

**ЧЕРНІВЕЦЬКИЙ ТОРГОВЕЛЬНО-ЕКОНОМІЧНИЙ ІНСТИТУТ
ДЕРЖАВНОГО ТОРГОВЕЛЬНО-ЕКОНОМІЧНОГО УНІВЕРСИТЕТУ
СИСТЕМА УПРАВЛІННЯ ЯКІСТЮ**

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**ІНОЗЕМНА МОВА ЗА ПРОФЕСІЙНИМ СПРЯМУВАННЯМ
(АНГЛІЙСЬКА) / ENGLISH FOR SPECIFIC PURPOSES**

**НАВЧАЛЬНО-МЕТОДИЧНИЙ ПОСІБНИК
для самостійної роботи студентів /
EDUCATIONAL AND METHODOLOGICAL
MANUAL
for students' individual work**

освітній ступінь	бакалавр	/	bachelor
галузь знань	D Бізнес, адміністрування та право	/	Business, Administration and Law
спеціальність	D5 Маркетинг	/	Marketing
освітня програма	Маркетинг	/	Marketing
вид дисципліни	обов'язкова		

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ЧТЕІ ДТЕУ заборонено**

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ВСТУП

Методичні рекомендації та завдання до самостійної роботи студентів розроблено відповідно до програми/робочої програми «Іноземна мова за професійним спрямуванням (англійська)». *Мета* навчально-методичного видання – сприяти засвоєнню програми/робочої програми в повному обсязі та розвивати самостійність у процесі здобуття та закріплення нових знань як особистісну рису та важливу професійну складову, що полягає у вмінні планувати, систематизувати і контролювати власну діяльність.

Основними *завданнями* самостійної роботи у межах дисципліни є:

- навчити майбутнього фахівця орієнтуватися в сучасному інформаційному просторі з метою удосконалення іншомовних умінь і навичок;
- удосконалювати у здобувачів вищої освіти професійну комунікативну компетентність з англійської мови;
- розвивати вміння активного ділового спілкування у різних професійно-ділових ситуаціях;
- готувати майбутнього фахівця до наукової діяльності та формувати автономність здобувача вищої освіти як мовної особистості.

Самостійна робота студента з дисципліни «Іноземна мова за професійним спрямуванням (англійська)» включає:

- опрацювання навчального матеріалу;
- вивчення основних термінів та понять за темами (опрацювання активного тематичного вокабуляру);
- виконання практичних вправ та завдань, вирішення яких сприятиме формуванню знань широкого діапазону словникового запасу (у т.ч. фахової термінології), необхідного в академічній і професійній сферах; граматичних структур, необхідних для гнучкого вираження відповідних понять, а також для розуміння іншомовних повідомлень і здійснення комунікації у межах широкого кола тем професійного спрямування; правил синтаксису іноземної мови, що вивчається, щоб мати можливість розпізнавати повідомлення і продукувати комунікацію; мовних форм, властивих офіційному та розмовному реєстрам професійного мовлення;
- посилену підготовку до певних завдань, як от *ситуаційних вправ*: завдань, вирішення та обговорення яких дозволятиме знайти способи вирішення актуальних проблем і спонукатиме студентів до чіткої аргументації власної позиції відносно актуальних тем спеціальності; *кейсів*: індивідуальних завдань, вирішення яких сприяє опануванню механізмів прийняття рішень на конкретних прикладах з практики бізнесу, відпрацювання типових схем вирішення проблемних ситуацій і вироблення самостійного індивідуального підходу; *ділових ігор*, у ході проведення яких створюються сприятливі можливості творчого та емоційного залучення учасників до ділових відносин, максимально наближених до реалій функціонування підприємств та організацій; *презентацій*: завдань, спрямованих на розвиток вміння виступати з підготовленими індивідуальними виступами щодо широкого кола професійних тем;

- виконання творчих завдань: написання творів, складання резюме та життєпису, підготовка різного виду ділової кореспонденції;
- пошук, підбір та огляд літературних джерел на задану проблематику пошукового завдання;
- підготовку до різних форм контролю поточних знань студентів (усного опитування, тестових завдань, контрольних робіт тощо);
- опрацювання додаткового матеріалу для поглибленого вивчення тем за професійним спрямуванням, а саме у сфері маркетингу;
- систематизацію опрацьованого матеріалу та узагальнення здобутих знань під час підготовки до підсумкового іспиту.

Завдання з самостійної роботи націлені на вивчення активного вокабулярію та термінологічних одиниць і виконання практичних завдань для закріплення та активізації здобутих знань, розвитку комунікативної та граматичної компетентностей у межах теми. Навчальний матеріал, передбачений для самостійного вивчення, виноситься на підсумковий контроль знань.

У кінці методичних рекомендацій та завдань для самостійної роботи подається орієнтовний список літератури. Для вивчення матеріалу та виконання завдань можна використовувати будь-яке джерело, в якому розглядається необхідний лексико-граматичний матеріал.

Unit 1. My Future Profession

Exercise 1. Read and learn the following words and word combinations:

trade economics – економіка торгівлі;
accounting [ə'kauntɪŋ] – облік;
taxation – оподаткування;
insurance – страхування;
stock market – фондовий ринок;
hospitality management – готельно-ресторанний менеджмент;
marketing [ˈmɑ:kɪtɪŋ] – маркетинг, збут, продаж;
food technologies – харчові технології;
to major [ˈmeɪdʒə] **in** – спеціалізуватись на;
to deal with – мати справу з чимось;
goods and services – товари та послуги;
consumer [kən'sju:mə] – споживач;
to surround [sə'raʊnd] – оточувати;
ABC of marketing – ази маркетингу;
marketing mix – маркетинговий комплекс;
promotion – стимулювання;
vital [ˈvaɪtəl] **role** – життєва роль;
failure [ˈfeɪljə] – невдача;
aim – мета, ціль;
producer [prə'dju:sə] – виробник;
customer [ˈkʌstəmə] – споживач;
to fit smb. – задовольняти когось;
to recognize a trend – розпізнавати тенденцію;
marketing research [rɪ'sɜ:tʃ] – дослідження ринку;
in this respect – у цьому відношенні;
to tend – прагнути, мати тенденцію;
creative – творчий;
advertising [ˈædvətaɪzɪŋ] – рекламування;
distribution [ˌdɪstrɪ'bju:ʃn] – розповсюдження;
selling – продаж;
however [haʊ'evə] – проте; однак;
social science [ˈsaɪəns] – соціальна наука;
psychology [saɪ'kɒlədʒi] – психологія;
sociology [ˌsɒsɪ'ɒlədʒi] – соціологія;
anthropology [ˌænrə'pɒlədʒi] – антропологія;
to offer – пропонувати;
Master-of-Science programme – магістратура;
market segmentation [ˌseɡmən'teɪʃn] – розподіл ринку;
execution [ˌeksɪ'kju:ʃn] – виконання;
pre-sale – попередній продаж; / **post-sale** – після продаж;
to allow [ə'lau] **to** – давати; надавати;
to be in great demand – мати великий попит;

to relate to – мати відношення до;
opportunity [ˌɒpəˈtjuːniti]– можливість;
thus [ðʌs]– отже;
to comply [kəmˈplaɪ] **with smth.** – зважати на;
to do somebody's best – робити все можливе;
to master – вдосконалювати; оволодівати;

Exercise 2. Read and translate the text:

My Future Profession

I am a student of Chernivtsi Trade and Economics Institute. Our institute trains experts in many specialties: **accounting** and **taxation**; finance, banking, **insurance** and **stock market**; management and **marketing**; international logistics; **hospitality management**; **food technologies**. Personally, I **major in** marketing.

Marketing is an activity that includes different kinds of business **dealing with** the movement of **goods and services** from **producer** to **consumer**. It **surrounds** our everyday life.

The **ABC of marketing** is the so-called *Marketing Mix*. It includes the four P's: product, price, place and **promotion**. Each one plays a **vital role** in the success or **failure** of the marketing operation.

The **aim** of marketing is to know and understand the **customers** so well that the product or service **fits** them and sells itself.

The ability to know some new wants and demands of customers, to **recognize** new **trends** and developments is very important in marketing. Those who produce must know what goods and services, where, for what price, why, for what purpose their customers would like to buy. **Marketing research in this respect** helps producers very much.

Marketing practice **tended** to be seen as a **creative** industry in the past, which included **advertising**, **distribution** and **selling**. **However**, because marketing makes extensive use of **social sciences**, **psychology**, **sociology**, mathematics, economics, and **anthropology**, the profession is now widely recognized a science, allowing numerous universities **to offer Master-of-Science (MSc) programmes**. The overall process starts with marketing research and goes through **market segmentation**, business planning and **execution**, ending with **pre** and **post-sales** promotional activities. It is also **related to** many of the creative arts.

I have chosen this major because it allows many **opportunities** in future. Experts in this field **are in great demand** for our national economy. **Thus, to comply with** the demand of the time, we the students of Chernivtsi Trade and Economics Institute must **do our best to master** our major and to become good experts in marketing.

Exercise 3. Answer the following questions:

1. What fields does our institute train specialists for?
2. What sphere do you major in?
3. What is marketing?
4. What is the ABC of marketing?

5. What is the aim of marketing?
6. What is very important in marketing?
7. What must marketers know?
8. What does marketing include?
9. What does the overall process start with?
10. Why have you chosen this speciality?

Exercise 4. Give Ukrainian equivalents of the following:

the ability to know, to recognize new trends, the movement of goods and services, experts in this field are in great demand, to surround the everyday life, the so-called Marketing Mix, to fit somebody, the aim of marketing, to deal with, place and promotion, to play a vital role, to major in marketing, finance and crediting, to train experts, trade economics, the ABC of marketing, from producer to consumer, success of marketing operation, to do our best, advertising, in this respect.

Exercise 5. Give English equivalents of the following:

маркетинговий комплекс, мати справу з, розпізнавати тенденцію, діяльність, добре розуміти споживача, торговельне підприємництво, ті хто виготовляє, товари та послуги, життєво важлива роль, фінанси та кредит, різні види бізнесу, міжнародна економіка, задовольняти, вимоги часу, ставати хорошими спеціалістами, оточувати, зважати на, готувати спеціалістів, розповсюдження, магістратура, виконання, розподіл ринку, з якою метою.

Exercise 6. Match and learn the synonyms:

A: goods, aim, to include, speciality, to produce, to train, customer, want, demand, to master, to deal with, sale;

B: to contain, profession, wish, consumer, to manufacture, to teach, products, need, purpose, selling, to be connected with, to improve.

Exercise 7. Match and learn the opposites:

A: producer, to like, market segmentation, failure, old, to sell, ability, extensive, great demand, to recognize, famous, include;

B: disability, to buy, consumer, infamous, exclude, low demand, market integration, success, to dislike, to forget, new, narrow.

Exercise 8. Complete the sentences using the proper words from the list below:

to comply with, national economy, customers, Marketing Mix, demands, trends, producers, a vital role

1. includes the four P's: product, price, place, and promotion. 2. Marketing research helps ... very much. 3. with the demand of the time we must do our best to master our speciality. 4. The aim of marketing is to know and understand ... well. 5. The ability to know some new wants and ... of customers, to recognize new ... and developments is very important in marketing. 6. Each one plays in the success or failure of the marketing operation. 7. Experts in this field are in great demand for our

Exercise 9. Put questions to the bold part of the sentence:

1. I study at the **Trade and Economics Institute**, majoring in marketing. 2. The aim of marketing is **to know and understand the customers** so well that the product or service fits him and sells itself. 3. The ability to know some new wants and demands of customers, to recognize new trends and developments is very important **in marketing**. 4. Marketing is an activity that includes **different kinds of business** dealing with the movement of goods and services from producer to consumer. 5. Each of the four P's plays a vital role **in the success or failure** of the marketing operation. 6. **Those who produce** must know what goods and services, where, for what price, why, for what purpose their customers would like to buy. 7. **To comply with the demand of the time**, we must do our best to master our major and to become good experts in marketing.

Exercise 10. Restore the proper word order:

1. promotion, Marketing Mix, and, product, price, the four P's, place, includes. 2. to consumer, is an activity, of business, of goods and services, Marketing, from producer, that includes, the movement, different kinds. 3. very much, Marketing, producers, research, helps. 4. to master, the demand, must, To comply with, we, do our best, our speciality, of the time. 5. new trends, demands, to know, and, The ability, is, of customers, in marketing, and, some new wants, very important, to recognize, developments. 6. our, life, Marketing, everyday, surrounds. 7. Mix, or, operation, Marketing, a, success, in, marketing, the, plays, of, role, the, vital, failure.

Exercise 11. Translate into English:

1. Спеціалісти в області маркетингу користуються великим попитом в нашій країні. 2. Мета маркетингу – знати і розуміти споживачів настільки добре, щоб продукти чи послуги могли їх задовольняти і продаватися. 3. Маркетинг - це вид діяльності, що включає різні види бізнесу, що мають справу з рухом товарів та послуг від виробника до споживача. 4. Дослідження ринку відіграє життєво важливу роль у маркетингових операціях. 5. Розпізнавати нові тенденції та напрямки розвитку є дуже важливим для маркетингу. 6. Професія маркетолога надає багато можливостей у майбутньому. 7. Я обрав спеціальність маркетинг серед багатьох спеціальностей у нашому інституті. 8. Продукт, ціна, місце і стимулювання це найважливіші складові маркетингового комплексу. 9. Ми мусимо робити все можливе, щоб оволодіти нашою спеціальністю. 10. Чернівецький торговельно-економічний інститут дає мені можливість стати хорошим спеціалістом у галузі маркетингу.

Unit 2. Marketing

Exercise 1. Read and learn the following words and word combinations:

to integrate ['ɪntɪɡreɪt] – об'єднувати;
community [kə'mju:nɪti] – спілка; об'єднання; спільнота;
to discover – виявляти; відкривати;
to exist [ɪɡ'zɪst] – існувати;
newly-identified ['nju:li] **needs and wants** – нещодавно установлені потреби та бажання;
complex – складний;
storage ['sto:ɪdʒ] – зберігання;
pricing – ціноутворення;
traffic ['træfɪk] – торгівля, перевезення, вантажооборот;
to consider [kən'sɪdə] – розглядати, обмірковувати, обдумувати;
well-known specialist – добре відомий спеціаліст;
to define – визначати;
set of institutions – низка установ;
delivering – доставка;
offering – пропозиція;
value ['vælju:] – вартість; цінність;
at large – загалом; у цілому;
to refer to – мати відношення до;
managerial [ˌmænə'dʒɪəriəl] **process** – управлінський процес;
to obtain – отримувати; здобувати;
performance [pə'fɔ:məns] – виконання;
to direct – спрямовувати; направляти;
perception [pə'sepʃn] – сприйняття;
attitude ['ætɪtʃu:d] – відношення;
quality ['kwɒləti] – якість;
to search [sə:tʃ] – шукати; досліджувати;
introduction – впровадження;
product life cycle – життєвий цикл продукту;
growth – зростання;
maturity [mə'tjuəri:ti] – зрілість;
decline – спад;
to exchange smth. for smth. – міняти щось на щось;
to rise – підніматися;
to fall – падати;
on the contrary – у протилежному випадку;
location – місце розташування;
word of mouth – усна реклама;
direct mail – система безпосереднього поштового зв'язку;
free addition – безкоштовне видання;
tester – випробування;
fair [feə] – ярмарок;

show - показ, демонстрація;

to advertise ['ædvətaɪz] – рекламувати; **advertising (ad.)** ['ædvətaɪzɪŋ] – реклама;

to keep in mind – мати на увазі; пам'ятати;

liking – уподобання;

Exercise 2. Read and translate the text:

Marketing

Marketing is an **integrated** communication-based process through which individuals and **communities discover** that **existing** and **newly-identified needs and wants** may be satisfied by the products and services of others.

Marketing is a very **complex** process. It includes such activities as product planning, **storage**, buying, **pricing**, promotion, selling, **traffic**, distribution of ideas and research.

What is marketing? The term developed from the original meaning which **referred** literally to going to a market, as in shopping, or going to a market to buy or sell goods or services. Let's **consider** here the two definitions given by the two **well-known specialists** in this field.

According to Philip Kotler (American Professor of International Marketing at the Kellogg School of Management at Northwestern University): "Marketing is a social and **managerial process** by which individuals and groups **obtain** what they need and want through creating and exchanging products and value with others".

Peter Drucker (American Professor of Science and Management at Claremont Graduate University; died in 2005, in California) defines marketing as "The **performance** of business activities that **direct** the flow of goods and services from producer to consumer."

The American Marketing Association describes marketing as the activity, **set of institutions**, and processes for creating, communicating, **delivering**, and exchanging **offerings** that have **value** for customers, clients, partners, and society **at large**.

A **perception** or **attitude** a firm holds towards its product or service is referred to as an orientation. There exist several common orientations: product orientation, sales orientation, production orientation, marketing orientation, customer orientation, organizational orientation.

An important part of marketing is marketing mix. It includes the main Four P's: product, price, place, promotion.

Product (service) is often connected with research and development of a new product or service, testing it for **quality**, **searching** the potential markets and, after all, **introduction** to the market. Each product has its own "**product life cycle**." There are four stages of "life cycle" for each product: introduction, **growth**, **maturity**, and **decline**

Price is an **exchange of** something of value **for** something else. It is important for customers. As price **rises**, we can buy fewer things or only things of lesser quality. **On the contrary**, as price **falls** customers can buy more things of better quality.

Place means the **location** of certain goods and services as well as distribution of them. Promotion includes all kinds of communication in marketing: **word of mouth**,

advertising, sales, **direct mail**, **free addition**, **testers**, **fairs**, and **shows to advertise** new products and services, telemarketing with telephone sales, newspaper ads. etc. Promotion is the most complex element in the Four P's. It should **be kept in mind** that different groups and sections of people have different **likings** and disliking. You have to take into account making all goods and services attractive to different customers.

Exercise 3. Answer the following questions:

1. What is marketing?
2. What does marketing include?
3. What is the original meaning of the term "marketing"?
4. What definitions of marketing given by some well-known specialists do you know?
5. What common orientations in the marketing context do you know??
6. What is product often connected with?
7. How many stages does the so-called "product life cycle" include? What are they?
8. How do you understand the concept of price?
9. How do rises and falls in price influence the customers?

Exercise 4. Give Ukrainian equivalents of the following:

better quality, maturity, social and managerial process, to direct the flow of goods, to take into account, introduction to the market, product life cycle, searching of market, communication in marketing, selling and traffic, to deal with, word of mouth, to obtain what they need, to keep in mind, telephone sales, development of a new product, so-called marketing-mix, after all, storage.

Exercise 5. Give English equivalents of the following:

зберігання, товари високої якості, від виробника до споживача, обмін чогось цінного на щось інше, навпаки, потенційний ринок, рекламування товарів, комплексний процес, розміщення певних товарів, перевіряти якість, бути пов'язаним з чимось, з якою метою, уподобання, піднімати ціни, знижувати ціни, занепад, зростати, товари нижчої якості, введення на ринок, перевезення.

Exercise 6. Match and learn the synonyms:

A: product, ability, common, promotion, complex, purpose, to help, to rise, to need, producer, well-known, place, sale, consumer, to obtain;

B: location, marketing, aim, customer, goods, famous, to assist, to want, manufacturer, introduction, usual, to increase, opportunity, to get, compound.

Exercise 7. Match and learn the opposites:

A: producer, high, likings, to rise, complex, decline, to buy, many, ability, better, to include, important;

B: few, growth, disliking, to sell, to exclude, consumer, to fall, simple, unimportant, low, worse, disability.

Exercise 8. Complete the sentences using the proper words from the list below:

disliking, location, fewer, life cycle, obtain, lesser, likings, promotion, managerial process, price

1. ... is an exchange of something of value for something else. 2. Different groups and sections of people have different ... and 3. Place means the ... of certain goods and services as well as distribution of them. 4. Marketing is a social and by which individuals and groups ... what they need and want through creating and exchanging products and value with others. 5. ... includes all kinds of communication in marketing. 6. As price rise, we can buy ... things or only things of ... quality. 7. There are four stages of for each product: introduction, growth, maturity, and decline.

Exercise 9. Put questions to the bold part of the sentence:

1. Marketing includes such activities as **product planning, storage, buying, pricing, promotion, selling, traffic, distribution of ideas and research**. 2. Marketing is the performance of business activities that direct the flow of goods and services **from producer to consumer**. 3. **Place** means the location of certain goods and services as well as distribution of them. 4. As price rises we can buy **fewer things** or only things of lesser quality. 5. Promotion is the most complex element **in the Four P's**. 6. It should be kept in mind that different groups and sections of people have **different likings and disliking**. 7. There are **four stages** of "life cycle" for each product: introduction, growth, maturity, and decline.

Exercise 10. Match words in A with their definitions in B:

A	B
1. product	a) is a social and managerial process by which individuals and groups of people obtain what they need and want through creating and exchanging products and value with others
2. promotion	b) is an exchange of smth of value for smth else
3. marketing	c) is often connected with research and development of a new product or service, testing it to know for quality, searching the potential markets and after all, introduction to the market
4. price	d) means the location of certain goods and services as well as distribution of them
5. place	e) is the most complex element that includes all kinds of communication in marketing: advertising, sales, direct mail, free additions, testers etc.

Exercise 11. Translate into English:

1. Маркетологи повинні добре знати уподобання та потреби споживачів. 2. Коли ціни зростають, ми можемо купувати менше товарів або лише товари нижчої якості. 3. Варто зважати на те, що впровадження нового товару на ринок є складним та комплексним процесом. 4. Стимулювання включає такі види комунікації в маркетингу як: ярмарки та демонстрації, продаж, рекламування нових товарів та послуг і т. д. 5. Маркетинг спрямовує потік товарів та послуг від виробника до споживача. 6. Багато добре відомих спеціалістів у галузі маркетингу дають різні визначення терміну «маркетинг». 7. Чи є важливим для маркетингу розміщення певних товарів чи послуг?

Unit 3. Market

Exercise 1. Read and learn the following words and word combinations:

to do business – вести бізнес;
market hall – критий ринок;
to take place – відбуватись, мати місце;
arrangement [ə'reɪndʒmənt] – угода;
to enable [i'neɪbl] – давати змогу;
to transact business – вести бізнес;
to establish [ɪs'tæblɪʃ] **a price** – встановлювати ціну;
shorthand [ˈʃoːthænd] **expression** [ɪks'preʃn] – коротке визначення;
households' decisions – рішення домогосподарств;
alternative [ɔ:l'tə:nətɪv] **goods** – взаємозамінні (альтернативні) товари;
to reconcile ['rekənsaɪl] – приводити у відповідність, узгоджувати
by adjustment [ə'd ʌstmənt] **of prices** – шляхом коригування цін;
transaction – угода;
commodity [kə'mɒdɪti] – товар;
tangible – матеріальний; видимий;/ **intangible** – нематеріальний; невидимий;
to consume – споживати;
supplier [sə'plaɪə] – постачальник;
demand – споживач;
to exceed [ɪk'si:d] – перевищувати;
excess [ɪk'səs] **supply** – надлишкова \ надмірна пропозиція;
excess [ɪk'səs] **demand** – надлишковий \ надмірний попит;
to occur [ə'kɔː] - з'являється;
to provide [prə'vaɪd] – забезпечувати; постачати;
open / free market – відкритий ринок;
relative ['relətɪv] **price** – відносна ціна;
to increase – підвищувати;
to decrease – знижувати; спадати;
to eliminate [ɪ'lɪmɪneɪt] – ліквідувати, знищувати;
equilibrium [ˌiːkwɪ'brɪəm] – рівновага;
equal ['iːkwəl] – рівний, однаковий;
to coincide [ˌkɔɪn'saɪd] – збігатися;
precisely [pri'saɪsli] – точно, цілком правильно;
to conclude a contract – заключати контракт;
spot market – спотовий ринок;
currency ['kʌrənsɪ] – валюта;
securities [si'kjʊərɪtɪz] – цінні папери;
to be available [ə'veɪləbl] **for** – бути доступним;
immediate [ɪ'miːdʒət] / **future delivery** – негайна доставка / доставка через певний проміжок часу;
futures market – ринок термінових договорів;
to fix in advance – встановлювати заздалегідь;
commodity [kə'mɒdɪti] **market** – товарний ринок;

stock market – фондова біржа;
foreign exchange market – валютний ринок;
terminal market – кінцевий ринок (валютний);
raw [ro:] **materials** [mə'tiəriəls] – сировина;
manufactured [ˌmænju'fæktʃəd] **goods** – готові (вироблені) товари;
stock – акція;
share [ʃeə] – частка; акція;
stock exchange – фондова біржа;
local authorities [o:'θɔritiz] – місцева влада;
to attract capital – залучати (приваблювати) капітал;
investor – інвестор;
to trade – торгувати;

Exercise 2. Read and translate the text:

Market

The oldest form of market – the traditional market – is a place where buyers meet sellers **to do business** with one another. Most of our towns still have a market square or **market hall** where buying and selling **takes place** in a manner which has not changed for centuries.

In the modern world, however, a market is best defined as any **arrangement** which **enables** buyers and sellers **to transact business** in such a way that prices can be **established** and exchanges take place.

A market is a **shorthand expression** for the process by which **households' decisions** about consumption of **alternative goods** firms' decisions about what and how to produce, and workers' decisions about how much and for whom to work are all **reconciled by adjustment of prices**. A market is a set of **transactions** in which a particular kind of **commodity** is exchanged, and in which the transactions for this commodity among different individuals and firms are related.

There are markets for hundreds of thousands of things. Some of these things are **tangible** and satisfy individual desires, while others are **intangible** but also important in satisfying individual interests. These things are referred to as products. Frequently, product markets are divided into two classes: goods and services. For example, a hamburger is a good, while a doctor's examination is a service.

A market is created when those who willingly supply a good, service, or resource exchange with those who desire to use, control, or **consume** a good, service, or resource. Markets reallocate commodities from **suppliers** to **demanders**. What if suppliers want to provide more than demanders want to purchase? Or, what if demanders want more than suppliers are willing to provide?

Excess supply occurs when, at a particular market price, the quantity that suppliers want **to provide** to the market **exceeds** the quantity that demanders want to purchase. **Excess demand** occurs when, at a particular market price, the quantity that suppliers want to provide to the market is less than the quantity that demanders want to purchase.

In an **open or free market**, the **relative price** for a commodity will generally **decrease** when there is excess supply; the relative price will generally **increase** when there is excess demand. Excess demand will be **eliminated** if the relative price is free to increase.

A market is **equilibrium** when the quantity that suppliers are willing to provide to the market at a specific market price is exactly **equal** to the quantity that demanders desire to purchase in the market at the same market price. The importance of equilibrium is that the equilibrium relative price is the only price at which the interests of demanders **coincide precisely** with the interests of the suppliers. At any other relative price, the interests of suppliers and demanders do not coincide.

There are two types of markets according to the character of **concluded contracts: spot markets** (the buying and selling of goods, **currency or securities** that are available for **immediate delivery**) and **futures markets** (the buying and selling of goods, currency or securities for delivery at a future date for a price **fixed in advance**).

There are three types of markets according to their function: **commodity markets/ exchanges**, **stock markets/ exchanges**, **foreign exchange markets**. Commodity markets / exchanges are the places where **raw materials** and some **manufactured goods** are bought and sold for immediate or future delivery. Main **terminal markets** are situated in London and New York. Terminal markets are the markets dealing mainly with commodities that will be available in the future rather than goods that are available immediately. Most terminal markets are outside the countries that produce the goods. Stock markets / exchanges are the markets where **stocks and shares** are bought and sold under fixed rules, but at prices controlled by supply and demand. The main idea of **stock exchanges** is to enable public companies, the state and **local authorities to attract capital** by way of selling securities to **investors**. Foreign exchange markets are the markets where foreign currencies are **traded**.

Exercise 3. Answer the following questions:

1. What is the oldest form of market?
2. What is a market? Give several definitions.
3. How are product markets divided?
4. When are markets created?
4. When does excess supply occur?
5. When does excess demand occur?
6. When is a market equilibrium?
7. Is there any difference between spot markets and futures markets?
8. How many types of markets are distinguished according to their function?
9. What is a stock market?
10. What is a foreign exchange market?

Exercise 4. Give Ukrainian equivalents of the following:

market square or market hall, to enable, to transact business, to establish prices, according to, individual interests, to coincide precisely, equilibrium, at the same market price, excess demand, tangible\ intangible things, to eliminate, to conclude a contract, to reconcile by adjustment of prices, to reallocate, spot market, to sell under fixed rules,

relative price, immediate delivery , currency, securities, terminal market, to be equal to, in advance.

Exercise 5. Give English equivalents of the following:

взаємодія споживачів і постачальників, надмірний(а) попит/пропозиція, надавати послуги, розміщення ринку, значення рівноваги, повністю співпадати, критий ринок, узгоджувати, рішення домогосподарств, обмін цінних паперів, валютний ринок, взаємозамінний товар, доступний, фондова біржа, кінцевий ринок, сировина, товарний ринок, органи державної та місцевої влади, ліквідувати перевищення попиту/пропозиції, збігатись з, забезпечувати ринок товарами, укласти угоду.

Exercise 6. Match and learn the synonyms:

A: particular, market square, to trade, money, goods, stock, consumer, local, to appear, to coincide;

B: commodity, to occur, market hall, demander, to sell, certain, currency, to be equal, share, regional.

Exercise 7. Match and learn the opposites:

A: available, tangible, different, modern, immediately, to increase, buying, frequently, in advance, to create;

B: particular, intangible, in the future, unavailable, to eliminate, selling, old, in time, rarely, to decrease.

Exercise 8. Complete the sentences using the proper words from the list below:

market hall, service, excess supply, eliminated, futures markets, foreign currencies, terminal markets

1. Excess demand will be ... if the relative price is free to increase. 2. A hamburger is a good, while a doctor's examination is a 3. Most of our towns still have a market square or ... where buying and selling takes place in a manner which has not changed for centuries. 4. Foreign exchange markets are the markets where ... are traded. 5. Most ... are outside the countries that produce the goods. 6. ... occurs when, at a particular market price, the quantity that suppliers want to provide to the market exceeds the quantity that demanders want to purchase. 7. There are two types of markets according to the character of concluded contracts: spot markets and

Exercise 9. Put questions to the bold part of the sentence:

1. **In the modern world**, a market is best defined as any arrangement which enables buyers and sellers to transact business. 2. **The relative price** for a commodity will generally decrease **when there is excess supply**. 3. There are **three types** of markets according to their function: commodity markets, stock markets, and foreign exchange markets. 4. The main idea of stock exchanges is to enable public companies, **the state, and local authorities to attract capital** by way of selling securities to investors. 5. Some of goods are **tangible** and satisfy individual desires. 6. **Markets** reallocate commodities from suppliers to demanders. 7. A market is **equilibrium** when the

quantity that suppliers are willing to provide exactly equal to the quantity that demanders desire to purchase.

Exercise 10. Match terms in A with their definitions in B:

A	B
1) excess supply	a) a set of transactions in which a particular kind of commodity is exchanged, and in which the transactions for this commodity among different individuals and firms are related.
2) futures market	b) a situation in the market which occurs when, at a particular market price, the quantity that suppliers want to provide to the market exceeds the quantity that demanders want to purchase.
3) stock market	c) the market dealing mainly with commodities that will be available in the future rather than goods that are available immediately.
4) excess demand	d) the only price at which the interests of demanders happen to coincide precisely with the interests of the suppliers. At any other relative price, the interests of suppliers and demanders do not coincide.
5) commodity market	e) the buying and selling of goods, currency or securities that are available for immediate delivery.
6) relative price	f) the place where raw materials and some manufactured goods are bought and sold for immediate or future delivery.
7) spot market	g) the buying and selling of goods, currency or securities for delivery at a future date for a price fixed in advance.
8) market	h) the market where stocks and shares are bought and sold under fixed rules, but at prices controlled by supply and demand.
9) terminal market	i) a situation in the market which occurs when, at a particular market price, the quantity that suppliers want to provide to the market is less than the quantity that demanders want to purchase.

Exercise 11. Translate into English:

1. Рівновага на ринку дуже важлива для всіх учасників процесу торгівлі. 2. Ринок створюється тоді, коли ті, хто хочуть постачати товари, обмінюються з тими, хто бажає використовувати чи споживати товари. 3. Товарний ринок поділяється на два класи: ринок товарів та ринок послуг. 4. Врівноважена відносна ціна – це єдина ціна, за якої інтереси покупців чітко співпадають з інтересами постачальників. 5. Акції та облігації продаються за встановленими правилами на ринку цінних паперів. 6. Зазвичай кінцевий ринок знаходиться за межами країни, що виробляє товар. 7. За наявності перевищення попиту, відносна ціна, зазвичай, зростає. 8. За будь-якої відносної ціни інтереси постачальників та споживачів не співпадають. 9. Перевищення попиту буде ліквідовано, якщо відносна ціна зможе вільно зростати. 10. Традиційний ринок – це місце, де покупці зустрічаються з продавцями щоб вести справи\бізнес один з одним.

Unit 4. Marketing Principles

Exercise 1. Read and learn the following words and word combinations:

marketing principles – принципи маркетингу;
to be better off – бути у кращому становищі;
i.e. = id est (Latin) – тобто (вживається на письмі); \ **that is** - (вживається у мовленні);
to react to smth – реагувати на щось;
to affect – впливати (на);
progress – розвиток, успіхи, хід;
to promote – сприяти; допомагати; заохочувати;
to find out – виявляти;
to do whatever it takes – робити все необхідне;
ultimate [ˈʌlɪmɪt] **goal** – кінцева мета;
to make money \ **profit** – заробляти гроші/ прибуток;
questionnaire – анкета;
firm of survey – низка досліджень;
to involve – залучати;
to combine – поєднувати;
consequence – наслідок; результат;
law – закон;
legally – законно; на юридичній основі;
participant – учасник;
implementation – впровадження;
coordinated process – узгоджений процес;
to correspond to – відповідати (чомусь);
to identify – визначати; ідентифікувати;
in compliance with – відповідно до;
updating – оновлення;
unity – єдність;
response – відгук; відповідь;
in common – комплексно;
jointly – спільно;
simultaneously – одночасно;
to acquire – набувати;
to depend on – залежати від;
steady – постійний;
stream – потік;
client – клієнт;
to apply the principle – застосовувати принцип;
beneficial [ˌbenɪˈfɪʃəl] – вигідний;
layman [ˈleɪmən] – непрофесіонал, нефахівець;

Exercise 2. Read and translate the text:

Marketing Principles

Marketing activity begins when the process becomes important to society. Exchange is the process by which two or more parties trade things of value, so that each party feels itself **better off** after the trade.

Marketing **refers to** the understanding that a company must develop about its role in the market, **i.e.** how the consumers **react** to its products, which consumers buy, how competition **affects** the progress of company sales, how the organization should **promote** itself and its products, and so on.

A popular slogan that describes modern-day marketing is “*Find a need and fill it*”. It means that business must do some market research to **find out** what goods and services people and organizations want and need. Then marketers must **do whatever it takes** to satisfy wants and needs. The **ultimate goal is to make money (profit)** by producing and selling goods and services.

There are two main types of marketing research – quantitative research involving collecting a lot of information by using techniques such as **questionnaires** and other forms of **survey**. Qualitative research **involves** working with smaller groups of consumers, often asking them to discuss products and services while researchers take notes about what they have to say. The marketing department will usually **combine** both forms of research.

Marketing principles is the basis of marketing activity. Marketing principles is the **consequence** of **laws** and logical development of the world economy, world market, and regional markets too. They **legally** define the activity directions of all **participants** of the creation, production, and **implementation** of the product as a single **coordinated process**. There are five main principles in marketing:

1) Manufacturing and sale of goods must **correspond to** buyers’ needs, market structure, and company opportunities. Organizations need **to identify** and understand the needs of both their existing customers, as well as any new potential customers. They will need to adopt their marketing approach to meet the need of these customers.

2) Complete customer needs satisfaction **in compliance with** modern technical and artistic level.

3) The presence on the market at the moment of the most effective possible implementation of products.

4) Continuous **updating** of product sold or manufactured.

5) The **unity** of strategy and quick **response** tactics to the changing demand.

Marketing principles are always implemented **in common**, **i.e. jointly**, and **simultaneously**. A specific shape is **acquired depending on** the specific conditions. The following core marketing principles are fundamental to the development and implementation of an effective marketing strategy, a strategy that results in a **steady stream of clients**.

As we progress in this age of technology it is vital for us to understand marketing and its place in the world. Understanding and **applying the principles** will be **beneficial** to the businessperson and the **layman**.

Exercise 3. Answer the following questions:

1. When does marketing activity begin?

2. What is an exchange?
3. How does a popular slogan describe the modern day marketing?
4. What is the difference between two main types of marketing research?
5. What is the basis of marketing principles?
6. What are the five main principles in marketing?
7. Do organizations need a marketing research?
8. How are marketing principles implemented?
9. What is the result of marketing strategy?
10. Why is it vital for us to understand marketing?

Exercise 4. Give Ukrainian equivalents of the following:

to affect the progress of a company; the ultimate goal; to make profit; a popular slogan; to refer to; layman; implementation of marketing strategy; to involve; to promote a product; i.e.; to depend on; steady stream; marketing approach; company opportunities; existing customers; to find out; to trade things of value; to feel better off; quick response; specific shape.

Exercise 5. Give English equivalents of the following:

заробляти гроші; сторони; реагувати; конкуренція; задовольняти потреби; впливати на; успіх; анкета; сучасний маркетинг; почуватися краще завдяки торгівлі; кінцева мета; знаходити; впровадження продукту; одночасно; відповідати чомусь; єдність; потенційний споживач; на законній основі; узгоджений процес; потік клієнтів.

Exercise 6. Match and learn synonyms:

A: to affect, updating, modern, to react, goal, to make a profit, beneficial, jointly, products, to execute, to start, important, ultimate, in compliance with;

B: simultaneously, to begin, contemporary, final, to perform, significant, to influence, to respond, to earn profit, purpose, goods, modernization, profitable, according to.

Exercise 7. Match and learn opposites:

A: buying, effective, satisfied, ultimate, to make money, layman, seller, popular, modern, similar, true, steady, to obtain, development;

B: professional, ancient, unsatisfied, ineffective, false, buyer, to spend money, unsteady, to give back, decline, selling, unpopular, different, initial.

Exercise 8. Complete the sentences using the proper words from the list below:

qualitative, layman, marketing activity, ultimate, slogan, implementation, modern-day, understanding, quantitative, beneficial, services

1. There are two main types of marketing research – ... and ... research.
2. Marketing refers to the ... that a company must develop its role in the market.
3. The following core marketing principles are fundamental to the development and ... of an effective marketing strategy.
4. The ... goal is to make money by producing and selling goods and ...
5. Understanding and applying the principles will be ... to the businessperson

and the 6. A popular ... that describes ... marketing is "Find a need and fill it".
7. Marketing principles is the basis of

Exercise 9. Put questions to the bold part of the sentence:

1. The ultimate goal is **to make money** by producing and selling goods and services.
2. Marketing principles **legally define the activity directions** of all participants of the creation, production, and implementation of the product
3. **Marketing** refers to the understanding what a company must develop about its role **in the market**.
4. A popular slogan that describes modern-day marketing is "**Find a need and fill it**".
5. **Qualitative research** involves working with smaller groups of consumers.
6. Marketing principles are always implemented **in common, i.e. jointly, and simultaneously**.
7. Organization will need **to adopt their marketing approach** to meet the need of these customers.

Exercise 10. Restore the proper word order:

1. customers' wants and needs, to comply with the time, We identify. 2. goods and services, a true growth area, Businesses sell, which represent, to other businesses. 3. media bombardment, Marketing, and other forms of, television, Internet, involves. 4. economic problems, faces with, Every society, global. 5. are organized, to meet, Large and small businesses, in different ways, their objectives. 6. their careers, after certain period of training, begin, as entrepreneurs, Many business leaders. 7. offer programs, and operate a business, that teach students, Many colleges, how to start. 8. all the profits, Businessmen, and are free, of their enterprises, own, to make whatever changes they please.

Exercise 11. Translate into English:

1. Принципи маркетингу завжди реалізуються комплексно, спільно та одночасно.
2. Ринкове дослідження означає - знайти які товари та послуги користуються попитом у споживачів.
3. Розуміння та застосування принципів маркетингу будуть вигідними для бізнесменів та непрофесіоналів.
4. Обмін - це процес, коли дві або більше сторін торгують, щоб отримати прибуток.
5. Маркетингова діяльність починається тоді, коли процес стає важливим для суспільства.
6. Кінцевою метою бізнесу є заробити гроші виготовляючи та продаючи товари та послуги.
7. Організації визначають та розуміють потреби не тільки існуючих споживачів, але і нових потенційних споживачів.
8. Маркетологи повинні робити все можливе, щоб задовольнити потреби та бажання споживачів.
9. Принципи маркетингу визначають напрямки діяльності учасників створення, виробництва та впровадження продукту.
10. Відділ маркетингу завжди буде поєднувати обидві форми ринкового дослідження.

Unit 5. Functions of Marketing

Exercise 1. Read and learn the following words and word combinations:

functions of marketing – чинники маркетингу;
responsibility [ris, pɒnsə'biliti] – відповідальність;
to appeal – звертатися, закликати,
proper – належний;
to expose [ik'spəuz] – виставити, викрити;
grading – класифікація, сортування;
risk taking – ризик;
facilitating [fə'siliteitiŋ] **function** – допоміжні функції;
retailer – торговець в роздріб;
wholesaler ['houl, seilə] – торговець гуртом; оптовик;
hand to hand – спільно, разом, солідарно;
to be knowledgeable ['nɒlidʒəbl] – бути обізнаним;
in order to – для того щоб;
to make a decision – приймати рішення;
seller - продавець;
buyer - покупець;
warehousing ['wɛəhaʊziŋ] – зберігання на складах;
sale – продаж;
resale – перепродаж;
means – засіб;
to secure [si'kjʊə] – гарантувати, забезпечувати;
to assist – допомагати;
to extend – продовжити кредит; надавати кредит;
volume ['vɒlju:m] **discounts** ['diskaunt] – розмір (об'єм) знижок;
in turn – в свою чергу;
budget ['bʌdʒit] – бюджет;
uncertainty [ʌn'sə:tnti] – невизначеність;
entrepreneur – підприємець;
risk taker – той, хто ризикує;
to acquire [ə'kwaiə] – отримувати, набувати, здобувати;
inventory ['invəntri] – наявні товари, реєстр, список;
prediction [pri'dikʃən] – передбачення;
to accept risk – брати на себе ризик, ризикувати;
to schedule [ˈʃedju:l] – планувати, намічати;
speculative ['spekjʊlətiv] **production** – умоглядне виробництво;
to enter an order – реєструвати замовлення;
to assume [ə'sju:m] – брати на себе, приймати;
obsolete [o'bsɒli:t] – застарілий, більше невживаний;
to determine [di'tə:mi:n] – визначати;
to focus on – зосереджуватись на;
to adopt – приймати;
managerial [,mænə'dʒiəriəl] **approach** [ə'prəʊtʃ] – управлінський підхід;

company merger ['mə:dʒə] – злиття, об'єднання компанії;
to keep abreast [ə'breɪst] – не відставати, іти в ногу;
advance – успіх, прогрес;

Exercise 2. Read and translate the text:

Functions of Marketing

A marketing manager's chief responsibility is to identify the target market for products and services, to select the **proper** media to **expose** the message to the customer that will hopefully result in a sale and profit to the company. In addition to the above, the marketing manager has eight other functions that must be addressed and cannot be eliminated for a business to become successful: buying, selling, transporting, storing, standardization and **grading**, financing, **risk taking**, and providing market information. These functions can be classified as exchange, physical distribution, and **facilitating** functions. Some of them are performed by manufactures, some by **wholesalers**, and others by **retailers**.

Exchange functions. Buying and selling. This function is the heart of the marketing and they go **hand to hand**. Marketers must study why consumers buy certain goods and services and must **be knowledgeable** about what consumers are buying in order to **make** their own purchase **decisions**.

Physical distribution function. Transporting and storing are the physical distribution functions of marketing. Transporting involves the physical movement of the product from the **seller** to the **buyer**, and storing involves the **warehousing** of goods until they are needed for sale. If you purchase products for **sale or resale**, they must be moved to you or to customers **by** some **means**. Manufacturers, wholesalers, and retailers can all perform these functions.

Facilitating functions. Standardization and grading, financing, risk taking, and **securing** market information are called facilitating functions because they **assist** the marketer in performing the exchange and physical distribution functions. Standardization and grading deals with standardizing and the description of goods.

The financing function involves **extending credit** to consumers, wholesalers, and retailers. Your financing arrangements with suppliers will affect marketing by increasing or decreasing your pricing. **Volume discounts** or extended terms that affect pricing will, **in turn**, effect your advertising and marketing **budget**.

Risk taking involves dealing with **uncertainties** about future consumer behavior. Marketers must be **entrepreneurial risk takers** in many instances. Wholesalers and retailers **acquire inventory** for resale on the basis of their **predictions** of what consumers will buy. Manufacturers also **accept risk** when they **schedule speculative production** of a product before consumers have **entered orders**.

You **assume** three risks concerning the products or services you provide. One, customers won't want your product or service; two - they may want it but won't pay the price you are asking; or three, new products or services make yours **obsolete**.

Finally, marketers collect and analyze market information to **determine** what will sell and who will buy it. Organizations that **focus on** discovering consumer needs

and then developing goods and services to fill those needs, have **adopted** a managerial approach referred to as the marketing concept.

In this fast moving world of the Internet, faxes, new technology and **company mergers**, it is more important than ever for the marketing manager **to keep abreast** of new **advances** and changes in the market place.

Exercise 3. Answer the following questions:

1. What is a marketing manager's chief responsibility?
2. What are exchange functions?
3. What can you say about physical distribution function?
4. What do we call facilitating functions? Why?
5. What does the financing function involve?
6. What does risk taking deal with?
7. When do manufactures accept risk?
8. What three risks concerning the products or services you provide do you assume?
9. What purpose do marketers collect and analyze market information for?
10. What is important for the marketing manager?

Exercise 4. Give Ukrainian equivalents of the following:

distribution function, to provide market information, manufacture, to analyze market information, to accept the risk, to schedule speculative production, consumer behavior, to focus on, to fill the needs, marketing concept, inventory, facilitating function, to go hand to hand, in the case of, to identify target market, to select the proper media, in addition to the above, new advances and changes, extended terms, last but not least.

Exercise 5. Give English equivalents of the following:

класифікація, зберігання на складах, роздрібний торговець, планувати, сумніви, реєструвати замовлення, управлінській підхід, випадок, функція фінансування, оптова торгівля, зосереджуватись на вивченні потреб споживача, бюджет, доставка, виключати, звертатися до, угода, перепродаж, продаж і прибуток компанії, на додаток, застарілий, не відставати від, розмір відсотків.

Exercise 6. Match and learn the synonyms:

A: responsibility, to purchase, to schedule, to identify, volume, to determine, to focus on, to act, to fill needs, to assist, to take a risk;

B: to accept a risk, to recognize, to help, duty, amount, to behave, to concentrate, to define, to buy, to satisfy wants, to plan.

Exercise 7. Match and learn the opposites:

A: profit, to sale, discount, physical, certainty, wholesaler, increasing, to assume, future, to accept;

B: mental, decreasing, to give back, loss, retailer, past, to refuse, to resale, uncertainty, mark up.

Exercise 8. Complete the sentence using the proper words from the list below:
target market, risk takers, in order to make, uncertainties, manufactures, consumers, standardizing

1. Marketers must study why consumers buy certain goods and services and must be knowledgeable about what consumers are buying ... their own purchase decisions.
2. ... also accept risk when they schedule speculative production of a product before consumers have entered orders.
3. Standardization and grading deals with ... the description of goods.
4. A marketing manager's chief responsibility is to identify the ... for products and services.
5. Risk taking involves dealing with ... about future consumer behavior.
6. Marketers must be entrepreneurial ... in many instances.
7. Wholesalers and retailers acquire inventory for resale on the basis of their predictions of what ... will buy.

Exercise 9. Put questions to the bold part of the sentence:

1. Transporting and storing are the **physical distribution functions of marketing**.
2. Manufacturers also accept risk when they schedule **speculative production of a product** before consumers have entered orders.
3. Organizations that focus on discovering consumer needs have adopted a **managerial approach** referred to as the marketing concept.
4. Marketers must study **why consumers buy certain goods and services** and must be knowledgeable about **what consumers are buying** in order to make their own purchase decisions.
5. **Transporting** involves the physical movement of the product from the seller to the buyer.
6. Storing involves the **warehousing of goods** until they are needed for sale.
7. **Manufacturers, wholesalers, and retailers** can all perform the function of physical distribution.

Exercise 10. Match words in A with their definition in B:

A	B
1. marketing	a) is standardizing and grading, financing, risk taking and securing market information
2. facilitating function	b) is transporting and storing
3. physical distribution function	c) is a person whose responsibility is to identify the target market for products and services
4. marketing manager	d) is a complex activity that reaches into many aspects of an organization and its dealing with consumers
5. financing function	e) involves dealing with uncertainties about future consumer behavior
6. risk taking	f) the function of marketing which involves extending credit to consumers, wholesalers, and retailers

Exercise 11. Translate into English:

1. Маркетологи збирають та аналізують ринкову інформацію, щоб визначити хто продаватиме і купуватиме певний товар.
2. Стандарти класифікації визначаються для кожного нового продукту.
3. Організації, які зосереджуються на вивченні потреб споживачів і на розвитку товарів та послуг прийняли управлінський

підхід, тобто маркетингову концепцію. 4. Комплексна діяльність компанії включає також всі торговельні та фінансові справи. 5. Маркетологи повинні вивчати причини, чому споживачі купують певні товари та послуги, щоб правильно будувати маркетингову стратегію. 6. Якщо ви купуєте товари для продажу чи перепродажу, вони повинні бути доставлені вам чи споживачам за допомогою певних засобів. 7. Ваша фінансова домовленість з постачальниками впливатиме на маркетинг шляхом зростання чи зниження цін.

Unit 6. Marketing Mix: the Four P's

Exercise 1. Read and learn the following words and word combinations:

marketing mix – чинники маркетингу, комплекс маркетингу;

British Chartered Institute of Marketing – Британський королівський інститут маркетингу;

to anticipate [æn'tisipeit] – передбачати;

requirements [ri'kwaɪəmənt] – потреби;

profitably ['profitəbli] – з прибутком;

to undertake [ˌʌndə'teɪk] – починати, брати на себе;

preference ['prefərəns] – уподобання;

sales representative – торговий представник;

to interact – взаємодіяти;

source of information – джерело інформації;

to create a position – створювати посаду;

to maintain [meɪn'teɪn] – підтримувати;

to execute ['eksɪkjʊ:t] – виконувати;

variable ['ve(ə)riəbl(ə)l] – змінна величина;

branding ['brændɪŋ] – надання товару торгової марки;

complaint [kəm'pleɪnt] **handling** ['hændlɪŋ] – реагування на скарги, невдоволення користуванням або обслуговуванням;

to depict – зображати, описувати;

brand name – торгова марка;

repair [ri'peə] – ремонт;

support [sə'po:t] – підтримка;

according to – згідно з;

to launch into the market [lɔ:ntʃ] – вводити (представляти) на ринок;

mature [mə'tjuə] **stage** – стадія зрілості;

to be available [ə'veɪləbl] – доступний;

to distribute [dis'tribju:t] – розподіляти;

potential [pə'tenʃl] **market** – потенційний ринок;

as well as – так же як;

personality traits – особисті якості;

obviously ['ɒvɪəsli] – очевидно;

hygiene ['haɪdʒi:n] **products** – товари гігієни;

jewelry ['dʒu:əlri] – коштовності;

cash [kæʃ] – готівка;

payment discount ['dɪskaʊnt] – знижка на оплату;

seasonal ['si:zənl] **pricing** – сезонні знижки;

bundling ['bʌndlɪŋ] – певна кількість товару, колекція, комплектація;

price flexibility [ˌfleksə'bɪləti] – гнучкість цін;

price discrimination [disˌkrɪmɪ'neɪʃn] – зниження цін;

to set a price – встановлювати ціну;

consideration [kənˌsɪdə'reɪʃn] – міркування;

costs – витрати;

recovery [ri'kʌvəri] – відновлення;
consequently ['kɒnsɪkwəntli] – отже; тому;
due [dju:] **to** – завдяки;
generating ['dʒenəreɪtɪŋ] – створення;
customer response [rɪs'pɒns] – відгук споживача;
public relations – зв'язки з громадськістю;
publicity [pʌb'lɪsɪti] – пропагування, реклама;
retail [ˈriteɪl] **outlets** [ˈaʊtlet] – роздрібне торгове підприємство;
data [deɪt] **processing** [ˈpraʊsesɪŋ] – обробка даних;
leisure ['leɪʒə] – дозвілля;
to emphasize [ˈemfəsaɪz] – підкреслювати;
involvement [ɪn'vɒlvmənt] – залучення;
staff – штат; персонал;
additional factor – додатковий чинник;
severe [si'viə] – суворий;
benefit – користь; вигода;
to capture ['kæptʃə] **the imagination** [i,mædʒɪ'neɪʃn] – захопити уяву;
product differentiation [ˌdɪfərənʃ'eɪ(ə)n] – позиціонування товару;
no doubt [daʊt] – безсумнівно;
competitive [kəm'petɪtɪv] – конкурентноспроможний;
vital ['vaɪtl] **link** – життєво важлива ланка;

Exercise 2. Read and translate the text:

Marketing Mix: the Four P's

The “Dictionary of Economics” gives the following definitions of marketing – the functions of **sales**, **distribution**, advertising and sales promotion, product planning and market research. The British Chartered Institute of Marketing defines marketing as “the process which identifies, **anticipates** and supplies customer **requirements** efficiently and **profitably**”. There derives the “marketing concept” which assumes that the producer’s task is to find wants and fill them. In other words, not to sell what is made but to make what will be bought.

Rather than risk launching a product or service solely on the basis of intuition or guesswork, companies **undertake** market research (Br.) or marketing research (Am.). They gather and analyze information on markets, products and customers’ reaction to a particular product, **preference** of one product to similar ones. **Sales representatives** who **interact** with customers are another important **source of information**.

Many businesses have **created a position** called marketing management to **maintain** some control over the marketing functions in a firm. A marketing manager plans and **executes** the conception, pricing, promotion, and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational goals.

Marketing managers work with several variables known as the marketing mix when developing programs to satisfy markets wants and needs. Marketing mix is the strategic combination of product decisions on packing, pricing, distribution credit, **branding**, service, **complaint handling**, and other marketing activities.

E. Jerome McCarthy (American marketing professor at Michigan State University) later grouped these ingredients into the four categories that today are known as the four P's of marketing **depicted** below:



Product. The term “product” refers to tangible, physical products as well as services. Here are some examples of the product decisions to be made: **brand name**, functionality, styling, quality safety, packing, **repairs** and **support**, **warranty**, **accessories** and services. Product is developed **according to** the needs of the market. When it is ready, it **is launched into the market**. At first only small numbers of consumers buy the product, but as it becomes known, more and more follow. Sales rapidly grow and the product reaches its **mature stage** of development.

Place (where product is **available** and how it is **distributed** or means of getting the product or service to the customer). Place refers to the target market for the product. Distribution is about getting the products to the customer. Some examples of distribution decisions include: distribution channels, transportation, **order processing**, warehousing. The modern business, besides a good knowledge of what is the customer requires, must also have a good idea of the customer type that the product will be aimed at. The total market with a certain type of customer is known as a segment. The **potential market** is segmented according to such factors as age, sex, family income, type of residence, education, **as well as** way of life and **personality traits**. Many products are aimed at a certain age group, e.g. toys are **obviously** aimed at children. Possible examples of sex segmented products are clothes, shavers, **hygiene products**, **jewelry**, and magazines. Such products as cars, food, household items are often segmented by the stage of the family life cycle.

Price. Price is the cost of a product. It includes: pricing strategy, volume discounts and wholesale pricing, **cash** and early **payment discounts**, **seasonal pricing**, **bundling**, **price flexibility**, **price discrimination**. The price set for the product will depend on several **considerations**. As the company has many **costs** dealing with making, distributing and selling a product, the **recovery** of these costs composes the

primary level of price. Price also gives a signal as to the quality of the product and will **consequently** attract the buyers. “High class” restaurants attract customers simply by being expensive. The “cash only” supermarkets have low prices **due to** their cost structure, but the low prices also serve to attract their target market.

Promotion. In the context of the marketing mix promotion represents the various aspects of marketing communication that is the communication of information about the product with the goal of **generating** a positive **customer response**. It is the means of informing people about the product or service. Marketing communication decisions include: promotional strategy, advertising **public relations** and **publicity**, response selling and **sales**.

These variables are partly controllable by the marketing manager.

Over past 20 years, the steady growth of service based companies (**retail outlets, data processing, leisure**, food) has **emphasized** other factors which are very important: *people*, (the **involvement** of **staff** will be crucial for most service based companies); *process* (the way in which the service is provided); *physical* (the environment in which the service is provided). A good example of these **additional factors** in operation is the success of Mc Donalds.

Competition is so **severe** today that the decision of a *product* with some special appeal for consumers is critical. The creation of benefits and an image for a product that **captures the imagination** of the public is called **product differentiation**. *Price* is a critical component of the marketing mix. E.g.: **No doubt** you have noticed how the price of home computers has fallen as the market become more **competitive**. The *promotion* function in marketing includes listening as well as talking. In many relationships communication seems to be **vital link**. *Place* (distribution) – the idea is to make goods and services available where and when they are needed. That means transporting and storing them. The major institutions involved in distribution are wholesalers and retailers.

Exercise 3. Answer the following questions:

1. What is marketing? Give several definitions.
2. What is market research?
3. What is a marketing manager and what are the functions of the marketing manager?
4. What do you know about marketing mix?
5. What does the term “product” refer to?
6. What is place?
7. What does price include?
8. What is promotion?
9. What is product differentiation?
10. What other important marketing mix factors do you know?

Exercise 4. Give Ukrainian equivalents of the following:

early payment discounts, additional factors, order processing, complaint handling, vital link, majority of service companies, speed and efficiency, available goods, become more competitive, execute the conception, individual and organizational goals, to

group into, public relations, bundling, leisure, data processing, as well as, quality of service, retail outlets, preferences, order processing, branding, publicity.

Exercise 5. Give English equivalents of the following:

досягати мети, впродовж минулих 20 років, гнучкість цін, позитивна відповідь споживача, відновлення та підтримка, готівка, спільна ідея, намагатись досягти, змінна величина, робітник, ставати більш конкурентноспроможним, підкреслювати, засоби перевезення, різноманітні, програми, що розвиваються, складові, задовольняти, маркетингова діяльність, цільовий ринок, роздрібне торгове підприємство, позиціонування товару, виходити з товаром на ринок, абсолютний ринок, доступні ціни, торгові представники.

Exercise 6. Match and learn the synonyms:

A: answer, costs, to try, requirement, goal, to depict, market outlet, various, crucial, several, to execute, essential;

B: different, demand, vital, to strive, to describe, few, important, objective, response, to fulfill, sales market, expenditures.

Exercise 7. Match and learn the opposites:

A: early, wholesaler, preferences, response, employer, negative, success, good, common, flexible, tangible, to create;

B: failure, question, intangible, retailer, late, employee, to destroy, single, positive, inflexible, bad, disliking.

Exercise 8. Complete the sentences using the proper words from the list below:

communication, marketing management, to achieve, tangible, distribution, publicity, product

1. The term “product” refers to ..., physical products as well as services. 2. Many businesses have created a position called to maintain some control over the marketing functions in a firm. 3. Competition is so severe today that the decision of a ... with some special appeal for consumers is critical. 4. ... is about getting the products to the customer. 5. The involvement of people ... company objectives will be essential for the majority of service companies. 6. In many relationships ... seems to be vital link. 7. Marketing communication decisions include: promotional strategy, advertising, public relations and ..., response selling and sales.

Exercise 9. Put questions to the bold part of the sentence:

1. Marketing mix is the strategic combination of **product decisions on packing, pricing, distribution credit, branding, service, complaint handling**, and other marketing activities. 2. **E. Jerome McCarthy** grouped ingredients of marketing into the four categories that today are known as the four P's. 3. The major institutions involved in distribution are **wholesalers and retailers**. 4. The creation of benefits and an image for a product that captures the imagination of the public is called **product differentiation**. 5. **Marketing managers** work with several variables known as the marketing mix when **developing programs** to satisfy markets wants and needs. 6. The

promotion function in marketing includes **listening as well as talking**. 7. **For companies operating in the service** it is essential that both employer and employees have a clear and common idea about standard of the service they are striving to achieve.

Exercise 10. Find words or expressions in the text which mean the following:

1. is the position created to maintain some control over the marketing functions in a firm.
2. the creation of benefits and an image for a product that captures the imagination of the public.
3. is the strategic combination of product decisions on packing, pricing, distribution credit, branding, service, complaint handling, and other marketing activities.
4. is a critical component of the marketing mix.
5. is getting the products to the customer.
6. is the communication of information about the product with the goal of generating a positive customer response.
7. the idea is to make goods and services available where and when they are needed.

Exercise 11. Translate into English:

1. Без сумніву, ви знаєте, як ціни піднімаються та падають на ринку.
2. Менеджер з маркетингу планує і виконує маркетингові операції.
3. Жером МакКерті згрупував складові маркетингу в чотири категорії.
4. У багатьох відносинах, спілкування є життєво важливою ланкою.
5. Завданням виробника є не тільки продати товар, а й зробити те, що будуть купляти.
6. Ціна є важливою складовою маркетингового комплексу.
7. Багато підприємств створили посаду, що називається менеджер з маркетингу або менеджер по збуту.
8. Обираючи різні маркетингові стратегії, компанія стає більш конкурентоспроможною.
9. Основними установами, залученими до розповсюдження товарів та послуг, є оптові та роздрібні торговці.
10. Конкуренція на ринку є дуже суворою сьогодні.

Unit 7. Branding

Exercise 1. Read and learn the following words and word combinations:

- to brand** – присвоювати торгову марку;
to identify [ai'dentifai] – розпізнавати;
rival ['raivəl] **brand** – конкуруючий бренд;
to stand for – тут: символізувати; означати; підтримувати;
to market – торгувати;
trade mark ['treidmɑ:k] – фабрична марка;
legal protection – юридичний, законний захист;
logo – фірмовий знак;
experiential [eks,piəri'enl] **aspect** – аспект, що ґрунтується на досвіді;
brand experience [iks'piəriəns] – досвід торгової марки;
brand image – зображення марки;
symbolic [sim'bolik] **construct** [kən'strʌkt] – символічна конструкція;
expectation [,ekspek'teɪʃn] – очікування;
to be associated [ə'souʃiətid] **with** – бути пов'язаним з;
branding seek – пошук бренду;
to align [ə'lain] – ставити в ряд; вирівнювати;
unique [ju:'nik] – унікальний;
valuable ['væljuəbl] **elements** – цінні елементи;
brand owner – власник бренду;
to be able to – бути спроможним;
towards [tə'wo:dz] – щодо; по відношенню до;
integrated ['intigreɪtɪd] **marketing** – об'єднаний маркетинг;
brand manager – менеджер по створенню бренду;
brand essence ['esns] – сутність бренду;
brand promise – «обіцянка» торгової марки її споживачам стосовно якості маркованого продукту;
brand vision – бачення торгової марки, що вказує на її цінність у певний період часу;
core [ko:] **concept** – основне поняття;
to equal ['i:kwəl] – дорівнювати;
explicit [iks'plisɪt] **promise** – чітко висловлена обіцянка;
target audience ['tɑ:ɡɪt] ['o:dʒəns] – потенційна аудиторія клієнтів;
communication tool – засіб спілкування;
attitude branding – надання торгової марки, що не мусить бути безпосередньо пов'язане з споживачем або з продуктом вцілому;
to label ['leɪbl] – чіпляти ярлик; перен.: давати прізвисько, назву;
iconic [ai'konɪk] **brand** – традиційна, канонічна марка;
to contribute [kən'trɪbjʊ:t] **to** – сприяти чомусь; робити внесок;
consumer's self-expression ['selfɪks'preʃn] – самовираження споживача;
personal identity – особистість; індивідуальність;
identity [ai'dentɪti] **brand** – справжня, істинна марка;
cultural icon [ai'kon] – культурний знак, символ;

ritual-like ['ritjuəl] **behaviour** – поведінка схожа на ритуал;
premium ['pri:mjəm] **brand** – першосортна марка, марка найвищої якості;
economy brand – економна, не дорога марка;
own brand – власна марка; марка в одноосібному володінні певної фірми;
exclusively [iks'klu:sivli] – виключно;
brand leader – ведуча марка; марка, що найкраще продається;
flagship ['flægʃip] **brand** – провідна марка, під якою певна фірма є найбільш відома;
appropriately [ə'proupriitli] – належним чином; відповідно;
no brand product – продукт, який немає торгової марки;
generic [dʒ i'nerik] **brand** – загальна марка;
co-branding – співпраця двох торгових марок з метою створення нового продукту;
personality [ˌpɜ:sə'nælitɪ] – особистість; особливості характеру;
to convey [kən'vei] – виражати; передавати;
application [ˌæpli'keiʃn] – застосування;
overall ['ouvəro:l] **business strategy** – загальна стратегія бізнесу;
to ensure [in'ʃuə] – запевняти;
consistent [kən'sistənt] **brand behaviour** – послідовна поведінка марки;
advertising media ['mi:djə] – засоби розповсюдження реклами;
exposure [iks'prouʒə] – виставка; показ; експозиція;
interaction [ˌintər'ækʃn] – взаємодія;
total branding - надання торгової марки включаючи всі можливі варіації;
across all possible touch points – через всі можливі точки дотику;

Exercise 2. Read and translate the text:

Branding

Most companies decide **to brand** their products or services by using a name, a symbol or a design **to identify** it and differentiate it from the **rival brands**. Consumers can easily recognize the brand and the brand values – what it **stands for**.

A brand name is the name given to a product or a range of products – goods of a similar type that are **marketed** together. This may be the same name as the company (for example, Coca-Cola) or it may be a different name (for example, Apple's Pod). The **trade mark** is the **legal protection** for the brand, its **logo**, and its brand name.

Some people distinguish the psychological aspect of a brand from the **experiential aspect**. The experiential aspect consists of the sum of all points of contact with the brand and is known as the **brand experience**. The psychological aspect, sometimes referred to as the **brand image**, is a **symbolic construct** created within the minds of people, and consists of all the information and **expectations associated with** a product or service.

People engaged in **branding seek** to develop or **align** the expectations behind the brand experience, creating the impression that a brand associated with a product or service has certain qualities or characteristics that make it special or **unique**. A brand is therefore one of the most **valuable elements** in an advertising theme, as it

demonstrates what the **brand owner is able to** offer in the market place. The art of creating and maintaining a brand is called brand management. Orientation of the whole organization **towards** its brand is called **integrated marketing**.

A **brand manager** is responsible for branding – creating, maintaining and building a brand. He or she works on all aspects of the brand:

the brand image	How the consumers see the brand: the values they associate with it.
the brand essence	One core concept which defines the brand. It is normally expressed in a short phrase or just one word. A good example is ‘Volvo equals safety ’.
the brand promise	The explicit promise the organization makes to its target audiences , including employees, about the quality and use of the brand.
the brand vision	The brand vision communicates where the brand is and where the brand can go. It talks about the values the brand has today and the values it will need in the future, as well as the communication tools needed to achieve this.

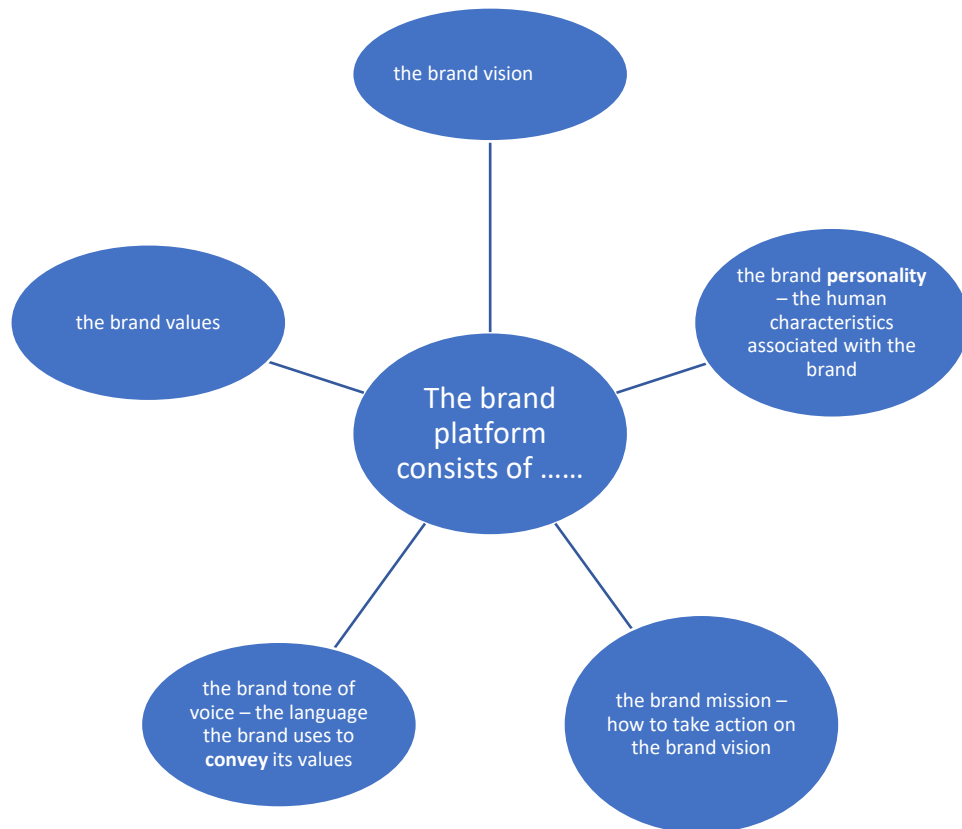
In marketing, we point out **attitude branding** that is the choice to represent a large feeling, which is not necessarily connected with the product or consumption of the product at all. Marketing **labeled** as attitude branding include that of Nike, Starbucks, and Apple Inc.

Iconic brands are defined as having aspects that **contribute to consumer’s self-expression** and **personal identity**. Brands whose value to consumers comes primarily from having identity value are said to be ‘**identity brands**’. Some of these brands have such a strong identity that they become more or less ‘**cultural icons**’ which makes them iconic brands. Examples of iconic brands are Nike and Harley Davidson. Many iconic brands include almost **ritual-like behaviour** when buying and consuming the products.

There are several types of brands:

- a **premium brand** – a high quality brand, more expensive than its competitors
- an **economy brand** – a brand that is cheaper than its competitors
- an **own brand** – a brand that is made **exclusively** for the retailer that sells it; also known as an own-label brand or a private label brand
- a **brand leader** – the best-selling brand in a particular market
- the **flagship brand** – the brand for which a business is best known, and which represents its image most **appropriately**
- a **no brand** – a product that doesn’t have a brand associated with it; also known as a **generic brand**
- **co-branding** – two brands working together to create a new product – for example, Intel Corporation and Apple Computers Inc.

Brand platform:



Brand management, the **application** of marketing techniques to a brand, was first used by Proctor & Gamble in the 1930's. The brand strategy shows how the brand will meet its objectives. It influences the **overall business strategy** of a company **to ensure consistent brand behaviour**, meaning what the brand does and how it acts in all **advertising media**, and consistent brand experience – the **exposure and interaction** a consumer has with the brand. **Total branding** refers to a consistent approach to brand behaviour and brand experiences **across all possible touch points** – wherever the consumer has a brand experience: TV, out-of-home, at a friend's house, etc.

Exercise 3. Answer the following questions:

1. How do most companies decide to brand their products or services?
2. What is a brand name?
3. What is trade mark?
4. What aspects of brand do you know? Explain them.
5. What is brand management?
6. Who is brand manager? What is he responsible for?
7. What do all brand aspects mean?
8. What is attitude branding?
9. What are iconic brands?
10. What types of brands do you know?

Exercise 4. Give Ukrainian equivalents of the following:

symbolic construct, brand experience, no brand, psychological aspect, touch point, in a short phrase or just one word, people engaged in branding, strong identity, integrated

marketing, brand tone of voice, brand mission, to convey, legal protection for the brand, own-label brand, experiential aspect, valuable element in an advertising, out-of-home, ritual-like behaviour, competitive set, certain quality.

Exercise 5. Give English equivalents of the following:

сутність марки, послідовний підхід, відповідним чином, символічна конструкція, канонічна марка, потенційна клієнтська аудиторія, співпраця двох торгових марок з метою створення нового продукту, застосування, чітко висловлена обіцянка, засіб спілкування, націлювати, показувати, інтегральний маркетинг, суть марки, торгова марка, що найкраще продається, бути спроможним запропонувати, бути дешевшим ніж у конкурентів, загальна марка, конкуруючий бренд, високоякісна торгова марка.

Exercise 6. Match and learn the synonyms:

A: overall, objective, best-known, to contribute, to align, rival, advertising, to market, to be able to;

B: to trade, total, aim, to provide, well-known, to target, can, competitive, promotion.

Exercise 7. Match and learn the opposites:

A: possible, high quality, private, expensive, unique, particular, to integrate, legal, to identify, own, short phrase;

B: illegal, to separate, state, cheap, common, impossible, low quality, long phrase, state, to differentiate, total.

Exercise 8. Complete the sentences using the proper words from the list below:

consistent approach, consumption, integrated, align, consumers, experiential aspect, branding, 'identity brands'

1. The ... consists of the sum of all points of contact with the brand. 2. People engaged in branding seek to develop or ... the expectations behind the brand experience. 3. Brands whose value to consumers comes primarily from having identity value are said to be... . 4. Total branding refers to a ... to brand behaviour and brand experiences. 5. ... ,can easily recognize the brand and the brand values – what it stands for. 6. Orientation of the whole organization towards its brand is called ... marketing. 7. In marketing, we point out attitude ... is the choice to represent a large feeling, which is not necessarily connected with the product or ... of the product at all.

Exercise 9. Put questions to the bold part of the sentence:

1. A **brand name** is the name given to a product or a range of products – goods of a similar type that are marketed together. 2. A brand is therefore one of the most valuable elements **in an advertising theme**. 3. There are several types of brands: **premium brand, economy brand, own brand, etc.** 4. **The brand personality** means the human characteristics associated with the brand. 5. Most companies decide **to brand** their products or services **by using a name, a symbol, or a design** to identify it and differentiate it from the competitive set. 6. Some people distinguish the **psychological**

aspect of a brand from the experiential aspect. 7. The **brand tone of voice** is the language the brand uses to convey its values

Exercise 10. Match terms in the left column with their definitions in the right column:

1) psychological aspect	a) is the legal protection for the brand, its logo, and its brand name.
2) iconic brands	b) brands whose value to consumers comes primarily from having identity value.
3) brand manager	c) is one core concept which defines the brand and it is normally expressed in a short phrase or just one word.
4) brand leader	d) is a brand that is cheaper than its competitors.
5) brand name	e) is the brand for which a business is best known, and which represents its image most appropriately.
6) brand personality	g) is the language the brand uses to convey its values.
7) brand promise	h) talks about the values the brand has today and the values it will need in the future, as well as the communication tools needed to achieve this.
8) brand image	i) is a product that doesn't have a brand associated with it; also known as a generic brand.
9) co-branding	j) is the orientation of the whole organization towards its brand.
10) experiential aspect	k) is a high quality brand, more expensive than its competitors.
11) identity brands	l) referred to as the brand image and consists of all the information and expectations associated with a product or service.
12) own brand	m) is a brand that is made exclusively for the retailer that sells it; also known as an own-label brand or a private label brand.
13) brand management	n) is the explicit promise the organization makes to its target audiences, including employees, about the quality and use of the brand.
14) flagship brand	o) is the best-selling brand in a particular market.

15) brand vision	p) is the name given to a product or a range of products – goods of a similar type that are marketed together.
16) brand tone of voice	q) are defined as having aspects that contribute to consumer's self-expression and personal identity.
17) attitude branding	r) are the human characteristics associated with the brand.
18) brand essence	s) is a symbolic construct created within the minds of people.
19) no brand	t) are two brands working together to create a new product.
20) premium brand	u) is a person who is responsible for branding – creating, maintaining and building a brand.
21) trade mark	v) is the choice to represent a large feeling, which is not necessarily connected with the product or consumption of the product at all.
22) economy brand	w) aspect of a brand which consists of the sum of all points of contact with the brand and is known as the brand experience.
23) integrated marketing	x) shows how the brand will meet its objectives.
24) total branding	y) refers to a consistent approach to brand behaviour and brand experiences across all possible touch points.
25) brand strategy	f) is the art of creating and maintaining a brand.

Exercise 11. Translate into English:

1. Використання відомої торгової марки збільшує продаж. 2. Наша фірма використала всі засоби розповсюдження реклами, щоб просунути цей товар на ринок. 3. Імідж торгової марки займає провідне місце у загальній стратегії бізнесу. 4. Інтегральний маркетинг – це нова сходинка у сфері бізнесу. 5. Розрізняють психологічний аспект та аспект, що ґрунтується на досвіді, по відношенню до торгової марки. 6. Щоб досягти успіху, ми повинні проаналізувати потенційну аудиторію клієнтів. 7. Ми обговорювали співпрацю двох торгових марок з метою створення одного продукту. 8. Товари нашої торгової марки дешевші ніж у конкурентів. 9. Бренд-менеджер відповідає за створення та підтримку бренду. 10. Наш товар є лідером на ринку і успішно продається.

Тема 8. Marketing Different Classes of Goods

Exercise 1. Read and learn the following words and word combinations:

attempt [ə'tem(p)t] – спроба;

convenience [kən'vi:njəns] **goods and services** – товари та послуги повсякденного попиту;

shopping goods and services – товари та послуги попереднього вибору;

specialty ['speʃəlti] **goods and services** – товари та послуги особливого попиту;

variety [və'raɪəti] – різноманітність;

to shop around – робити покупки;

difference – різниця; відмінність;

fur coat – хутряне пальто;

to provide – забезпечувати; постачати;

and so forth – і так далі; і таке інше; тощо;

to rely [ri'lai] **on** – покладатися на; розраховувати на;

industrial market – ринок промислових товарів;

consumer market – ринок споживчих товарів;

to reach a market – потрапляти на ринок; з'являтися на ринку;

capital goods – капітальне майно;

means of production – засоби виробництва;

functional goods – функціональні товари;

expense [iks'pens] **items** – основні товари постійного попиту;

less costly – менш коштовний;

cleaning fluid ['lu:ɪd] – чистяча рідина;

light bulb [bʌlb] – лампа;

measurable ['me ərəbl] **item** – товар, що вимірюється певною вартістю;

to recuperate [ri'kju:rəreit] – тут: відновлювати; повертати;

utility [ju:'tɪlɪti] – підприємство громадського користування;

mine [maɪn] – шахта;

to denote – вказувати на; позначати;

in unprocessed or minimally ['mɪnɪməli] **processed** ['prəʊest] **state** – в необробленому, або мінімально обробленому стані;

iron ['aɪən] **ore** [o:] – залізна руда;

log – деревина;

engine ['endʒɪn] – мотор;

tire ['taɪə] – шина;

windshield ['wɪndʃi:ld] – вітрове скло;

accessory [æk'sesəri] **equipments** – допоміжне устаткування;

clerical ['klerɪkəl] **activity** – канцелярська діяльність;

finished product – готовий продукт;

supplies [sə'plaɪz] – тут: ек. пропозиція;

sales representative – торговий представник;

salespeople – дистриб'ютори;

huge [hju:dʒ] **installation** [ˌɪnstə'leɪʃn] – величезна установка (пристрій);

Exercise 2. Read and translate the text:

Marketing Different Classes of Goods

Several **attempts** have been made to classify goods and services. All products may be classified as being consumer goods or industrial goods.

Consumer goods are those goods purchased by individuals for their own personal use rather than for business use. Consumer goods have three traditional categories: **convenience goods and services, shopping goods and services, specialty goods and services.**

Convenience goods and services are products that the consumer wants or purchases frequently and with a minimum of efforts (e.g. candy, snacks, banking).

Location is very important for marketers of convenience goods and services.

Shopping goods and services are those products that the consumer buys only after comparing value, quality, and price from a **variety** of sellers. Shopping goods and services are sold largely through shopping centers where consumers can “**shop around**”. Because consumers carefully compare such products, marketers can emphasize price **differences**, quality differences, or some combination of the two.

Specialty goods and services are products that have a special attraction to consumers who are willing to go out of their way to obtain them. Examples include goods such as expensive **fur coats**, jewelry, and cars and services **provided** by medical specialists or business consultants.

The marketing task varies depending on the kind of product; that is, convenience goods are marketed differently from special goods, **and so forth.**

The best way to promote convenience goods is to make them readily available.

Price or quality is the best appeal for shopping goods, and special goods **rely** heavily on word of mouth.

The **industrial market** is larger than you may imagine, because industrial goods may be sold several times before **reaching** the **consumer market.**

There are two major classes of industrial goods. **Capital goods** originally refer to the **means of production.** Individuals, organizations, and governments use capital goods in the production of other goods and commodities. Capital goods are products that cost a lot of money and last a long time, such as factories and machinery. Capital goods are products which are not produced for immediate consumption. These types of goods are important economic factors because they are keys to developing a positive return from manufacturing other products and commodities. Manufacturing companies use capital goods to help their company make **functional goods** to sell individuals valuable services. As a result, capital goods sometimes refer to as producers' goods or means of production. **Expense items** are **less costly** and are used up more quickly, such as **cleaning fluids** and **light bulbs.** An expense item is a tangible or **measurable item** whose cost must be **recuperated** from the particular company and/or from the particular client. You may have noticed other classifications that could be used for industrial goods-products used in factories, **utilities, mines,** institutions (for example, hospitals, and schools), government agencies, and wholesale and retail outlets.

A raw material is something that is acted upon or used by human labor or industry, for use as a building material to create some product or structure. Often the term is used **to denote** material that came from nature and is **in an unprocessed or minimally processed state**. **Iron ore**, and **logs**, would be examples.

Component parts are goods such as **engines, tires, and windshields**.

Accessory equipments are goods and materials purchased by organizations for use in production, administrative, **clerical**, or marketing **activities**, but not directly in the manufacture or **finished products**.

Supplies include consulting, accounting, and cleaning.

There are many careers in industrial marketing for students because such goods and services are sold by **sales representatives** more than advertising (as most consumer goods are sold). This means a big demand for **salespeople** to sell everything from **huge installations** to supplies. Because industrial buyers buy in huge volume, the chance to make large commissions is very good.

Exercise 3. Answer the following questions:

1. How can all products be classified?
2. What do consumer goods refer to?
3. What are the convenience goods and services?
4. What do we call shopping goods and specialty goods?
5. How does the marketing task vary?
6. What are two major classes of industrial goods?
7. What do we call expense items?
8. What do you know about raw materials?
9. What do accessory equipments and supplies refer to?
10. Why are there many careers in industrial marketing for students?

Exercise 4. Give Ukrainian equivalents of the following:

supplies, capital goods, specialty goods and services, means of production, clerical, large commissions, to shop around, to make an attempt, positive return from manufacturing, wholesale and retail outlets, to emphasize price differences, human labour, to sell valuable services, through shopping centers, industrial buyers, to buy in huge volume, immediate consumption, factories and machineries, in an unprocessed state, accessory equipment, to make something readily available, recuperate.

Exercise 5. Give English equivalents of the following:

підприємство громадського користування, товари та послуги повсякденного попиту, пропозиція, в мінімально обробленому стані, ринок споживчих товарів, купувати з мінімальними зусиллями, особлива привабливість для споживачів, потрапляти на ринок споживчих товарів, готовий продукт, товари та послуги попереднього вибору, велика потреба у дистриб'юторах, спроба класифікувати, різниця між споживчими та промисловими товарами, торговий представник, товар, що вимірюється певною вартістю, важливий економічний чинник, залізна руда та деревина, певний клієнт, урядова організація, засоби виробництва.

Exercise 6. Match and learn the synonyms:

A: to manufacture, to shop around, to provide, to recuperate, to denote, huge, to reach a market, frequently, variety, value, return, and so forth;

B: to supply, to restore, great, to enter a market, to do shopping, to define, difference, to produce, often, and so on, profit, cost.

Exercise 7. Match and learn the opposites:

A: processed, finished product, accessory, minimum, return, different, measurable, traditional, before, governmental;

B: private, unprocessed, expenses, common, raw material, maximum, essential, similar, after, immeasurable.

Exercise 8. Complete the sentences using the proper words from the list below:

commissions, students, personal use, measurable item, marketers, factories, human labour, sales representatives, industrial buyers, quality, machinery

1. Capital goods are products that cost a lot of money and last a long time, such as ... and 2. ... can emphasize price differences, ... differences, or some combination of the two. 3. Consumer goods are those goods purchased by individuals for their own ... rather than for business use. 4. Raw material is something that is acted upon or used by ... or industry. 5. There are many careers in industrial marketing for ... because such goods and services are sold by ... more than advertising. 6. An expense item is ... whose cost must be recuperated from the particular company. 7. ... buy in huge volume, comparatively speaking, the chance to make large ... is very good.

Exercise 9. Put questions to the bold part of the sentence:

1. The industrial market is larger than you may imagine, **because industrial goods may be sold several times**. 2. Location is very important **for marketers** of convenience goods and services. 3. Consumer goods have **three traditional categories**: convenience goods and services, shopping goods and services, specialty goods and services. 4. **Accessory equipments** are goods and materials purchased by organizations for use in production, administrative, clerical, or marketing activities. 5. Manufacturing companies use **capital goods** to help their company make functional goods. 6. The best way to promote convenience goods is **to make them readily available**. 7. **Specialty goods and services** are products that have a special attraction to consumers who are willing to go out of their way to obtain them.

Exercise 10. Find words or expressions in the text which mean the following:

1. are those products that the consumer buys only after comparing value, quality, and price from a variety of sellers.
2. are those goods purchased by individuals for their own personal use rather than for business use.
3. are products that cost a lot of money and last a long time, such as factories and machinery.
4. is something that is acted upon or used by human labor or industry, for use as a building material to create some product or structure.

5. are goods and materials purchased by organizations for use in production, administrative, clerical, or marketing activities, but not directly in the manufacture or finished products.
6. are products that the consumer wants or purchases frequently and with a minimum of efforts.
7. are products that have a special attraction to consumers who are willing to go out of their way to obtain them.

Exercise 11. Translate into English:

1. Допоміжне устаткування – це товари та матеріали, що купуються організаціями для використання у виробництві. 2. Завдання маркетингу змінюється залежно від типу продукту. 3. Окремі особи чи організації використовують капітальне майно у виробництві певних товарів. 4. Прикладами товарів особливого попиту можуть бути: дороге хутряне пальто, ювелірні прикраси, послуги медичних спеціалістів і таке інше. 5. Товари повсякденного попиту продаються інакше ніж товари особливого попиту. 6. У промисловому маркетингу є безліч посад для студентів. 7. Деякі матеріали виробництва знаходяться в необробленому або мінімально обробленому стані. 8. Товари та послуги попереднього вибору продаються, в основному, через торгові центри, де споживачі можуть робити покупки. 9. Існує велика потреба у торгових представниках, щоб продавати все, від великих пристроїв до різних послуг. 10. Товари попереднього вибору – це продукти, які споживачі купують лише після порівняння якості та ціни у різних продавців.

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Рекомендовані курси

для самостійного опанування

в рамках формальної/ неформальної освіти

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