around it. (By Johan Jemdahl)

UNIT 3 MARKETING

Exercise 1.

Learn the vocabulary.

accounting [ə'kauntɪŋ] – бухгалтерський облік, звітність, фінансова

звітність

buying influence – вплив на покупця (на покупки)

distribution [ˌdɪstrɪ'bjuːʃ(ə)n] – постачання, розподіл, реалізація, збут

downmarket ['daʊn, mɑːkɪt] – дешевий ринок, дешеве обслуговування

e-commerce [iː'kɒmɜːs] – торгівля через Інтернет, електронний бізнес

endorsement [ɪn'dɔːsmənt] – підтвердження, схвалення

hype [haɪp] – активно рекламувати, розхвалювати

leasing – лізинг, здавання в оренду

mailshot – разова розсилка

market environment – маркетингове середовище

market segmentation [ˌsegmen'teɪʃ(ə)n] – сегментація ринку

marketer ['mɑːkɪtə] – маркетолог

marketing ['mɑːkɪtɪŋ] – торгівля, маркетинг

marketing research – маркетингове дослідження

merchandising ['mɜːtʃən, dɪzɪŋ] – комерційне планування виробництва

negotiation [niˌgəʊʃi'eɪʃ(ə)n] – переговори

niche [niːʃ] – ніша

price sensitivity [ˌsen(t)sɪ'tɪvətɪ] – чутливість цін

promotion [prə'məʊʃ(ə)n] – стимулювання збуту, просування товарів на

ринок, реклама

purchasing ['pɜːtʃəsɪŋ] – закупівля, придбання

reciprocity [ˌresi'prɒsətɪ] – взаємодія, співробітництво

reposition [ˌrɛpə'zɪʃən] – зміна виду діяльності, знаходження нової

ринкової ніші

retailer ['riːteɪlə] – роздрібний торговець

specifics – особливості

target market ['tɑːɡɪt] – ринок збуту, цільовий ринок, обраний сегмент

ринку

upmarket [ˌʌp'mɑːkɪt] – високоякісний

wholesaler ['həʊl, seɪlə] – оптовий торговець, оптовик

Exercise 2.

Read and translate the following text into Ukrainian.

Marketing

Marketing refers to activities a company undertakes to promote the buying or selling of a product, service or goods.

It is one of the primary components of business management and commerce.



Marketers can direct their product to other businesses (B2B marketing) or directly to consumers (B2C marketing). Regardless of who is being marketed to, several factors apply, including the perspective the marketers will use. Known as market orientations, they determine how marketers will approach the planning stage of marketing.

The marketing mix, which outlines the specifics of the product and how it will be sold, is affected by the environment surrounding the product, the results of marketing research and market research, and the characteristics of the product's target market. Once these factors are determined, marketers must then decide what methods will be used to promote the product.

The term marketing, what is commonly known as attracting customers, incorporates knowledge gained by studying the management of exchange relationships and is the business process of identifying, anticipating and satisfying customers' needs and wants.

The process of marketing is that of bringing a product to market, which includes these steps: broad market research; market targeting and market segmentation; determining distribution, pricing and promotion strategies; developing a communications strategy; budgeting; and strategizing regarding long-term market development goals. Any parts of the marketing process (for example: product design, art director, brand management, advertising, inbound marketing, copywriting, etc.) involve use of the creative arts.

The two major segments of marketing are business-to-business (B2B) marketing and business-to-consumer (B2C) marketing.

B2B marketing

Business-to-business, or B2B marketing, refers to any marketing strategy or content that is promoted to a business or organization. Any company that sells products or services to other businesses or organizations (vs. consumers) typically uses B2B marketing strategies.

Examples of products sold through B2B marketing include:

- Major equipment
- Accessory equipment
- Raw materials
- Component parts
- Processed materials
- Supplies
- Business services

The four major categories of B2B product purchasers are:

Producers – use products sold by B2B marketing to make their own goods (e.g.: Mattel buys plastics to make toys).

Resellers – buy B2B products to sell through retail or wholesale establishments (e.g.: Walmart buys vacuums to sell in stores).

Governments – buy B2B products for use in government projects (e.g.: purchasing contractor services to repair infrastructure).

Institutions – use B2B products to continue operation (e.g.: schools buy printers for office use).

B2C marketing

Business-to-consumer marketing, or B2C marketing, refers to the tactics and strategies in which a company promotes its products and services to individual people. Traditionally, this could refer to individuals shopping for personal products in a broad sense. More recently the term B2C refers to the online selling of consumer products.

C2B marketing

Consumer-to-business marketing, or C2B marketing, is a business model where the end consumers create products and services which are consumed by businesses and organizations. It is diametrically opposed to the popular concept of B2C or Business-to-consumer where the companies make goods and services available to the end consumers.

C2C marketing

Customer to customer marketing, or C2C marketing, represents a market environment where one customer purchases goods from another customer using a third-party business or platform to facilitate the transaction. C2C companies are a new type of model that has emerged with e-commerce technology and the sharing economy.

B2G marketing

Business can also communicate with government departments, apply for government contracts and pay taxes. It is business to government marketing.

Exercise 3.

Read the information about differences in B2B and B2C and discuss its relevance.

Differences in B2B and B2C Marketing

The different goals of B2B and B2C marketing lead to differences in the B2B and B2C markets. The main differences in these markets are demand, purchasing volume, number of customers, customer concentration, distribution, buying nature, buying influences, negotiations, reciprocity, leasing and promotional methods.

- *Demand:* B2B demand is derived because businesses buy products based on how much demand there is for the final consumer product. Businesses buy products based on customer's wants and needs. B2C demand is primarily because customers buy products based on their own wants and needs.



- *Purchasing volume:* Businesses buy products in large volumes to distribute to consumers. Consumers buy products in smaller volumes suitable for personal use.
- *Number of customers:* There are relatively fewer businesses to market to than direct consumers.
- *Customer concentration:* Businesses that specialize in a particular market tend to be geographically concentrated while customers that buy products from these businesses are not concentrated.
- *Distribution:* B2B products pass directly from the producer of the product to the business while B2C products must additionally go through a wholesaler or retailer.
- *Buying nature:* B2B purchasing is a formal process done by professional buyers and sellers, while B2C purchasing is informal.

- *Buying influences:* B2B purchasing is influenced by multiple people in various departments such as quality control, accounting, and logistics while B2C marketing is only influenced by the person making the purchase and possibly a few others.
- *Negotiations:* In B2B marketing, negotiating for lower prices or added benefits is commonly accepted while in B2C marketing (particularly in Western cultures) prices are fixed.
- *Reciprocity:* Businesses tend to buy from businesses they sell to. For example, a business that sells printer ink is more likely to buy office chairs from a supplier that buys the business's printer ink. In B2C marketing, this does not occur because consumers are not also selling products.
- *Leasing:* Businesses tend to lease expensive items while consumers tend to save up to buy expensive items.
- *Promotional methods:* In B2B marketing, the most common promotional method is personal selling. B2C marketing mostly uses sales promotion, public relations, advertising and social media.

Exercise 4.

Answer the following questions.

1. What is marketing?
2. Where can marketers direct their products?
3. What is the marketing mix?
4. When do the marketers decide what methods will be used to promote the product?
5. What does the term marketing incorporate?
6. Which steps does the process of marketing include?
7. What are the two major segments of marketing?
8. What does B2B marketing refer to?
9. How many categories of B2B product purchases are there and what are they?
10. What does B2C marketing refer to?
11. What is C2B marketing?
12. What does C2C marketing represent?

Exercise 5.

Read and decide whether the following statements are true (T) or false (F), correct the false ones.

1. The different goals of B2B and B2C marketing lead to differences in the B2B and B2C markets.
2. B2B demand is primarily because customers buy products based on their own wants and needs.
3. Businesses buy in smaller volumes suitable for personal use.
4. There are relatively fewer businesses to market to than direct consumers.
5. Businesses that specialize in a particular market tend to be geographically concentrated while customers that buy products from these businesses are not concentrated.
6. B2B products must additionally go through a wholesaler or retailer.
7. B2B purchasing is an informal process, while B2C purchasing is a formal process done by professional buyers and sellers.
8. B2B purchasing is only influenced by the person making the purchase and possibly a few others.
9. In B2B marketing, negotiating for lower prices or added benefits is commonly accepted while in B2C marketing prices are fixed.
10. In B2C marketing, businesses tend to buy from businesses they sell to.
11. Businesses tend to lease expensive items while consumers tend to save up to buy expensive items.
12. B2B marketing mostly uses sales promotion, public relations, advertising, and social media.

Exercise 6.

What type of marketing do the following statements refer to? Choose from B2B, B2C or B2G.

1. Private individuals can rent a car without going through a call center.
2. The city is looking for construction companies to build a new airport. There are hundreds of pages of specifications you can obtain from the city authorities.
3. Car companies are getting together to buy components from suppliers in greater quantities, reducing prices.
4. Small businesses can get advice about wages, taxation, etc.
5. Members of the public can buy legal advice from law firms.
6. It can seem very convenient, but if you are out when the goods ordered arrive at your house, you are in trouble!
7. Members of the public can buy train tickets online.
8. Last year we paid our tax directly through the internet.
9. We order all our office stationery from our supplier on web.
10. All our workshops use e-procurement for the spare parts they need.
11. We applied for the contract after seeing the details on the Ministry's website.
12. I order my contact lenses over the Internet and pay with my credit card.

Exercise 7.

Complete the text using the words from the box.

Advertisements, exhibitions, trade, promotion, copy-writer, set up, commerce, market, price sensitivity, copy, marketing, controls, designer, media, budgets, trade magazines.

(1) and (2) involve letting potential customers know about a new product both before it is made and after it becomes available for sale. (3)..... in the local and national press and (4) in areas where there is likely to be a good market are among the ways in which this is done: the choice of (5) – magazines, newspapers, radio and TV – for the advertisements and of locations for exhibitions is made as a result of thorough (6)..... research, so that money (all marketing departments have tightly controlled (7) is spent where it is most likely to produce results. The advertising (8) , usually provided by a specialist (9) and set out by a (10) to have the most impact, is probably the most common form of promotion, although the way in which stands are (11) at exhibitions is also extremely important. “News” items leaked to (12) are also important – and they are free! (13) Associations and Chambers of (14) can provide advice about the size of markets, their location, and also about such things as (15) and import (16)..... in specific areas.

Exercise 8.

Match the marketing terms (1-15) from column A with their definitions (a-o) in column B.

A	B
1. Marketing	a. Change the image of a product or service.
2. Niche	b. Aiming at the mass end of the market.
3. Brochure	c. A range of minor products which all carry the name of a major product.
4. Hype	d. Aiming at the luxury end of the market.
5. Brand	e. A promotional activity over a specific period of time.
6. Upmarket	f. When a famous person recommends a product in an advertisement.
7. Downmarket	g. Matching what the business organization produces with what customers want.
8. Sponsorship	h. Promoting a product or service with exaggerated or intensive publicity.
9. Crowded market	i. A small, specialized part of a market.
10. Campaign	j. A product which can be recognized by its name.
11. Reposition	k. When the same letter is sent to a large number of possible buyers.
12. Pitch	l. Supporting a cultural or sporting enterprise in return for advertising.
13. Mailshot	m. One with too many competing products.
14. Merchandising	n. A booklet giving information about the company's products or services.
15. Endorsement	o. What the size rep says to the potential customer.

Exercise 9.

Complete the text using the words from the box.

Customers, developing, distribute, needs, place, price, producing, product, profit, product, promote, service, time, want.

Marketing is concerned with getting the right (1) to the right (2)..... at the (3)

Marketing is about meeting consumer (4) at a (5)

Marketing makes it easier for (6) to do business with you.

Marketing aims to find out what people (7) ; then (8) and (9) a (10) or (11) that will satisfy those wants; and then determining the best way to (12) (13) and (14) the product or service.

Exercise 10.

For each definition choose the correct word or phrase.

1. Providing money to cultural or sporting activities in exchange for advertising rights.

- a) promotion
- b) grant aid
- c) sponsorship

2. A business which specializes in giving advice and support to companies about marketing and markets.

- a) marketing consultancy
- b) counselling service
- c) company analysts

3. An economy which allows open and reasonably free exchange between private companies.

- a) command economy
- b) conservative economy
- c) free market economy

4. A market in which there are too many suppliers producing similar products.

- a) saturated market
- b) buyers' market
- c) heavy market

5. A market in which there are few suppliers producing goods that a lot of people want to buy.

- a) weak market
- b) sellers' market
- c) light market

6. A company which sells more of a particular type of product than its competitors.

- a) trend setter
- b) multinational
- c) market leader

7. A person who uses their specialist knowledge of a specific market to try to explain what has happened and predict what will happen.

- a) market analyst
- b) forecaster
- c) market broker

8. A specific promotional activity over a limited period of time.

- a) campaign
- b) season
- c) trend

9. The activity of moving goods from the producer to the consumer.

- a) selling
- b) distribution
- c) orientation

10. The activity of selling goods to other countries.

- a) multinational
- b) exporting
- c) exchange distribution

11. The proportion of the total market which one company controls.

- a) domination
- b) market place
- c) market share

12. What a company or organization says it intends to do for its customers and the community.

- a) corporate mission
- b) strategic plan
- c) corporate image

Exercise 11.

Read the text and make up 12 questions.

A career in marketing can take you in several different directions. Marketing is comprised of many facets and activities. You will find that there are many opportunities in marketing, but the common denominator of those opportunities is the sense of ownership over the product and/or service and the necessity to understand the customer's needs and desires and then be able to translate those needs in the communication of your marketing strategy. Marketing communication can be done in several ways that is why a career in marketing opens several doors as a profession.

In the marketing profession, your job will be to take a "generic" product and/or service and associate that product or service with a brand name. Market-

ing can be defined as being the intermediary function between product development and sales. Think of it as the storehouse for such things as advertising, public relations, media planning, sales strategy, and more.

It's the marketing professional's job to create, manage, and enhance brands. This ensures that consumers look beyond the price and function of a product or service when they are weighing consumption options. A key part of a career in marketing is to understand the needs, preferences, and constraints that define the target group of consumers or the market niche corresponding to the brand. This is done by market research.

Exercise 12.

Read the text and discuss it with your partner.

1. Why Marketing Career?

Different people can have different reason to become a marketing but a few factors remain common. First, marketing career is one of the high paying careers. Second, there are always chances of growth and promotion in this particular field. Moreover, some people want to be marketing professionals because they like how they have to be creative, innovative and different in this career. Marketing is a part of every business in the world so your opportunities are undying. We can only say that as the time passes the need for marketing professionals will increase.

Marketing professionals can actually see the end results of their work. Even a slightest change made to the logo of a company resonates for decades and centuries if it gets hit in the market. The job is not easy for sure. Not to mention, there are businesses in which the marketers have to act like sales people. All the pressure that is supposed to be on the sales professionals ends up being on the marketing professionals. However, this pressure doesn't feel big when you can see your creativity manifesting itself in the company's products, services, ideas and everything that you have worked on.

2. Most Important Traits of Marketing Professionals

In order for you to be a successful marketing professional you need to have a set of particular skills and natural habits. First, you have to be outgoing and social. It is hard to believe that a person shy of going out in public and being social can be a good marketer. You must have an impressive and inspiring personality because this helps you build links and links are extremely important in marketing. You must have great observation skills, up-to-date information of the latest trends, fashions and changes in the tastes of people.

You have to be a decision maker – a strong one. Acting maturely and with confidence in difficult situations must be your traits. Pressure handling skills have to be sky high because pressure is what you will be under for almost throughout your marketing career. You must be target oriented and know how to make people work for you. Your communication must be stupendous and extremely persuasive regardless of what you talk about. Moreover, your sense of

using money must be great. You must know well how to use your money, how much and when. Last but not least, you must be a great listener.

3. Pros and Cons of Marketing Career

As mentioned above, the marketing career puts you on a path of constant growth. You can always continue to grow with your great performance and skills. It isn't surprising to see some company offering you a great salary to work for them while you are still working for another company. You get a high salary and your salary includes many other incentives. You will be provided a vehicle from the company. There's a medical cover, especially dental plan, available for you as a marketer. Smartphones, tablets, laptops etc. are other perks that your company will give you with no hassle.

When it comes to cons pressure is the first thing that needs to be mentioned. It must be understood here that you are looking at targets when working as a marketing professional. The pressure will be on you forever. You have to be creative at all times. You have to meet a lot of people and attend a lot of meetings so your schedule will be an extremely hectic and tiring one. You have to maintain great relationships and for that you will have to sacrifice your personal time too. You are often asked for a lot of experience before being offered a job in marketing industry, and it's hard to get a job if you don't have enough of it.

Exercise 13.

Read and translate the following article into Ukrainian.

Marketing Careers Where You Can Find Opportunities

Marketing is used in every company, every industry, so career potential is unlimited. There are career tracks in marketing that you can follow. You can find many opportunities in marketing in the following categories:

- Market Research
- Brand Management
- Advertising
- Promotions
- Public Relations



Market Research. This career involves researching the intended target. That target can be companies or individuals. In order for a company to capture a market, it must first be able to understand that market. Research involves the first process of understanding the consumer, what their needs are, what their purchasing habits are, and how they view themselves in

relation to the rest of the world. Market research is conducted by using surveys, focus groups, and reviewing studies. Doing this enables researchers to collect data on a specific brand's target. Market research can be done in-house, or a company may hire a specialized firm to conduct the research.

The graphic features the word "BRAND" in large, colorful letters (B: purple, R: blue, A: teal, N: orange, D: red) hanging from black hooks. Below it, the word "MANAGEMENT" is written in a bold, blue, sans-serif font.

BRAND MANAGEMENT

Brand Management. This is the career track you hear about most often. It is the key function in the consumer products industry. Brand managers are often likened to small business owners because they assume responsibility for a brand or brand family. They are always focused on the big picture. It is their job to instill the brand's essence, map out their competitors in their brand's category, identify marketing opportunities, and be able to communicate the unique benefits of that product or service effectively.

Brand managers are also responsible for guiding the market research team by setting the agenda and criteria and also selecting the stimuli, such as product-benefit statements, pictures, product samples, and video clips. Once the research is complete, it is the brand manager's job to analyze the data that's been collected then develop a marketing strategy. This marketing strategy may call for a new ad campaign, development of new products, or drawing out a new vision for the brand. It is also then the brand manager's job to ensure that other functions such as promotions, market research, research and development, and manufacturing are orchestrated to implement the strategy that they have developed.



Advertising. If you decide that advertising is the career track you wish to pursue you will find that advertisers work with all aspects of marketing from strategy to concept to the execution of the strategy.

Account managers act as the liaison between the agency's various departments and the client. Their job is to manage the execution of ads by making sure that they are created within the allocated schedule and budget. Account Planners focus more on the consumer. Their job is to conduct research on the demographics of the targeted consumers. They use that research to get to know what motivates their behavior in the marketplace.

The job of the Media Buyer is to find media to place ads in. They use the demographic study that is done by the Account Planner to decide the best possible place to purchase ad space.



Promotions. It is not uncommon to find a dedicated promotions team in marketing firms. This team works on creating programs that unite advertising to purchase incentives such as special discounts, coupons, samples, gifts with purchase, rebates, and sweepstakes. In order to promote these programs, the promotion team will often use direct mail, telemarketing, in-store displays, advertisements, product endorsements, or special kick-off events. Creativity and judgment are highly valued in the promotions industry.

Public Relations. It is the responsibility of the Public relations department to manage communication with the media, consumers, employees, investors, and the general public. They are considered the spokespeople for the company.



They will often write press releases to promote new products or to keep the investment community informed of business partnerships, financial results, or other company news. If they are based out of media relations, they will spend their time responding to information requests from journalists or pitch stories to the media.

Exercise 14.

Topics for discussion.

1. What goods or services does the company, you would like to work for, sell? Does it sell to the public or to other companies?
2. Answer the questions about the market you know:
 - How many competitors are there in this market?
 - Is competition in the market strong?
 - Who is the market leader?
 - Who are the two key players?
 - Who mainly makes up the competition, from the market leader's point of view?
 - If one competitor increases its market share, can the others keep their market share at the same level?
3. Can a poor product be made successful by clever marketing techniques? Can you think of any example?
4. Do you have any experience of B2B or B2G?

UNIT 4 MARKETING MIX

Exercise 1.

Learn the vocabulary.

- acceptability [ək,septə'bɪlɪtɪ] – прийнятність
- access ['ækses] – доступ
- accessibility [ək,sesə'bɪlɪtɪ] – доступність, відкритість для доступу
- advertising ['ædvətaɪzɪŋ] – реклама, рекламування
- affordability – доступність за ціною
- attract attention to smth – привертати увагу (до чогось)
- awareness – усвідомлення, усвідомленість, обізнаність
- become aware of smth [ə'weə] – усвідомлювати
- brand [brænd] – товарний знак, торговий знак
- branding – брендинг, створення бренду, просування торговельної марки
- customer ['kʌstəmə] – замовник, покупець, клієнт
- competitor [kəm'petɪtə] – конкурент, суперник
- customer needs – потреби споживачів
- delivery [dɪ'lɪv(ə)ri] – передача, постачання; доставка
- direct marketing [d(a)'rekt'mɑ:kɪtɪŋ] – прямий збут продукції (без посередників)
- distribution [,dɪstrɪ'bju:ʃ(ə)n] – розміщення, рух товарів від підприємства до споживача
- launch [lɔ:nʃ] – розпочинати; здійснювати
- location [ləu'keɪʃ(ə)n] – визначення точного місцезнаходження, місце перебування (органу, установи тощо)
- market orientation – орієнтація на споживача
- marketing mix – маркетинговий комплекс, структура маркетингу
- market-oriented economy – країна з ринковою економікою, економіка, орієнтована на ринок
- objective [əb'dʒektɪv] – завдання, об'єкт
- outlet ['aʊtlet] – торговельна точка, магазин, механізм реалізації
- packaging ['pækɪdʒɪŋ] – пакування
- price [praɪs] – ціна
- product ['prɒdʌkt] – продукція, продукт, виріб
- promotion [prə'məʊʃ(ə)n] – стимулювання збуту, просування товарів на ринок, реклама, знижка на новий товар (тимчасова)

promotional mix – комплекс заходів, направлених на просування товару на ринку

prompt actions – термінові дії

quality ['kwɒlɪtɪ] – якість, сорт, ґатунок

range [reɪndʒ] – сфера, галузь, коло

reputation [ˌreɪju:'teɪʃ(ə)n] – репутація, слава, добре ім'я

staff [stɑ:f] – персонал, штат службовців, особовий склад, кадри

support [sə'pɔ:t] – підтримка, допомога

take steps – приймати міри

tangible ['tændʒəb(ə)l] – матеріальний, реальний, видимий

Exercise 2.

Read and translate the following text into Ukrainian.

The Marketing Mix 1

The Ps

The marketing mix is the combination of techniques used to market a brand. The techniques are often called the Ps. Originally there were four Ps:



• *Product (or service)*: what you sell, and the variety or range of products you sell. The word 'product' for us can refer to a product or a service, or a combination of it. This includes the quality (how good it is), branding, and reputation (the opinion the consumers have) of the product. For a service, support for the client after the purchase is important. For example, travel insurance is often sold with access to a telephone helpline in case of emergency.

- *Price*: how much the product or service costs, setting prices that are attractive to customers and that are profitable for the company.

- *Place*: where you sell the product or service, finding suitable distribution channels and outlets to reach these customer groups. This means the location of your shop, or outlet, or the accessibility of your service – how easy it is to access.

- *Promotion*: how you tell consumers about the product or service. The promotional mix is a blend of the promotional tools used to communicate about the product or service – for example, TV advertising. This includes everything from pre-sales information to after-sales services.

These are the traditional four Ps of the marketing mix – the factors that we use in different combinations for different products and different potential buyers.

Today some marketers talk about an additional four Ps:

- *People*: how your staff (or employees) are different from those in a competitor's organization, and how your clients are different from your competitor's clients. The people in contact with customers must have the right attitude – way of behaving, etc. – whether in the shops or in call centers. They have to be helpful, well-trained and highly informed about the products and highly motivated to sell them. They are the public face of the company, not only during the sales process but afterwards. Customers can come back to receive some additional information or services. Their after-sales service is all part of the overall sales support.

- *Physical presence*: how your shop or website looks. Customers don't see any difference between online presence and physical store. They expect the same level of service, the same brand feel, and the same shopping experience. It's all about creating a unifying experience across all the sales and promotional channels.

- *Process*: how your product is built and delivered, or how your service is sold, delivered and accessed. This is the whole series of events from initial interest in the company's services, purchase of the product, further maintenance, etc. This should be as efficient – well-run, problem-free, etc. – as possible and contribute to a positive customer experience.

- *Physical evidence*: how your service becomes tangible. For example, tickets, policies and brochures create something the customers can touch and hold.

Exercise 3.

Read the information about marketing a new product and discuss its relevance.

Marketing a new product

A small educational games company is launching a new game to teach English vocabulary to beginner learners. The marketing manager, Dominic Dangerfield, is making a presentation using PowerPoint slides.

The Turnover Game

PRODUCT:

- Innovative way to learn new vocabulary
- Launch: how we are planning to introduce the product onto the market

PLACE

- Distribution: high street retailers and mail order via website and catalogues
- Delivery: five days by mail order or straightaway in shops

PROMOTION

- Advertising: in children's magazines
- Direct marketing: insert catalogue in Parent magazine

PEOPLE

- Customers: educated, city-dwellers with pre-teen children, school teachers
- Competitors: they have a larger sales force to sell their products

PRICE

- Premium pricing: 20% above market average for a CD-ROM
- Special deals: 15% discount for schools

Exercise 4.

Answer the following questions.

1. What is marketing mix?
2. How are the marketing techniques called?
3. What is product?
4. What is price?
5. What is place?
6. What is promotion?
7. What does the promotional mix include?
8. What are the additional 4 Ps?
9. What does the term 'people' include?
10. What is physical presence?
11. What does process include?
12. What is physical evidence?

Exercise 5.

Read and decide whether the following statements are true (T) or false (F), correct the false ones.

1. The word 'product' can refer to only to a service.
2. The marketing mix is the combination of techniques used to market a brand.
3. For a service, support for the client after the purchase is important.
4. Place means the location of your shop, or outlet, or the accessibility of your service – how easy it is to access.
5. The promotional mix is a blend of the promotional tools used to communicate about the product only.
6. Promotion includes everything from pre-sales information to after-sales services.
7. Customers have to be helpful, well-trained and highly informed about the products and highly motivated to sell them.
8. Staff can come back to receive some additional information or services.
9. Customers don't expect the same level of service, the same brand feel, and the same shopping experience in online and physical store.
10. Process is the whole series of events from initial interest in the company's services, purchase of the product, further maintenance.
11. Physical evidence is how your service becomes intangible.
12. Customers are the public face of the company, not only during the sales process but afterwards

Exercise 6.

A marketing manager is talking about the marketing mix for a brand of cleaning products. Choose the correct words from the brackets to complete the text.

- Our (staff / reputation / competitors) are highly motivated. We really believe in our brand. For example, our (consumers / employees / customers) are always trying to improve what we do.
 - Our (tools / range / support) includes detergent, toilet cleaner and sponges.
 - We use a lot of (advertising / presence / promotional), usually in women's magazines.
- You can find the brand in supermarkets and local shops. The (tangible / accessibility / process) of our (staff / mix / outlets) is important. We need to be in a lot of (locations / supports / distributions) so that we are easy to find.

- We are more (accessibility / reputation / expensive) than our (competitors / staff / sales) but we offer good credit terms and we sometimes run special (deals / processes / support).

Exercise 7.

Complete the text using the words from the box.

Advertising, mix, price, products, promotional.

Marie Curie Cancer Care is reviewing its marketing strategy in an attempt to attract a wider audience. It will stop using (1) techniques, such as mailings and events.

Television (2) and face-to-face marketing are both being tested in a bid to supplement the charity’s typical over-60s donor base with younger supporters. If tests prove successful, they will become part of Marie Curie’s marketing (3)

In addition, Marie Curie Cancer Care is expanding its online shop. Stylish handbags at a (4) of £10 are attractive to younger customers. Marie Curie Cancer Care says it is responding to customers’ needs and wants by selling elegant fashionwear (5)

Exercise 8.

Do the following words and expressions in the box refer to product, price, place, promotion or people?

Accessibility, customers, discounts, location, sales force, branding, delivery, distribution, quality, special deals, competitors, direct marketing, launch, reputation, support.

Product	Price	Place	Promotion	People

Exercise 9.

Which “P” of the marketing mix does each of these statements refer to?

1. We want to offer services at a lower cost than our competitors.
2. We don't put our own brand – we sell phones from different manufactures for use on different manufacturers for use on different call plans.
3. We advertise more and more on the Internet.
4. We have our own high street outlets, but we don't sell through other chains.
5. We phone existing customers to try to persuade them to buy more sophisticated phones where they can download other services.
6. We sponsor sports competitions.

Exercise 10.

Complete the section headings (a-c) with the three “Ps”. Then complete the gaps (1-7) with expressions from the box, some of them can be used more than once.

Service, intangible, contact, process, motivated, helpful, attitude.

a _____

A service can't be experienced before it is delivered. This means that choosing to use a service can be a risky business because you are buying something (1) This uncertainty can be reduced by helping customers to “see” what they are buying.

b _____

Anyone who comes into (2) with your customers will make an impression, and that can have a positive or negative influence on customer satisfaction. It is important that all employees who work with customers are the right kind of people for the job. They must be highly informed and (3) , be appropriately trained, and have the right (4) in dealing with customers. The level of after-sales (5) and advice provided by a business is one way of adding value to what you offer, and can give you an important edge over your competitors.

c _____

The (6) of giving a service, and the behavior of those who deliver it, are crucial to customer satisfaction. Issues such as waiting times, the information given to customers and (7) staff are all vital to keep customers happy. Customers are not interested in the details of how your business runs. What matters to them is that the business work for them.

Exercise 11.

Read the following text and discuss it with your partner.

**The Marketing Mix 2
The four Cs, As and Os**

Some marketers have supplemented the four Ps with new ways of thinking about marketing. The Ps, Cs, As and Os can be combined when looking at the marketing mix.

4Ps	4Cs	4As	4Os
Product	<i>Customer needs</i> What does the customer need to solve a problem? For example, people don't have time to cook – we offer the solution of frozen dinners. The company must identify customer needs so that products that meet these needs can be developed.	<i>Acceptability</i> How acceptable is the product, and do people approve of the product? Is it socially acceptable – fashionable and attractive? Does the product respect the laws of the country – is it legally acceptable?	<i>What do you sell?</i> How is it manufactured, or made? Is it a high quality (or excellent) product, or is it bottom end?
Price	<i>Cost to user</i> Does the customer perceive the cost of the product as fair, or is it too expensive?	<i>Affordability</i> Does the customer have enough money to buy the product – can he / she afford the product?	<i>Objectives</i> Revenue objectives concern the income you want to generate. Price objectives concern the price you want to sell at.
Place	<i>Convenience</i> How convenient is it to find your product? Is it easy, or does the customer have to make an effort?	<i>Accessibility</i> Is the product easy to access? Is the product accessible for people with disabilities?	<i>Organization</i> How should you organize the sale and distribution of your product? Which distribution methods will work best?
Promotion	<i>Communication</i> How should you communicate with your customers?	<i>Awareness</i> How many people know about, or are aware of, the product? Is awareness high?	<i>Operations</i> Which kind of promotional operations, such as direct mail, will work best for the product?

Exercise 12.

Read the following information and make up 12 questions.

AIDA

AIDA is an acronym which represents the steps a marketer takes in order to persuade customers to buy a product or service.

Attention	Marketing must first attract the customers' attention to the product. Customers become aware of a product and know it is available
Interest	Then, marketing must create an interest in the product. Customers will develop an interest in the product.
Desire	Next, marketing must develop a desire to own or have the product so that customers actively want the product.
Action	Finally, marketing must prompt action to purchase, so that customers take steps to buy the product – for example, by going to the shop or ordering it online.

Exercise 13.

Put the words and expressions from the box into the correct columns.

Acceptability, awareness, cost to user, objects, accessibility, communication, customer needs, operations, affordability, convenience, objectives, organization.

Product	Price	Place	Promotion

Exercise 14.

Complete the text about a supermarket in-store event using words from the box.

Awareness, customers, identified, meet, promotional.

This week, Tesco launches its biggest ever 'Health Event' – illustrating its commitment to helping (1) lead a healthy and active lifestyle. The supermarket has (2) health as an important customer concern and is working to (3) the needs of its customers. Hundreds of (4) operations for healthy products will run all over the store, from fresh produce through to grocery and healthcare lines. Tesco hopes that (5) of its initiative will be high.

Exercise 15.

Replace the underlined words and expressions with alternative words and expressions from the box.

Afford, high quality, revenue objectives, convenient, price, socially acceptable.

1. Mobile phones are fashionable and attractive to the youth market.
2. We have a reputation for providing good standard mobile phones.
3. The cost to user of mobile phones is kept down because they are subsidized by the network providers.
4. This means more people can have the money to buy the product.
5. More and more, customers buy mobile phones online because it is more accessible.
6. Expected earnings from 3G phones were not met when the products were first launched.

Exercise 16.

Put the words in each sentence in the correct order.

1. attention / attract / must / product / the / to / We.
2. aware / become / of / People / brand / the / will.
3. an / create / in / interest / need / product / the / to / We.
4. an / customers / develop / in / interest / product / the / to / want / We.
5. a / desire / develop / must / our / own / product / to / We.
6. People / steps / take / it / to / try / will.
7. action / buy / must / prompt / it / to / We.

Exercise 16.

Read and translate the following article into Ukrainian.

The Importance of Each Element of the Marketing Mix

The importance of marketing mix in achieving business objectives cannot be overstated. You must make sure each element of the marketing mix works with the others to support your objectives. For example, you need to support a premium product with premium pricing and location, and your promotion must communicate that value. When even one element is “off,” you may find yourself handicapped.

Some companies with standout growth are experiencing the effects of leveraging individual elements of the marketing mix. One element can even help elevate the others, as we’ll see in some of these examples.

1. Slack doubled down on “product” to grow to \$4 billion in under four years. Product-led-growth is a go-to-market strategy currently popular in the



startup world. The basic idea is to put the user experience at the forefront of every aspect of strategy to create a product that satisfies users more than any other solution. Instant-messaging platform Slack famously used product-led growth to reach \$4 billion in revenue in under four years.

Rather than relying on marketing or sales, this growth strategy expects word of mouth to take care of the “promotion” element of the marketing mix. And that’s how it played out for Slack: they achieved growth without a sales team or elaborate marketing, relying on users to spread the word.

2. Starbucks uses “price” to maximize profitability.

To make your business viable, your price must lead to a profit. In fact, the price element offers a seemingly straightforward way to fuel growth, since even a 1% increase in price can increase profits 11%, on average. Yet many companies still fail to price their product optimally.



Not Starbucks, though. Its approach to pricing gives us an insightful look into how the company continues to grow and operate profitably. Knowing that its customers are not price-sensitive lets Starbucks increase prices in tiny increments. This means the company can continually move its pricing upward, toward the highest amount customers are willing to pay, without causing them to stop buying.

3. Lego became the world's most valuable toy brand with "Promotion".



Promotion plays a significant part in growth because it makes it possible for potential customers to hear about you. For Lego, it meant a spectacular turnaround from deficits and layoffs, becoming the “world’s most valuable toy brand,” valued at \$7.57 billion.

The company had been facing decline until it turned to branded entertainment to connect with customers. It created movies in partnership with franchises like Star Wars and Batman, and it created a YouTube channel that became one of YouTube’s most popular, with 5 million subscribers. It also encouraged user-generated content within its Lego Life online community and on YouTube, allowing its own customers to market its products. Large brands may consider embracing promotion via its users a risky move, but it paid off for Lego.

4. Chick-fil-A uses "Place" to sell more than any other restaurant chain.

Despite the fact that Chick-fil-A has fewer locations than competitors and only operates six days a week, the chain has become the third-largest restaurant chain in America. Some experts think that is because of Chick-fil-A’s great focus on selecting locations for new stores. It has invested heavily in location technology to help it evaluate sites, looking at psychographic and demographic data to determine potential. It also supports local communities by taking great care that its locations do not put individual store owners in competition with each other.



5. Bonjoro Focused on "People" to become one of the fastest-growing



apps. Bonjoro, a video-sharing tool, has become one of the fastest-growing apps on Zapier, very likely because of its focus on people. The company capitalizes on the

people surrounding its brand to communicate what the product does and why it’s useful. It features its own staff – and its customers – in all its videos. The CEO even appears in videos on its site wearing the company’s mascot costume. This focus on people can help a brand connect with its audience on a more intimate, personal level.

6. Zara’s unique feedback "Process" lets it launch designs ahead of other clothing retailers.



Take, for example, how retail fashion giant Zara gets new clothing designs into its stores quickly. The company has built its innovation process around customer feedback, using its stores to gather input and then communicate it to

its designers. This streamlined approach lets its designers quickly incorporate new designs, so the company can fill its shelves with the latest trends before its competitors do.

The customer-feedback process has meant more than just speed for Zara. It has reduced the company's reliance on promotion. Though the company spends very little on advertising – just 0.3% of sales – it has built an avid following, thanks to involving fans in the innovation process. The company boasts over 30 million Instagram followers and 28 million Facebook fans.

7. By Chloe, the restaurant, raised \$31 million in funding as it tapped into a new trend in “Physical Evidence.”

For a restaurant, the components that make up ambiance or dining atmosphere can function as physical evidence: the colors and decor, menu designs, even staff uniforms. While these things have always been important to restaurants, some new operators are blazing the way with a bold new angle on physical evidence that, until recently, no one thought to incorporate.

New vegan fast-food chain By Chloe, which raised \$31 million to expand its concept, is optimizing the physical evidence it provides patrons to grow a thriving audience. The tangible aspects of its unique dining experience – bright colors, modern interior design, and visually appealing menu – are suited perfectly for the sort of tantalizing photos that are popular on Instagram. The Instagram hashtag #bychloe has been used over 30,000 times. This sort of viral exposure can capture new customers and help reduce the need for company-led promotion.



Exercise 17.

Topics for discussion.

- Think of a product that you bought recently. Describe your purchase in terms of the four Ps.
- Then describe the purchase from the seller's point of view.
- Now describe a service in terms of the Ps.
- Think about the most recent product you bought. Describe the marketing mix using the 4Cs, the 4As or the 4Os.
- Think of a product that you bought recently. Describe your purchase in terms of the four Ps.

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ПРАКТИКУМ

ДЛЯ САМОСТІЙНОЇ РОБОТИ З АНГЛІЙСЬКОЇ МОВИ

ДЛЯ СТУДЕНТІВ СПЕЦІАЛЬНОСТЕЙ

073 – «МЕНЕДЖМЕНТ», 075 – «МАРКЕТИНГ»

Практикум

Рукопис оформила *А. Слободянюк*

Редактор *О. Ткачук*

Оригінал-макет підготувала *Т. Криклива*

Підписано до друку 30.04.2021.

Формат 29,7×42 ¼. Папір офсетний.

Гарнітура Times New Roman.

Друк різнографічний. Ум. друк. арк. 3,6.

Наклад 50 (1-й запуск 1-21) пр. Зам. № 2021-059.

Видавець та виготовлювач

Вінницький національний технічний університет,
інформаційний редакційно-видавничий центр.

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Свідоцтво суб'єкта видавничої справи
серія ДК № 3516 від 01.07.2009 р.