

**Міністерство освіти і науки України
Чернівецький національний університет
імені Юрія Федьковича**

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**МАРКЕТИНГ АНГЛІЙСЬКОЮ МОВОЮ
MARKETING IN ENGLISH**

Методичні рекомендації

Укладачка: І.І. Гавриш



**Чернівці
Чернівецький національний університет
імені Юрія Федьковича
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Preface

The course «Marketing in English» is designed for the 2nd-year «Marketing» students of Economics. This course is important for understanding and using key concepts in the field of marketing.

This discipline helps to understand the specifics of marketing activities in English-speaking countries, and is important for successful business at the international level; it allows to communicate with colleagues, partners, investors and clients from other countries in business English, as well as expand the employment opportunities in the field for foreign companies; it provides an opportunity to get acquainted with and study new world trends and innovations in the sphere of marketing and implement them in the domestic market.

The course «Marketing in English» consists of the following items:

- introduction to marketing (marketing concept);
- marketing characteristic features and classification of its types;
- an enterprise marketing environment;
- marketing research and information system;
- marketing product policy;
- marketing price policy;
- marketing sales policy;
- marketing communication policy.

«Marketing in English» is based on the textbook Marketing for Bachelors: A Practical Course. Tutorial for practical classes / structure. : I. Budnikevych, I. Babukh, O. Burdyak, V. Vardevanyan, E. Venger, I. Havrysh, I. Zrybneva, O. Kyfyak, I. Krupenna, N. Romaniuk, I. Cherdantseva; Ed. Doctor of Economics, Prof. I. M. Budnikevich. – View. 3rd, revised. and supplements. – Chernivtsi : Yuriy Fedkovych Chernivtsi National University, 2023. – 268 p.

ASSIGNMENT RECOMMENDATIONS

Task: Write comprehension questions. Written homework on issues of the lecture material.

Task: Discuss the following questions. Questions for oral discussion in a practical session.

Task: Group activities. Team or mate case situation modelling.

Task: Individual work. An individual task for each student in the form of a presentation, report or essay.

Task: Read and translate. Marketing article to be translated into Ukrainian with the help a dictionary in compliance with technical translation requirements.

Technical translation is a type of translation that allows the exchange of special scientific and technical data and information between people, speaking different languages. Technical group fields require thorough theme study and terms determination. To be as close as possible to the original and satisfy the customer, the technical translation should meet the following criteria:

1. Precision. The main condition for an accurately translated technical text is the exact terminology observance and correct sentence construction.
2. Brevity. All information in the original should be provided concisely, succinctly and competently.
3. Clarity. Regardless of the brevity and terseness of the technical translation, it should be quite clear and simple.
4. Literariness. The text must comply with generally accepted literary language standards.

TOPIC 1

INTRODUCTION TO MARKETING

Keywords: marketing, needs, wants, demand, product, marketer, exchange, market, satisfaction, production concept, product concept, selling concept, marketing concept, societal marketing concept, relationship marketing concept.

Task 1. Explain the essence of the concept:

1. Production concept
2. Product concept
3. Selling concept
4. Marketing concept
5. Societal marketing concept
6. Relationship marketing concept

Task 2. Discussion questions and exercises

1. Discuss how marketing can be used in different organizations. Include in your discussion profit/non-profit organizations
2. Give an example of a good, service, organization, person, place, and idea that may be marketed. What are the five components of the marketing concept? Give an example of each component.
3. Explain the process of exchange that takes place at different levels of distribution from the manufacturer to the final consumer.
4. What is customer satisfaction? Why is it so important to any firm?

Task 3. Write your own opinion

1. *Marketing Myopia.* From your own experience as a consumer, name a product that you buy now that you think could not ever be replaced by another product in the future.
NOTE: This is not about what you personally like and can't live without; it means some product (good or service) for which you believe there would be absolutely NO substitute, ever); explain your choice briefly.
2. Henry Ford said of his early automobile that people could have it in any color they wanted as long as it was black. Why was Ford able to make this statement?

3. What is the difference between a selling orientation and a marketing orientation?
4. Assume you are a marketing manager. Describe the marketing strategy for each of the orientations of marketing management philosophy.
5. *A Matter of Ethics*. One of your distributors has brought you a cardboard display for use in your record store. It helps promote the sale of a new pop CD, but you are not sure you should use it because it contains a racy picture of the singer. You are concerned because the album being promoted is aimed at the pre-teen market. Discuss the ethical implications of using or not using the display. Is it worth it if more albums are sold, but the store develops a reputation for inappropriate content? What are the pros and cons of using (or not using) the display as a marketing tool?

Task 4. Read and translate

«5 Truths About Marketing After the Pandemic

It's safe to say that 2020 was a year like no other and that 2021 will certainly not revert back to the old normal. So, as marketers think about building brands during this year and beyond, what should we take away from the pandemic? What can we do to help companies grow faster? And how is marketing being redefined in the age of Covid-19?

Asking and answering these questions is critical to marketing success in the months and years ahead. Over last several months I've been comparing what I've learned from two decades working in media and marketing with what we've all learned during this single year of epic change. In particular, I've identified 10 ways in which the pandemic challenged critical truths about marketing and gave us a new set of rules moving forward.

1. Old truth: Marketing begins with knowing your customer.

New truth: Marketing begins with knowing your customer segment.

The Covid-19 crisis has reinforced what we already know: that brands must communicate in very local and precise terms, targeting specific consumers based on their circumstances and what is most relevant to them. That means truly understanding the situation on the ground, country by country, state by state, zip code by zip code. For some businesses, such as banks, restaurants, or retailers, it may even mean tailoring communications store by store.

Beyond geography, we have learned marketing messages need to be personally relevant, aligned to an individual's situation and values, as opposed to demographics, such as age and gender. Creating a personal, human connection within any commercial message requires defining consumer segments that describe people according to multiple dimensions that influence their purchasing behavior – from their psychographics to attitudinal characteristics.

The EY Future Consumer Index, which has conducted five waves of research with 14,500 individuals in 20 countries since the start of the pandemic, has identified five different cohorts of consumers:

1. Affordability first (32% of consumers): Living within their means and budget, focusing less on brands and more on product functionality.
2. Health first (25%): Protecting their health and that of their family, choosing products they trust to be safe and minimizing risks in the way that they shop.
3. Planet first (16%): Trying to minimize their impact on environment and buying brands that reflect their beliefs.
4. Society first (15%): Working together for the greater good, buying from organizations they find to be honest and transparent.
5. Experience first (12%): Living in the moment to make the most of life, often making them open to new products, brands, and experiences.

Utilizing customer segmentation and personas can bring deeper insights to media strategies and creative marketing approaches. Better still, these insights can be carried through to inform the full customer journey.

2. Old truth: You are competing with your competitors.

New truth: You are competing with the last best experience your customer had.

Consumer expectations were already on the rise before Covid-19. Gen Z grew up with technology seamlessly integrated into their lives. Direct-to-consumer companies (like Glossier or Parachute) were already conditioning us to expect a level of hyper-personalization since they were particularly adept with our personal data.

But when the coronavirus hit, digital transformation accelerated overnight. This, in turn, sent consumer expectations skyrocketing in terms of what companies could do for them with a more digital experience. The customer expects so much more than just a seamless digital transaction, as

Carla Hassan, chief marketing officer of Citi, explained to me earlier this summer. Now that companies have their personal data, they want anticipatory, personalized experiences across the entire customer journey.

Companies should follow three strategies to ensure their experiences deliver their customers' rising expectations:

1. Make brand scores a key KPI for the full customer-facing organization, ideally using real-time analytics as opposed to a snapshot looking backwards from a point in time.
2. Build the right data and technology foundation to support important use cases throughout the customer journey.
3. Align individual and collective goals across the customer journey so any disconnects between functional silos like marketing, sales, and customer service are invisible to your end consumer.

3. Old truth: Customers hope you have what they want.

New truth: Customers expect you to have exactly what they want.

If the bar just keeps rising, we must aspire to new values around customer experiences – in both a B2C and B2B context. Consumers today expect that any experience will be frictionless, anticipatory, relevant, and connected. In other words, they are concerned only with getting what they want, when they want it. And they insist nothing gets in their way.

Creating these experiences requires companies to place data and technology at the core of their organization. This likely means building some degree of machine learning and/or artificial intelligence into the mix. Why? Because data enables us to create more relevant experiences across one or more dimensions of the four Cs:

- Content (that can be provided in experiences like emails or mobile apps);
- Commerce (such as physical retail, e-commerce, or a hybrid experience);
- Community (such as convening B2B buyers at a virtual trade show or hosting a webinar on home repair for consumers); and
- Convenience (like offering consumers coupons or benefits from a loyalty program).

Today, most of the 4Cs are delivered in «one-size-fits-all» approaches, but as consumers increasingly demand greater personalization, companies will need to use more data and intelligence to sharpen their decision-making and drive greater relevance in their customer interactions to build stronger human connections to their brands.

4. Old truth: Courting customers is just like dating.

New truth: Courting customers is just like online dating.

For a long time, marketing was largely about buying mass reach or targeted reach at the best rates in media and hoping to convert it. So, basically, it was like going to as many parties or bars as you could in the hope you would find that special someone. It was a world of spontaneity, serendipity, and frankly, a lot of face-to-face encounters.

Enter online dating and swiping through apps. Now, finding your perfect match may be less about chance and more about data and algorithms. In marketing terms, we have seen a shift from brand marketing to build reach to performance marketing to generate leads. The pandemic's acceleration of digital channels only exacerbated that trend.

However, while performance marketing enjoys a strong and important position in the mix, leading CMOs recognize that it is a fine balance of brand and performance marketing that delivers the best results, and they must fight hard against a bias toward that which is most easily quantified. Many are bringing their customer relationship management (CRM) team closer than ever to their media teams to see the full continuum more easily and realize efficiencies. CRM, which is powered principally by first-party data, or customer data that the company owns (with the consumer's consent, of course), is the driving force for initiatives like coupons, personalization, or email marketing.

However, that same first-party data can help generate greater efficiency in media, particularly digital media and other addressable formats allowing companies to target on a one-to-one basis. With third-party data declining in value as key browsers usher in rule changes by January 2022, marketers are getting way better at engineering the online «dates» that they want to go on, learning the new ways they need to harness the power of their own data, and developing new strategies to partner with publishers. Even as the targeting (or dating) strategies shift with the new rules of the game, it will be important for companies to leave space for both brand *and* performance marketing given that bottom funnel strategies drive top funnel goals and vice versa. Simply put: They work better together.

5. Old truth: Customers must sit at the heart of your marketing strategy.

New truth: Customers must sit at the heart of your customer journey.

The concept of customer-centricity is not news. However, the

functional silos that interact with customers are often disconnected because of politics, org charts, technologies, or geography. The question is: How can we conceal these internal disconnects from the customer, who assumes that the whole company knows them holistically? We have all called customer service and spoken to a call center rep or chatbot that was not operating with the same information as a retail location – and vice versa.

We must remember that marketing is often just the beginning of a relationship with the customer. For example, in a B2C context, we go through a journey of engaging them, converting them to a sale directly or indirectly, and then hopefully retaining them so they become advocates and potentially open to upsells and cross-sells. Marketing must be viewed in the context of the full end-to-end journey and, where possible, work to connect the dots.

It is not realistic to believe that the operating model for all customer-facing functions can or should report to the same place. The notion that reorganization solves all is a common misconception. It is far more important to look thoughtfully at the operating model and consider the processes, technologies, talent, data models, and KPIs to find the right ways to align objectively around the customers' needs – then drive change accordingly»[4].

Task 5. After reading the text «One year of war in Ukraine Assessing the impact on global trade and development» (https://www.wto.org/english/res_e/booksp_e/oneyukr_e.pdf), write a report, essay, or resume, which includes:

1. Analysis of the World Merchandise Trade Volume.
2. Characteristics of the Estimated Value and Volume of World Trade in Selected Agriculture-Related Products.
3. Description of changes in the value and volume of world trade by product.
4. Analysis of the share of world trade with a high concentration of exporters.
5. Characteristics of the number of trade policy measures.

TOPIC 2

CLASSIFICATION OF MARKETING TYPES

Keywords: product-oriented marketing, consumer-oriented marketing, marketing of consumer goods, marketing of industrial goods, commercial marketing, strategic marketing, tactical marketing, operative marketing, undifferentiated marketing, differentiated marketing, concentrated marketing, national marketing, international marketing, innovative marketing, negative demand, latent demand, faltering demand, irregular demand, overfull demand, unwholesome demand, conversional marketing, developmental marketing, remarketing, synchromarketing, demarketing.

Task 1. Write comprehension questions:

1. Describe the four components of the 4P marketing mix.
2. Find the description of other approaches to marketing mix, like 4Cs, 5Ps, 7Ps etc.
3. What are the main principles of marketing?
4. Analyze functions of marketing and their application at the company taking into account main marketing principles.

Task 2. Discuss the following questions:

1. Explain the meaning and give the characteristic of instruments of different types of marketing depending on the demand.
2. What do you understand by the term «latent demand»? How should marketing deal with such a situation?
3. Describe the main forms of demarketing. Give the examples.
4. A well known example of synchromarketing is the happy hour that many cafes around the world have to attract customers at earlier, nonpeak times by offering two drinks for the price of one. Also ski resorts offer reduced process early in the ski season and increased price levels in the top seasons. How the concept of synchromarketing can be applied for higher education?

Task 3. Group activities

Talk to several people who work in marketing (for example retailers, sales people, advertising people and see how they enjoy their jobs. Discuss with them what experience had their firm or organization of experimenting with changes in the physical environment to see whether this will improve sales? Discuss your findings with classmates.

Task 4. Read and translate

«Digitalization and its impact on contemporary marketing strategies and practices»

Since its inception, technology has transformed the way businesses operate and the consumption of goods and services. For example, technology has revolutionized the way companies promote their products and services, perform their business activities, communicate/exchange information, and manage resources. On the consumer side, technology has significantly changed consumption patterns and empowered them to be part of the product acquisition process. In every aspect of business, the emergence of new technologies such as artificial intelligence, big data, blockchain, virtual reality, and robots have created a new paradigm shift and promoted innovation in the area of marketing research and practices. Such transformation has become a marketing catalyst, perpetuating new marketing trends and archetypes in digital marketing and marketing analytics. In recent years, the progression of digital marketing via social media has expanded beyond its original purpose as a platform for social networking. Instead, it has evolved into a platform that enables businesses to communicate with their customers almost instantly and be directly involved in developing marketing strategies. Specifically in digital marketing, customers can collaborate with companies as co-creators in almost every aspect of the business process including product/service development, value creation, and marketing strategy development. By incorporating user-generated content into digital marketing, consumers can assume the role of «broadcasters», they no longer listen to the marketers, just like what happened in the past. Undoubtedly, the benefits of digital marketing and the potential of high ROI have made this channel one of the marketers' most preferred choices.

In addition, the emphasis on digitization and data-driven practice among businesses nowadays has made marketing lean towards science-based and provides marketers unlimited access to valuable insights into their company performance, customers, and opportunities. In essence, marketing analysis is seen as identifying patterns of data that help marketers in marketing decisions. With the availability of marketing and data analysis tools, the importance of how data can explain market trends and better understand consumer preferences are clearly spelled out. More importantly, marketing analytics help businesses and marketers optimize their marketing campaigns, segment their market, and reduce costs

associated with marketing activities, providing business organizations with a sustainable approach in the long term.

Despite particular research conducted on the issues related to digital marketing and marketing analytics, additional attention is needed to study the revolution and potentially disruptive nature of these domains. Considering the substantial impact of digital marketing and marketing analytics in the current competitive and demanding business landscape, the special issue editors hope that this issue lays a foundation in the academic perspective of these domains. We would like to recommend that more research be conducted to challenge the existing status quo and raise awareness of these domains in the near future; especially in the contemporary environment that requires more than just the knowledge brought from traditional marketing. For instance, there is room to explore further how biological technology, livestreaming, virtual influencer, neuromarketing, blockchain technology, metaverse, gamification, and omnichannel platform could be used for the marketing and analytic purposes» [3].

TOPIC 3-4

MARKETING ENVIRONMENT, MARKETING DATA AND MARKETING RESEARCH

Keywords: marketing environment, internal marketing environment, microenvironment, macroenvironment, marketing research, PEST analysis, SWOT analysis, marketing information, marketing information system, internal records, descriptive research, exploratory research, casual research, primary data, secondary data, quantitative research, qualitative marketing research, interviews, focus groups, observational research, consumer buyer behavior.

Task 1. Write comprehension questions:

1. Product differentiation and market segmentation are separate marketing functions. How are they related to each other? What is the difference?
2. Can you give an example of how to use the segmentation variables?
3. Briefly describe the focus group, observation methods, survey research.
4. What special techniques are used in marketing research?

Task 2. Discuss the following questions:

1. What is marketing segmentation?
2. What is market targeting?
3. How are those groups (segments) chosen?

Task 3. Group activities

Take a product and show how you would segment the market for it using the six variables listed in the chapter.

Task 4. Individual work.

Develop and conduct marketing research «Mystery shopper».

Task 5. Read and translate

«Research: How Cultural Differences Can Impact Global Teams

A recent survey of employees from 90 countries found that 89 percent of white-collar workers «at least occasionally» complete projects in global virtual teams (GVTs), where team members are dispersed around the planet and rely on online tools for communication. This is not surprising. In a globalized – not to mention socially distanced – world, online collaboration is indispensable for bringing people together.

Yet despite the many benefits of GVTs, virtual collaboration is not without challenges. Virtual collaboration across global teams is not without challenges. Differences across time zones, languages, cultures, and skill levels, not to mention the different economic conditions and political systems of the team members' countries, can affect how teams work together and how they perform.

In a recent study, our team identified some of the specific ways that differences across these remote global teams can shape how they function. For managers, understanding how these dynamics work can help keep teams happy and productive. Managers need to understand these dynamics to keep teams happy and productive.

The Challenges and Benefits of Geographic Diversity

There's a large body of scholarship examining the challenges of cross-cultural communication and collaboration: A recent review of more than 1,100 studies published over the course of 24 years in the *Journal of International Business Studies* revealed that 95% of those studies focused on the negative effects of team member differences. Similarly, much research has shown that age, gender, or racial differences can complicate interactions among team members.

However, team member differences can also be very beneficial for a team's performance. Numerous studies have shown that less homogeneous teams exhibit more creativity. Such teams also consider more options, process facts more carefully, are less likely to fall into the groupthink trap, and ultimately make better decisions.

The question is: When do teams whose members live in different countries perform better, and when do they struggle? Our research explains how different types of geographic diversity play out across teams.

Which Differences Matter in International Teams?

In our study, we observed the behaviors and interactions of 5,728 individuals in 804 remote international teams as they worked for several months on business consulting projects. Each team was comprised of six

to eight team members from different countries, entirely relying on digital communication tools.

We tracked two broad categories of differences: personal diversity and contextual diversity. Personal diversity includes differences in easily observable personal characteristics such as age, gender, language, skills, and values. In contrast, contextual diversity refers to differences in the environments that the team members live in, such as the different levels of economic development and different types of institutions and political systems of their countries.

We also monitored the team's task performance and climate. Task performance included indicators of the team's performance on the project – namely the quality and timeliness of the team's output – such as the economic viability and novelty of the business plans as evaluated by external industry experts and product designs the teams developed for their clients. Team climate included psychological outcomes, such as team cohesion, project participants' satisfaction with their team members, their enjoyment of the work process, and their interest in working on another project with the same team, as measured in weekly surveys.

Our analyses showed that personal diversity can negatively affect team climate. When team members come from different cultures, are of different ages, unequally fluent in the team's working language, or differ otherwise at the personal level, they tend to find it less enjoyable to spend time together, trust each other less, make less favorable attributions about each other's motives, and generally communicate less. As a result, they experience less cohesion and have more conflicts and misunderstandings.

In stark contrast, contextual diversity can positively affect task performance. When the team members come from countries with different institutions, economic, and political systems, they understand a wider range of contexts, have access to more diverse pools of knowledge and experiences. As a result, contextual diversity allows for more views and perspectives, which aids creativity, decision-making, and problem-solving. Contextual diversity appears to be particularly beneficial when teams work on challenging tasks that require creative, unconventional approaches. The variety of perspectives and understandings aids idea generation, and more ideas on the table provide for a better solution to the problem.

What This Means for Managers

When designing a team, managers need to consider the nature of the tasks at hand.

Projects that require creativity and unconventional thinking would benefit from contextual diversity. This includes not just the ethnic or demographic diversity, but the diversity of contexts the team members come from and understand.

For projects that require completion of more routine tasks where there is no need for innovation or complex problem-solving, a team lower on personal diversity might complete the project quicker and more efficiently. For routine projects like this, there is no need to focus on differences when building the team. Instead, managers should proactively assist the team to ensure more effective communication, interpersonal dynamics, and a more collegial team climate.

Regardless of the task, the following two strategies are advisable to fully utilize the benefits of team diversity while addressing the associated challenges.

First, to minimize the adverse effects of personal diversity, companies should employ cross-cultural communication and diversity awareness training to improve cultural intelligence and interest in working with people from other countries. Programs and policies that reduce prejudice and stereotypes and promote friendly interaction among diverse team members would benefit any diverse team. Additional training on online communication and collaboration tools would be particularly useful for GVTs.

Second, the boost that contextual diversity can provide for creativity and innovation can only be fully realized when team members freely exchange ideas and knowledge. Accordingly, the work design must promote such exchange and provide opportunities for brainstorming, friendly feedback and discussions, as well as constructive criticism and disagreement. People who affiliate with multiple cultures and, thus, can serve as bridges between team members from different cultures would be particularly valuable on such teams.

It is still important to keep in mind that it is not always possible to separate contextual and personal diversity. For example, more nationalities on the team usually result in both higher contextual and personal diversity. Therefore, the potential challenges caused by personal diversity should be anticipated and managed, but the benefits of contextual diversity are likely to outweigh such challenges» [5].

TOPIC 5

MARKETING PRODUCT POLICY

Keywords: product, durable products, non-durable products, tangible products, intangible products, consumer product, industrial products, convenience products, shopping products, specialty products, unsought products, levels of the product, core product, actual product, augmented product, product attributes, brand, branding, packaging, product assortment, product width, product length, product depth, product consistency, product life-cycle

Task 1. Discuss the following questions:

1. Distinguish between a consumer product and an industrial product.
2. Name and briefly define four categories of consumer products. For each category, list three specific examples of products that would most likely be classified in that category.
3. How can the same product be a convenience, shopping, and specialty product? What does this mean to marketers?

Task 2. Write your own opinion

1. Why is it so important to understand the concept of a core product?
2. What is the role of product positioning for a new product? A continuing product?
3. Why do manufacturer brands have such a large percentage of sales in so many product categories? Will private and generic brands eventually displace manufacturer brands? Explain your answers.
4. For each of the following, describe the tangible, augmented, and core product: A review course for the IC: Bookkeeping Roofing materials
5. Present two successful and two unsuccessful examples of brand extension. Discuss why brand extension worked or did not work in these cases.
6. Describe major functions of packaging. Give an example of each.
7. Evaluate the recent package redesigns of three products.

Task 3. Group activities

1. Discuss how packaging has changed the attractiveness of the following products:
 - a. Beer

- b. Mustard
 - c. Salt
 - d. Soda (pop)
2. List at least five sources of new product ideas and put them in the order you think is most important. Explain, why you chose that order.

Task 4. Individual work

What is the product of a college or university? Would it differ for different students and for different faculties? Think about it and explain.

Task 5. Read and translate

«The 8 universal branding elements every brand needs

When you're building a cohesive brand identity, certain elements are non-negotiable. These are the elements that clearly express who you are as a brand, what you have to offer and who you're for.

Take a look at pretty much any company's branding and you'll see all of these elements working together. Sometimes, they're subtle and in certain cases, one or two might be missing, but for the most part, you'll see each element on this list present and working with the others to communicate the brand.

1. Logo

Every brand needs a logo. In fact, you'll be hard-pressed to find a brand that doesn't have a logo, which arguably makes it the most important element of branding.

A logo is a brand's whole personality boiled down into an easy-to-recognize image. It's often the first interaction you have with a brand; the image that sticks in your mind and conjures up memories (good, bad or indifferent) about the brand when you see it again.

Your brand's logo goes on almost every asset your brand owns: your business cards, your website, your merchandise, your social media pages, any branded templates you use and all of your advertising and marketing materials. That's why your logo should represent what your brand is all about and encapsulate the essence of your brand identity.

2. Color palette

Colors are another key ingredient in any brand identity. Take a look at the following color swatches and try to guess which brand each palette represents.

Color is so important to branding that some companies have gone so far as to trademark their signature brand colors. A few examples of trademarked colors include UPS brown, Tiffany blue and Fiskars orange.

But why is color so important? Because colors express key values and personality traits. We've covered color psychology and how to choose effective colors for your branding before, so if you're not sure which colors are best for your brand, check these out.

And don't feel like you need to stick to just one color – the colors in your palette work together to express your brand while giving it a unique look.

3. Shape

Shape is another part of an overall branding strategy. Not just the shapes present in your logo, but the shapes in your web page backgrounds, layout design, packaging and even your business cards and other stationery.

We've discussed how different shapes convey specific brand values and other aspects of your identity in previous blog posts. As you develop your brand identity, determine which shapes align with your brand's persona best. Keep in mind that you aren't locked into just one shape or type of shape – if your brand's look demands two or more shapes, use those shapes.

4. Tagline

«Eat fresh»

«Just do it»

These are two of the most well-known taglines in the world. Taglines, also known as slogans, are the flagship of brand messaging.

Brand messaging is how you communicate your brand's unique offer. Sometimes that offer is obvious, like Subway's «Eat fresh» slogan. Subway chose «Eat fresh» as their slogan to differentiate themselves from other fast food brands by positioning themselves as a healthy alternative. Using green in their branding and running commercials showing customers' testimonials of losing weight while eating Subway hammered this point home.

For other brands, this unique offer is more abstract, like Nike's urging the customer to «Just do it». But despite being somewhat abstract, Nike's message is clear: don't hesitate, take action. Get up, exercise, do what you know is right for your body and your mind – no excuses, just do it.

Your tagline gives your logo additional information and context. It doesn't just tell people what you do, it tells them what to expect.

5. Tone of voice and vocabulary

At Starbucks, you can't get a small coffee.

Well, you can get the smallest of their three standard sizes... but the name of the size is «tall».

That's because Starbucks developed their own unique branded vocabulary to differentiate their product offerings from other brands'. Even though they didn't coin the words they use for the different drink sizes, they were the first to use them in this unique way.

This isn't the only unconventional naming convention Starbucks is known for. They're also well-known for misspelling customers' names on beverage cups-sometimes hilariously inaccurately. And although Starbucks hasn't officially acknowledged any deliberate choice to spell customers' names wrong, they have recognized writing names on cups as a fun part of their brand. Individual baristas, however, have different takes on the misspellings.

A specific vocabulary is part of a brand's tone of voice. A brand's tone of voice is the voice you read in all the copy produced by the brand, like the emails you receive from them, the content on their website and the language they use on social media.

Your tone of voice is one of the most effective ways to shape-and reshape-how the world perceives your brand. Wendy's is one example of a brand that carved themselves a new persona by developing a consistent, unique social media persona. Before they were on Twitter, they were just a fast food restaurant that sold square burgers, frosties and chili. Now they're a fast food restaurant that sells square burgers, frosties, chili and never passes up an opportunity to be snarky and savage.

6. Fonts

The fonts a brand uses are another key element of branding. Wherever a brand uses text, like in their logo, on their website and as part of an email template, the font used for that text isn't random – it's carefully selected to communicate the brand's personality and values.

Much like specific colors correlate to different emotions and traits, so do fonts' components.

7. Imagery

Imagery includes all the kinds of images you use in your branding, marketing and advertising. This isn't your logo or the specific pieces of content you publish; it's the choice of photos and stock images you use,

the style of the graphics on your website and other brand assets and your overall brand aesthetic.

Think of gradient and patterned backgrounds, packaging or banners – you don't need concrete imagery to communicate a brand clearly; you can easily do so with abstract imagery through your shape and color choices.

Brand imagery works closely with other elements of branding, like color and shape.

But it doesn't stop with illustrations and graphics. Brand imagery also refers to how a brand, and this extends to when an individual creates a personal brand, presents themselves visually. You see this a lot with celebrities who drastically alter their images, like Selena Gomez's evolution from Disney Channel star to a fashion-forward artist who dabbles in creating independent horror films.

8. Positioning

Positioning is the niche in the market that a brand fills. When you determine your brand's persona, you determine not just what it offers buyers, but how it fits among other brands in its space. Are you priced higher, about the same or lower than your competitors? What makes your offer more attractive than competing offers?

A brand's positioning has a direct impact on its branding. For example, a low-priced brand that aims to communicate that they're the most economic choice might choose bright, value-communicating colors like yellow and orange and craft a brand voice that's simple, friendly and optimistic.

In contrast, a higher-priced brand might employ darker hues and a mysterious brand voice in order to position themselves as the more exclusive option.

Brand positioning isn't just carving out a space in the market, though. It also involves interaction with other brands, both within the same industry and brands from other industries. This is where positioning overlaps with brand imagery: the brands you partner with (and that includes influencers) shape how the world perceives you» [1].

TOPIC 6

MARKETING PRICING POLICY

Keywords: cost-based pricing, demand (or buyer)-based pricing, competition-based pricing, combination pricing, cost-plus pricing, markup, break-even analysis, target-profit pricing, going-rate pricing, sealed-bid pricing, process of price setting, price strategy, premium pricing, economy pricing, good-value strategy, market-shimming pricing, market-penetration pricing, product line pricing, optional product pricing, captive product pricing, by-product pricing, product- bundle pricing, discount and allowance pricing, segmented pricing, psychological pricing, value pricing, promotional pricing, geographical pricing, international pricing.

Task 1. Discuss the following questions:

1. Explain the role of price in balancing supply and demand.
2. Distinguish between elastic and inelastic demand. Why is it necessary for a firm to understand these differences?
3. When a marketing manager sets a price to meet pricing goals, the price established depends on several factors. Name and describe these determinants of price.
4. When should a firm pursue penetration pricing? Skimming pricing?
5. As a product moves through its life cycle, the demand for the product and the competitive conditions tend to change. For each stage in the product life cycle, discuss pricing strategies appropriate for that stage.
6. List and define the three basic methods for setting a price on a new good or service. For each method name advantages and disadvantages of using that method.

Task 2. Group activities

Discuss how the faculty at your institute could increase student satisfaction by working more closely with students in developing new products (courses) and changing existing products (courses). Would it be a good idea for all marketers to work with their customers that way? Discuss your answers.

Task 3. Individual work

For each of the following products discuss whether a marketer should emphasize price, location or word of mouth in his or her promotional campaign and explain why:

- a. Baby sitting;
- b. A resort motel;
- c. Bottled water;
- d. A dentist;
- e. A bank; f.
A candy bar.

Task 4. Read and translate

«14 pricing strategies to try in 2023

1. Penetration pricing

Best for: businesses that want to build brand loyalty and reputation.

Penetration pricing strategy aims to attract buyers by offering lower prices on goods and services than competitors. This strategy draws attention away from other businesses and can help increase brand awareness and loyalty, which can lead to long-term customer relationships.

Penetration pricing can be risky because it can result in an initial loss of income for your business. Over time, however, increasing brand awareness can drive profits and help small businesses stand out from the crowd.

In the long run, after penetrating a market, business owners can increase prices to better reflect the product's position within the market.

2. Economy pricing

Best for: businesses that want to keep their overhead costs low.

Economy pricing is a pricing strategy that aims to attract the most price-conscious consumers. Many businesses use this strategy, including generic food suppliers and discount retailers.

This no-frills approach minimizes marketing and production costs as much as possible. Because of the lower cost of expenses, companies can set a lower sales price and still turn a slight profit.

3. Premium pricing

Best for: business with a competitive advantage that can charge a higher price.

With premium pricing, businesses set costs higher because they have a unique product or brand that no one can compete with. You should

consider using this strategy if you have a considerable competitive advantage and know that you can charge a higher price without being undercut by a product of similar quality.

Because customers need to perceive products as being worth the higher price tag, a business must work hard to create a perception of value. Along with creating a high-quality product, business owners should ensure that the product's packaging, the store's decor, and the marketing strategy associated with the product all combine to support the premium price.

4. Price skimming

Best for: businesses that have products that are in high demand. Price skimming is a type of dynamic pricing strategy designed to help businesses maximize sales on new products and services. It involves setting rates high during a product's initial phase, then gradually lowering prices as competitor goods appear on the market.

5. Psychological pricing

Best for: businesses aiming toward short-term goals and quick wins. Psychological pricing refers to techniques marketers use to encourage customers to respond based on emotional impulses rather than logical ones.

Consumers tend to give more attention to the first number on a price tag than the last. Psychology pricing aims to increase demand by creating an illusion of enhanced value for the consumer.

6. Bundle pricing

Best for: businesses that make a profit while offering a lower price than competitors. With bundle pricing, small businesses sell multiple products for a lower rate than selling each item individually. Customers feel as if they're receiving more bang for their buck. Many small businesses implement this strategy at the end of a product's life cycle, especially if the product is slow selling.

Small business owners should keep in mind that the profits they earn on higher-value items must make up for the losses they take on the lower-value product. They should also consider how much they'll save in overhead and storage space by pushing out older products.

7. Geographical pricing

Best for: businesses that have markets in many different locations. Geographical pricing involves setting a price point based on the location where a product or service is sold. Factors for the changes in prices include:

- Taxes
- Tariffs
- Shipping costs
- Location-specific rent
- Supply and demand

If you expand your business across state or international lines, you'll need to consider geographical pricing.

8. Promotional pricing

Best for: businesses that want to generate quick demand for their products or services. Promotional pricing is another competitive pricing strategy that offers discounts on a particular product. These strategies are common during a holiday, like Memorial Day weekend. Business owners can generate buzz and excitement about a product by offering short-term deals. Promotional pricing campaigns often consist of short-term efforts and incentivize customers to act before it's too late. This pricing strategy plays into a consumer's fear of missing out.

9. Value pricing

Best for: businesses that specialize in SaaS or subscriptions. Value pricing is a way of setting your prices based on your customer's perceived value of what you're offering. It occurs when external factors, like a sharp increase in competition or a recession, encourage the small business to further provide additional value to its customers to maintain sales.

This pricing strategy works because customers feel as if they are receiving excellent value for the good or service. The approach recognizes that customers don't care how much a product costs a company to make, so long as the consumer feels they're getting an excellent value by purchasing it.

10. Captive pricing

Best for: businesses that have a product that customers will continually renew or update. Captive pricing is a strategy used to attract a high volume of customers to a product intended for a one-time purchase. The method behind captive pricing is to generate profits from added accessories that complement your core product.

Small businesses can implement price increases so long as the cost of the secondary product does not exceed the cost that customers would pay a competitor.

11. Dynamic pricing

Best for: businesses looking to maximize their profit margins and

boost declining sales. Dynamic pricing is when you charge different prices depending on who is buying your product or service or when they buy it. It's a flexible pricing strategy that considers many factors – particularly changes in supply and demand.

While dynamic pricing is relatively common in e-commerce and the transportation industry, it doesn't work for every type of business. The greatest risks can come when a business applies variable prices to products or services popular with price-sensitive customers.

12. Competitive pricing

Best for: small businesses that are just starting out. Competitive pricing is when your prices either match or beat your competitor's similar products. Often, this simply means selling your products or services at a lower price, but you could offer better payment terms instead.

To determine if this strategy is right for you, gather as much information as possible about your target market and what your competition is doing. If you combine this with advanced pricing software solutions, you can analyze and update price data continuously.

13. Cost-plus pricing

Best for: businesses with a cost advantage. Cost-plus pricing is a strategy of marking up the cost of services and goods by adding a fixed percentage to arrive at your selling price.

As a seller, you calculate your fixed and variable costs during manufacturing and then apply the markup percentage to that cost to make a profit. This strategy is widely used since it's easy to justify and is typically fair and nondiscriminatory.

14. Freemium pricing

Best for: businesses that offer free and paid versions of their product. Freemium pricing is a strategy that combines both free and premium pricing. Usually, a service or product is given to a customer free of charge unless they want to access premium features or services within that product.

This strategy allows customers to use the basic features of your product and get a sneak peek of what the full package will offer them. Freemium pricing also allows customers to trust your business before making a purchase» [7].

TOPIC 7

MARKETING POLICY OF DISTRIBUTION

Keywords: distribution planning, channels of distribution, intermediaries, middlemen, channel members, value chain, supply chain, value delivery chain, discrepancy of quantity, discrepancy of assortment, temporal discrepancy, spatial discrepancy, channel level, direct channel of distribution, indirect channel of distribution, channel length, channel width, intensive distribution, exclusive distribution, selective distribution, logistics, modes of transportation, warehousing, inventory, wholesaling.

Task 1. Discuss the following questions:

1. Distinguish between the terms value chain and value delivery chain. Provide an example in your answer.
2. Which factors influence the selection of a distribution, channel?
3. Under what circumstances should a company engage in direct distribution? Indirect distribution?
4. Explain how a product could move from exclusive to selective to intensive distribution.
5. Develop a list of distribution standards for a firm delivering flowers on Valentine's Day.
6. Under what circumstances should a manufacturer or service provider undertake wholesaling?
7. Which wholesaling functions are performed by merchant wholesalers? Which are performed by agents and brokers?
8. What are the unique features of cash-and-carry and truck/wagon merchant wholesalers?

Task 2. Group activities

1. In which kind of store would you prefer to shop-malls, department stores or a typical supermarket? Why? What are their benefits and drawbacks? What kind of goods do they sell (special goods, convenience goods, shopping goods, etc.).
2. How important are middlemen such as wholesalers, retailers, trucking firms, and warehouse operators to the progress of less developed countries?
3. What products should be distributed first? Is there a lack of middlemen in poor countries?
4. How much are such middlemen worth to a poor country?

Task 3. Individual work

Talk to a truck driver and other people involved in distribution (e.g. warehouse operators, workers, and so on). Do any of these careers look interesting? Discuss your findings with the class.

Task 4. Read and translate

«Are the Different Channels of Distribution?»

There are several approaches brands can take to distribute their goods, products and services – especially now that digital channels stand shoulder to shoulder with traditional, physical outlets.

These are the 8 most important distribution channels to know:

1. Direct Sales

A direct sales business model eliminates any intermediary in the distribution process, leaving the brand to sell products to customers on its own. That means there's no retailer or third-party outlet to stock inventory and promote products.

Arguably the most visible example of a direct sales approach comes courtesy of Apple. In many cases, customers need to go through the brand itself to buy software, devices and other products. Apple manages its own physical shops and digital stores where it prefers to sell its wares. It does have a presence in third-party brick-and-mortar retail outlets, but the company tries to direct potential and returning customers to its branded stores.

A more rigid example of direct sales would be a business that creates products and goods on-site and sells to the customers in the same location. For instance, bakeries employ a strict, direct sales business model, assuming their goods can only be found in their stores.

2. Retailer

Retail is the most common distribution channel for consumer brands, using third-party outlets to bring products to market. Supermarkets, big-box stores, convenience stores and department stores all act as intermediaries and the point of contact for customers. You don't go to the Jif store to buy peanut butter, after all.

Not all retail distribution strategies take the same approach, however. Depending on the brand, product and audience, they may aim for the widest market penetration possible, while others focus on establishing exclusivity by limiting availability.

3. Intensive Distribution

Consumers are probably most familiar with this form of retail distribution, where products are sold through as many outlets as possible. Take Jif, for instance. You can find the brand in virtually any grocery store and convenience store in the United States, regardless of the market or location. Jif has an enormous market penetration, and is one of a handful of peanut butter brands that are ubiquitous across the country.

This style of retail distribution is best-suited for goods and products that rarely command a great deal of brand loyalty. If a customer's preferred brand is unavailable, they are perfectly fine buying another product at a similar price point. For most consumers, if Skippy's sold out, Jif's an acceptable alternative.

Intensive distribution gives brands the largest presence possible, reaching more potential customers across disparate markets. Only a select few brands can achieve that high level of distribution. Inventory management, supply chain logistics and marketing demands all become incredibly complicated with an intensive distribution strategy, and many companies simply do not have the resources or capabilities to make this approach work.

This approach is a poor fit for niche products with limited appeal. Those brands require a more targeted strategy that zeroes in on their target audiences. Luxury products with high price points may also suffer with intensive distribution, as lower quality offerings can easily undercut them and better appeal to less discerning shoppers.

4. Selective Distribution

Not all companies that sell through retailers are looking to achieve the widest distribution possible. Luxury brands are often highly selective about where their products are placed and how they are represented. You won't find Hermes handbags in a big-box store, for instance. For those companies, the in-store experience is part of their brand and they tightly regulate retail displays and even how clerks describe or demo their products.

Selective distribution makes sense when brands and products cannot be swapped out interchangeably. Target audiences are extremely discriminating and are willing to travel to specific outlets where their preferred brands are available.

5. Exclusive Distribution

Selective distribution strategies still use a variety of intermediaries

and outlets to sell wares, but brands have an even more discerning option to consider: exclusive distribution. Under this business model, companies partner with a single wholesaler or retailer in a particular market. The idea is to restrict availability to protect brand equity and project a more selective and exclusive brand image.

Rolex is one of the more famous examples of exclusive distribution. The company partners with one wholesaler in each market to control precisely where its products are sold and how they are represented. Even though a third party is the final point of contact with the end user, Rolex can still dictate the in-store experience, creating strict brand guidelines for clerks and agents to follow.

Brands also tend to have more leverage in exclusive distribution relationships since wholesalers, retailers and distributors are dependent on the presence of luxury, high-quality products to appeal to their upscale and discerning clientele. Manufacturers are in a stronger position to negotiate distribution and marketing costs with their intermediaries since there are few alternatives to take their place on store shelves.

An exclusive distribution partner agency can also be a huge asset when expanding into new markets. Distributors already have a presence in these markets and understand what motivates local customer bases. That means less risk for businesses that want to reach international audiences, but are concerned about the logistics involved in such a move.

Obviously, exclusive distribution is reserved only for luxury brands where product scarcity isn't just acceptable – it's expected.

6. Dual Distribution

Many businesses choose to use a variety of distribution channels to sell their products, working with wholesalers and retailers while also maintaining brand storefronts to sell directly. This approach is known as dual distribution. The Apple example we cited earlier is one instance of dual distribution, although it leans more toward the direct-to-customer end of the spectrum.

Smartphones, in general, highlight this approach, as manufacturers sell their devices through big-box stores, telecom partners, e-commerce markets and their own online store fronts.

Dual distribution allows brands to reach a large audience with varied purchase options. It makes perfect sense for smartphone manufacturers to partner with wireless service providers because customers can't use one without the other. Many users will naturally want to sign up for a wireless

plan when they buy a new smartphone, so why not make those devices available in wireless stores?

7. Wholesaler

Like retailers, wholesalers act as middlemen that buy products from manufacturers and then sell those goods to end users at an increased price point. The biggest differences between these business models are scale and audience.

As anyone who's shopped at Costco or Sam's Club can tell you, products are purchased in bulk from wholesalers. Customers wind up spending less money per unit while buying large quantities of a particular product.

Although consumer-facing membership warehouses are the most visible examples of wholesale distribution channels, most wholesalers sell to other businesses. Restaurants, for instance, buy their equipment from wholesale providers. Certain retailers may purchase products in bulk from a wholesaler and then sell those goods to consumers individually at a higher price point.

Brands benefit from wholesale distribution by moving large volumes of products at once. The tradeoff is wholesalers expect discounts and reduced rates in exchange for buying in bulk.

Another factor to consider is that manufacturers can avoid the logistical challenges of selling directly to customers. There's no store to manage, on-site personnel to train or inventory to stock. Once products have changed hands, those issues are someone else's concern.

That also means brands have limited – if any – say about how their products are handled and displayed. They can address those concerns by creating brand guidelines for distributors to follow, but there is some added cost to conduct on-site reviews and assess compliance.

8. Channel Partners or Value-Added Resellers

Many B2B companies sell through the channel. That is, they don't sell directly to end users, but work with channel partners that buy their wares, repackage them and then sell to their own customers.

How is that any different from the wholesaler models discussed earlier? As the name suggests, value-added resellers (VARs) include new features and services to improve a product and appeal to their target audience. The manufacturer provides a basic foundation to work with, and the VAR adds the secret sauce to distinguish its offerings from the competition's goods.

Software-based B2B products are often sold through the channel, with VARs providing support, training, additional features and other offerings their target audiences might need.

The appeal of working through the channel is that companies can focus on creating a product that has a strong core functionality and let another organization worry about refining it to attract specific audiences. An accounting software manufacturer, for instance, might sell its platform to different VARs that operate in disparate industries like healthcare, education and retail. Each channel partner can then determine the best way to package that solution to appeal to their customers and end user.

Companies can dramatically simplify marketing requirements when they sell through the channel rather than attempt to create campaigns and strategies that target various industries and audiences» [2].

TOPIC 8

MARKETING COMMUNICATION POLICY

Keywords: integrated marketing communications, advertising, publicity, public relations, personal selling, sales promotion, personal communication channel, non-personal communication channel, push strategy, pull strategy, product advertising, institutional advertising, cognitive message strategy, affective message strategy, conative message strategy, advertising execution, consume promotions, trade or retailer promotions, sales force promotions, electronic data interchange (EDI).

Task 1. Discuss the following questions:

1. Briefly describe the communication process and each of its steps.
2. What should be the relationship between encoding and decoding messages? Why?
3. Why is integrated marketing communications so important?
4. The promotional mix is made up of a blend of four promotional tools. Name and describe each of these four tools and give specific examples of each tool.
5. The nature of the promotional mix depends upon several types of factors. Name five of these factors, and describe how changes in those factors affect the mix of promotional elements.
6. Advertising media are channels that advertisers use in mass communication. Name and describe the five basic media vehicles. Cite at least two advantages and two disadvantages of each basic medium in your descriptions. Then name and describe three examples of new media forms.
7. You are the sales promotion manager for Steri-Flor, a new brand of floor disinfectant/cleanser. Your company uses a pull strategy, and you are responsible for recommending sales promotion tools to accomplish this strategy. Name and define the consumer promotional tools.

Task 2. Group activities

1. Bring in samples of advertising to show how informative consumer advertising can be. Bring in other ads that are not so informative. Discuss both sets of ads with the class to see which are more effective in attracting consumer interest.

2. How would you go about generating word of mouth promotion for the following?
 - a. An upcoming dance at school (college);
 - b. A new restaurant in the area;
 - c. A great vacation spot;
 - d. A microwave oven.

Task 3. Individual work

Discuss how you would recapture the market from soft drinks.

Task 4. Read and translate

«Modern Marketing concepts as the basis for formation and increase of the attractiveness of cities and territories

Instruments of formation and increase of attractiveness of the territory within the framework of modern marketing conceptions, the role of marketing complex elements in shaping the attractiveness of the territories are examined, separate economical categories, forming notional instrument of the attractiveness of the territories are specified and proposals concerning the directions of marketing efforts are formulated. Methodology. Theoretical and methodological basis of the research is the work of scientists on marketing problems of the city, theory of I. Budnikevych, identifying the characteristics of territorial marketing (municipal, city marketing) within industrial, commodity, sale, classical, social-ethic and partnership conceptions. The authors used the combination of following methods in the process of scientific investigation: method of generalization and scientific abstraction – for concrete definition of notional-categorical apparatus; analytical monographic method – to represent scientific thoughts on the directions of marketing instruments application in the processes of territorial attractiveness management; comparative analysis – to find out the peculiarities of marketing instruments and methods use within the limits of different concepts and at different stages of territorial development.

Practical value. It was defined that territorial marketing system allows to expand traditional approaches to the policy of regional and local authority's attractiveness, supplementing them with modern components and characteristics. Nowadays, the instruments of situational conceptions are still actively applied by homeland and foreign territorial marketing practice, sale conception in particular, which stipulates the direction of territorial

authorities' activity to satisfy territorial needs. The instruments of modern territorial marketing conceptions allow to form and increase the attractiveness of territories for defined target audiences. Using the instruments of municipal marketing social-ethic conception one can focus target audiences' attention on social, ecological and economical territorial attractiveness ensuring stable territorial development. Territorial marketing within the framework of partnership conceptions as the philosophy of territorial (region, city) functioning based on the formation, support and development of mutually beneficial long-term relations between the participants of interaction will create new common values, obtaining and sharing advantages of this activity. The development of the relations between territory and its target audiences defines and forms the basis of the environment to make decisions as to the habitation, visiting, conducting business, investment etc., i. e. forms specific territory's (country, region, city, settlement) attractiveness. Novelty. On the basis of this research the authors proposed to consider marketing approach to territorial (regional, urban) attractiveness as a transition to long-term development in the field of systematic management on the basis of consumers' demands orientation and partnership, clear definition of target audience and its demands, flexible regional policy, applying both traditional and non-traditional instruments to form, improve, support and, sometimes, decrease the attractiveness of territory with demarketing means.

Conclusions. It has been determined, that according to marketing approach, the attractiveness of the territory is – the ideas total about properties and features, factors and conditions, limits and possibilities, means and instruments, providing satisfaction and the perspective of increase of target audiences' needs while they choose a proper region for activity and organize their loyalty towards the territory (region, city). Marketing policy of the attractiveness of territories is proposed as a complex of measures aimed at attracting target audience's attention, it's being worked out and realized by territorial bodies (members of the community take active part) and it is the element of territorial programs and development strategy. Marketing efforts should be fixed on the increase of territorial attractiveness not only for the inhabitants but for other target groups – tourists, visitors, investors, population and entrepreneurs from other cities, subjects of regional, national and international levels. Investment, settlement, social, business, innovation, tourist and educational attractiveness will favour long-term partnership formation with target audiences. Marketing instruments ensure long-term

relations, helping to increase and transform territorial image, provide loyalty of all the subjects, objects and contact territorial audience, and they are one of the most complex and effective mechanisms of formation and increase of the attractiveness of territories, their promotion in internal and external social-economic environment» [6].

Continue at the above link.

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VOCABULARY

A

A/B testing / split testing – спліт–тестування
above the fold – перший екран. Частина сторінки на сайті, видима на екрані без прокрутки
accept – приймати; визнавати; акцептувати
account for – пояснювати; звітувати(ся), нести відповідальність
account – рахунок
accountant – бухгалтер
accounting – бухгалтерський облік
act on the price – впливати на ціну
adaptation – пристосування
add – додавати; приєднувати
adjustment –
adopt methods – переймати методи (методику)
advantage – перевага
advertise – розміщувати оголошення, рекламувати
advertisement / an ad – реклама
advertising – рекламування, рекламна діяльність (процес просування товару на ринок)
after-sales service – гарантійне обслуговування
agency – чинник, засіб (виконання); агентство; орган, бюро; представництво
aggregate – сукупний, зібраний в одне ціле
aggregate demand – сукупний попит
aggregate income – сукупний прибуток
aggregate output – загальний обсяг виробництва
aggregate price level – загальний рівень цін
aggregate spending – сукупні витрати
aggregate supply – сукупна пропозиція
allocate – розміщувати; виділяти; асигнувати
allocation – розміщення, розподіл; асигнування, відрахування; виділення (дефіцитних або фондів ресурсів); класифікація
amount – кількість; сума; підсумок
amount of money – сума, кількість грошей
analyst – аналітик
analytics – аналітика
annual – річний

applicant – заявник; кандидат на посаду
applicant for credit – особа, що звертається за кредитом
applicant for shares – особа, що бажає купити акції
apply for – подавати заяву
appreciation – зростання вартості, приріст вартості основного капіталу
approach – метод, підхід
appropriate – відповідний, придатний; властивий
assets – активи (балансу)
assistance – допомога, сприяння; підтримка
assistance – визначена допомога
assume – брати (на себе); вживати (заходів)
attend – відвідувати
attract a large amount of capital – залучати великий капітал
attract customers – залучати покупців
attract financial resources – залучати фінансові ресурси
auction – аукціон
authority – орган влади, адміністрація; право, повноваження, влада посадової особи; авторитет (визначний спеціаліст)
available – придатний, корисний; що є в розпорядженні, наявний; доступний

В

B2B (BusinessToBusiness) – «бізнес для бізнесу». Цей термін охоплює всі компанії, які створюють товари та послуги, спрямовані на інші компанії, тобто на обслуговування бізнесу.
B2C (BusinessToConsumer) – бізнес, що продає товари та послуги клієнтам для особистого користування.
background – підготовка, освіта; кваліфікація; тло
balance sheet – балансовий звіт
balance-of-payments deficit – дефіцит платіжного балансу
bank services – банківські послуги
banking – банківська справа
banner advertising – банерна реклама
barter – мінова торгівля, бартер
be competitive – бути конкурентоспроможним
be on commission – одержувати комісійні з торгівлі
be out of stock – не бути в наявності

benefit – користь; вигода; пенсія; допомога; у давати прибуток;
отримувати користь
bidder – учасник аукціону
blind product test – сліпе тестування
board of directors – рада директорів
bond – облігація; боргове зобов'язання
book-keeper – обліковець; бухгалтер
borrow – позичати
brand name – торгова марка
business – справа; підприємство; підприємництво; торгова операція;
ділові кола
buyer – покупець
buying frequency – частота покупок
by-laws – статут, правила внутрішнього розпорядку (що
приймаються правлінням фірми)

С

cache – кеш (проміжний буфер або тимчасове сховище інформації
сайту на персональному комп'ютері)
calculate – обчислювати, підраховувати; калькулювати
carry on a business – вести справу, займатися підприємницькою
діяльністю
cash transfer – допомога грошми, грошовий переказ
catch on – стати модним
chain – мережа (готелей, роздрібних магазинів або банківських філій)
chain movement – рух до об'єднання
channels of distribution – система збуту
charge – ціна; відповідальність
charge prices – призначати, встановлювати ціни
charitable institution – благодійна установа
chart – схема
checking account – чековий (поточний) рахунок
choose the company's officers – вибрати адміністративних виконавців
компанії
circumstance – обставини
CJM (Customer Journey Map) – карта шляху клієнта
clickbait – клікбейт (пастка для користувача, яка спонукає його
клацнути по рекламному оголошенню)

coincident wants – потреби, що збігаються
collusion – зговір, таємний зговір
commodity – продукт; товар; предмет ужитку
common stock – спільні акції
company – компанія, товариство (акціонерне), фірма, корпорація
compel – примушувати, підпорядковувати
compete – конкурувати; змагатися
competent – компетентний, що задовольняє потреби
competition – конкуренція, конкурентна боротьба; змагання
competitive – конкуруючий, конкурентоспроможний
competitive advantage – конкурентна перевага
competitor – конкурент, учасник ринку
competitor – конкурент
complicate – ускладнювати
compound – складний
concern – концерн, фірма, підприємство; структурний підрозділ
conclude a deal – укладати угоду
consequence – наслідок
consideration – розгляд, обміркування; відшкодування, компенсація
consult a partner – консультуватися з партнером
consume – споживати; витратити
consumer – споживач
Consumer Price Index – показник споживчої вартості
consumption – споживання; витрачання
contextual advertising – контекстна реклама
control the profit – контролювати прибуток
controller – головний фінансист; ревізор
convenience goods – товари широкого вжитку
conversely – навпаки
conversion rate – відсоток конверсії
copyright – авторське право
corporate charter – корпоративний патент
corporate stock – акціонерний капітал
corporation – корпорація; товариство
cost – ціна; вартість; витрати, видатки
cover costs – покривати витрати
CPA (cost per acquisition/action) – вартість дії, яку має виконати потенційний клієнт

CPC (cost per click) – вартість кліку
CPM (cost per 1,000 impressions) – вартість 1000 показів рекламного повідомлення
credit terms – кредитні умови
CTR (click through rate) – клікабельність, відсоток переходу на сайт з рекламного оголошення
currency – валюта, гроші
current prices – існуючі ціни
curve – крива; графік, креслення
customer – покупець, споживач
customer accounting – облік покупців (клієнтів)
customer satisfaction – задоволення потреб клієнта
cut-throat competition – різка конкуренція
cyclical unemployment – циклічне безробіття

D

damage – збиток, шкода
deal – угода
debt – борг
debt ceiling – максимальний розмір боргу
debt funding – утворення грошового фонду підприємства за допомогою науки
debt servicing – виплата боргу та відсотків
decide – вирішувати
declare personal bankruptcy – оголосити власне банкрутство
decline – зменшуватися; погіршуватися; занепадати; занепад; зниження; падіння decrease – зменшення, скорочення
deduct – відраховувати, віднімати
default – неплатіж; невиконання договору
deficit – дефіцит
deficit ceiling – максимальний розмір дефіциту
deflate – знижувати ціни
deflation – дефляція
delay – затримка; відкладання
deliver – доставляти; постачати
delivery – постачання
demand – попит
demand curve – крива попиту

demand – pull inflation інфляція, спричинена попитом
denomination – найменування, назва
department store – універмаг
depreciation – знецінювання
derived demand – попит на засоби виробництва
determine – визначати
digital commerce – цифрова комерція, продаж цифрового продукту
disadvantage – недолік
discount – знижка
discount coupon – талон, який надає право придбати товар за низькими цінами
discount house – магазин з відносно низькими цінами на товар
display advertising – медійна реклама
disposable income – прибуток, що є в наявності
distribute profits and losses – розподіляти прибутки і збитки
distribution – збут; розподіл
distribution – організація збуту товару
distribution operation – операція з розподілу
dividend – дивіденд
division of labor – розподіл праці
do books – вести бухгалтерський облік
domain – домен
domain – володіння; територія; галузь, сфера
domestic currency – місцева валюта
domestic market – внутрішній ринок
domestic sales – продаж на внутрішньому ринку
drawback – недолік, негативний бік; перешкода
durability – міцність

Е

earn – заробляти; отримувати прибуток
economics – економіка (навчальна та наукова дисципліна);
економічна теорія economist – економіст
economy – економіка, народне господарство, економія, бережливість;
економіка (як сфера знання)
effect – вплив
efficiency – ефективність; продуктивність
efficient – ефективний, дійовий; кваліфікований, умілий

elastic / inelastic demand – еластичний / нееластичний попит
elastic – еластичний; гнучкий
elasticity – гнучкість; еластичність
eligible for a loan – підходящий; прийнятний для позики (тобто визнаний платоспроможним)
eliminate – ліквідувати, знищувати
embargo – ембарго
eminent – піднесений; видатний, визначний, знаменитий
employee – службовець; робітник
employer – роботодавець; наймач
employment – робота (за наймом); зайнятість; заняття
enable – давати право, можливість
encourage – заохочувати
endowment – внесок; вклад; дар, пожертва
enhance – збільшувати; посилювати
entrepreneur – підприємець
entrepreneurship – підприємство
environment – навколишнє середовище
equilibrium – збалансованість, рівновага
equipment – спорядження; обладнання; транспортні засоби
equity – власний капітал
establish – засновувати; встановлювати
evaluate – оцінювати; визначати вартість
evolve – розвиватися; розгортатися
exceed – перевищувати
excess of supply – надлишок пропозиції
exchange – обмін
exchange department – відділ обміну валюти
exchange rate – валютний курс
exchange ratio – цінове відношення
exclude – виключати
executive – керівник; адміністратор; виконавча влада
expansion – розширення
expectation – очікування; сподівання
expenditure – витрати; видатки
experience – досвід, практика
explicit – певний; точний
export – вивезення, експорт
exports – товари, що вивозяться

extending credit – довгостроковий кредит
external / internal audit – зовнішній / внутрішній аудит
external funds – зовнішні (іноземні) фонди
external optimization – зовнішня оптимізація
externality – зовнішній ефект (економічної діяльності)

F

facilitate – полегшувати; допомагати
factors of production – чинники виробництва
fail – зазнавати поразки
fair market – сприятливі ринкові умови
familiar – близький: добре знайомий; поінформований
family's real income – реальний прибуток сім'ї
fax benefits – пільги з обкладання податком
fee – винагорода; гонорар; внесок; збирання
feed the information into the computer – вводити дані в комп'ютер
file – прийняти для виконання (замовлення)
final authority – вирішальне слово
financial condition – фінансовий стан
financial statement – фінансовий звіт
fire – звільняти з роботи
fiscal – фіскальний; фінансовий
fiscal year – фінансовий, бюджетний рік
flexible exchange rate – гнучкий валютний курс
fluctuation – коливання
foll – додаткова плата за послуги; мито
follow a legal procedure – дотримуватись юридичної процедури
forbid – не дозволяти, забороняти
foreign currency – іноземна валюта
foreign exchange market – ринок іноземної валюти
foreign trade balance – баланс міжнародної торгівлі
frictional unemployment – тимчасове безробіття

G

gain – прибуток
gamification – гейміфікація
get a raise – отримати підвищення
give instructions – давати інструкції

go into business – займатися бізнесом
go up – зростати
gold reserves – золотий запас
gold standard – золотий стандарт
goods – товар, товари; вантаж
gross – валовий, сумарний; брутто
gross investment – валова інвестиція
gross national product (GNP) – валовий національний продукт
GNP per capita – валовий національний продукт з розрахунку на душу населення
gross pay – плата з відрахуванням

Н

handle – керувати; торгувати
harmful – шкідливий
have voting rights – мати право голосу
high-frequency request – високочастотний запит
hire – наймати на роботу
hoard – запасатися; накопичувати
home-test – домашній тест, споживачі пробують і використовують продукт будинку в комфортних умовах
house hold – сім'я, домашнє господарство
implicit – виражений прямо, прихований

І

imply – означати; мати на увазі; передбачати
import – імпорт, ввезення
imports – товари, що ввозяться
impose – накладати; обкладати; обманювати, обманом продавати; нав'язувати
impose a duty on goods – обкладати товари митом
impose restriction – вводити обмеження
incentive – стимул, заохочення
incinerator – сміттєспалювальна піч
income – прибуток
income statement – звіт про прибуток
incorporate – об'єднуватися
indirect channels – непряма, опосередкована система

indirect trade – непряма торгівля
induce – спонукати; стимулювати
inflation – інфляція
inflation rate – темп інфляції
inflow – приплив (грошей)
influence – вплив; вливати
influence the market – мати вплив на ринок
infrastructure – інфраструктура
in-kind transfer – допомога товарами
innovation – нововведення, інновація
innovative – здатний до нововведень, технічно прогресивний
input – витрати
insurance – страхування
insure – страхувати
integration – інтеграція; об'єднання
interact – взаємодіяти
interchangeable – взаємозамінюваний
interest – частка (пай); відсотковий прибуток, фіксований відсоток
intermediary – посередник
intermediary – посередник
intermediate goods – напівфабрикати
internal funds – внутрішні кошти
international market – міжнародний ринок
international transaction – міжнародна угода
inventory – інвентар, матеріально-виробничі запаси
invest – вкладати гроші
investment – капіталовкладення
irrelevant – недоречний; що не стосується справи
issue stock – випускати акції
items – товари

К

key request – ключовий запит
KPI (key performance indicator) – ключовий показник ефективності
labor resources – трудові ресурси

Л

lack of mobility – недостатня мобільність
landing page – лендінг, цільова сторінка

law – закон; юриспруденція
lawyer – юрист; адвокат; законодавець
lead – лід (потенційний клієнт)
lead magnet – лід–магніт (цінна, але безкоштовна пропозиція для вашого потенційного клієнта, яку ви пропонуєте в обмін на потрібну вам цільову дію)
legal advice – юридична порада
level – рівень
levy – оподатковувати
liabilities – пасив (балансу); борги, заборгованість
limited liabilities – обмежена юридична відповідальність
link – зв’язок, кільце; у пов’язувати, з’єднувати
living standard – прожитковий рівень
loan – позика, позичка; у позичати, давати у позику
long-term investment – довгостроковий вклад
long-term loan – довгострокова позика
loss leader – популярний товар, що продається за заниженою ціною з метою залучення покупців
losses – збитки
loss-leader item – товари, які продаються за низькими цінами (щоб залучити покупців)
lower – знижувати; зменшувати
LTV (Customer Lifetime Value) – сукупний прибуток, отриманий від одного клієнта за весь час співпраці з ним

М

machinery – машинне устаткування; машини; механізми
mail survey – опитування по електронній пошті, споживач заповнює анкету про продукт
mail-order house – посилторг
make a decision – приймати рішення
make a loan to – надавати позику комусь
make a right choice – зробити правильний вибір
manufacture – виробництво; у виробляти, виготовляти, обробляти
market – ринок; у продавати
market penetration – проникнення, вихід на ринок
market prices – ринкові ціни
market segmentation – сегментація ринку

market share – частка ринку (стан компанії на ринку відносно конкурентів)
market shortage – дефіцит
marketing audit – маркетинговий аудит
marketing forecast – маркетинговий прогноз
marketing research – вивчення ринку збуту
measurable – вимірний
measure – вимірювати
measures of economic activity – заходи економічної діяльності
median income – середній прибуток
meet one's expenses – задовольняти чийсь витрати
merchandise – товари; торгівля
merchant wholesaler – оптовий торговець, оптовик
merger – об'єднання (підприємств)
microeconomics – мікроекономіка
middleman – посередник
mining industry – видобувна промисловість
monetary policy – грошова політика
money illusion – грошова ілюзія
mutual funds – спільні фонди
mystery shopping – таємний покупець, перевіряє якість обслуговування клієнтів

N

national income accounting – облік національного доходу
native advertising – природна реклама
need a lawyer – мати потребу в юристі
negative income tax – зменшення грошової допомоги
negotiable – оборотний
net assets – вартість майна з відрахуванням зобов'язань
net investment – чистий вклад
net national product (NNP) – чистий національний продукт
net worth – вартість майна; власний капітал підприємства
new brand – нова марка (товару)
newsletter – розсилка
niche strategy – нішова стратегія
nominal GNP – номінальний валовий національний продукт
nominal income – номінальний дохід

nominal wage – номінальний заробіток
normalize – нормалізувати
note – боргова розписка
NPS (Net Promoter Score) – індекс споживчої лояльності

О

objective – мета; завдання
offer – пропонувати
off–even pricing – ціна, що не доходить круглої цифри
officer – службова особа; службовець; службовець з числа керівного складу
official poverty line – офіційна межа бідності
online survey – опитування на сайті в Інтернеті
on–page optimization – внутрішня оптимізація
opportunity – можливість, шанс
opportunity costs – збитки при невикористанні альтернативного курсу; оптимальні витрати чи доходи
option – вибір; право заміни
outflow – відплив (грошей)
outlet – ринок збуту; торговельна точка
output – продуктивність; випуск продукції, виробництво
outsell – продавати більше від конкурентів
over–all – загальний, повний
own – володіти
ownership – власність
owned media – власні медіа: сайт, блог та облікові записи компанії у соцмережах

Р

package test – тестування упаковки, як цільова аудиторія реагує на упаковку
packaging – упаковка
partnership – партнерство, товариство, компанія
passbook – банківська розрахункова книжка, депозитна книжка; ощадна книжка
patent – патент
pay – платити
payment – виплата, оплата
penetration strategy – стратегія проникнення (на ринок)
percentage – відсоток, процент

perfect – удосконалювати, поліпшувати
perform – виконувати
peril – небезпека; ризик
personal assets – приватне майно
pervasive – поширений скрізь; той, що проникає
piece of advice – порада
pilot scheme – пілотний проєкт
portability – портативність
position – становище; посада
possess – володіти
PPC (pay per click) – плата за клік
PR (public relations) – зв’язки з громадськістю
price sensitive buyers – покупці, чутливі до зміни цін
producer – виробник
product placement – «прихована реклама»
profit – прибуток
profitability – рентабельність
propensity to consume – схильність до споживання
psychological threshold – психологічний поріг
quality – якість

R

raise the price – піднімати ціну
rate – розмір, норма; ставка, курс, такса; ціна, оцінка; темп, швидкість; пропорція, відсоток; коефіцієнт, показник, ступінь; місцевий податок, комунальний податок; у оподатковувати; підраховувати
ratio analysis – аналіз коефіцієнтів
ration – розподіляти; нормувати; видавати
rational – раціональний
real GNP – реальний валовий національний продукт
real income – реальний прибуток
real wage – реальний заробіток
reasonable – поміркований; розважливий
receipt – грошові надходження
recession – падіння виробництва; зниження темпів
reciprocal wants – взаємні потреби
record – запис; документи, протокол; записувати; реєструвати

recovery – відновлення
reduce – скорочувати; зменшувати
refailing – роздрібний продаж
registered trademark – зареєстрована торгова марка
reimburse – відшкодувати
reinvest – знову вкладати
relationship – відносини, стосунки
relative – відносний
relative price – відносна ціна
relevancy – релевантність (відповідність)
rely (on, upon) – покладатися; довіряти
rent – рента; орендна плата; квартирна плата; здавати в оренду;
орендувати; давати напрокат
report – повідомляти; доповідати
reputation – репутація / імідж
reputation – репутація
request – запит; виклик, заявка; попит; прохання
resource – ресурси
responsibility – відповідальність
responsible for – відповідальний за
restrict – обмежувати
restriction – обмеження
resume – резюме; підсумок; висновок
retail margin – торгова націнка
retailer – ритейлер / підприємство роздрібної торгівлі
retailer – роздрібний торговець
retargeting – ретаргетинг
return – повернення; повернений товар; повернені чеки; прибуток;
обіг; звіт; податкова декларація; у повертати; давати прибуток
ROAS (return on ad spent) – рентабельність витрат на рекламу
ROI (Return on Investment) – загальний показник повернення
інвестицій бізнесу
ROMI (Return on Marketing Investment) – показник окупності
маркетингу
ROPO effect (Research Online Purchase Offline) – схема поведінки
покупців, коли ті вивчають продукт онлайн, а купують його в
фізичному магазині

S

safeguard – гарантія; охорона; охоронне свідоцтво; обережність; у гарантувати, охороняти

safety deposit box – сейф для депозитів, що надається приватним особам у банку

salary – заробітна плата

sale – продаж; збут; торгівля; торговельна угода; розпродаж (за зниженими цінами), мн. товарообіг

sales funnel – воронка продажів

sales volume – обсяг продажів

salesman – продавець

satisfy – задовольняти

savings – заощадження; накопичення

savings account – ощадний рахунок зі встановленим відсотком

scaling an advertising campaign – масштабування рекламної кампанії

scarce – дефіцитний; рідкісний; недостатній

scarcity – недостатня кількість, брак (чогось)

schedule – розробляти план

search ads – пошукове оголошення

search advertising – пошукова реклама

security – безпека; надійність; захист; гарантія, забезпечення, застава; довірена особа, мн. цінні папери

security exchange – фондова біржа

seller – продавець

SEM (Search Engine Marketing) – пошуковий маркетинг

SEO (Search Engine Optimization) – комплекс заходів щодо збільшення видимості сайту в пошукових системах за цільовим пошуковим запитами.

service – послуга; обслуговування

service industry – підприємства сфери обслуговування

set – встановлювати

set the price – визначати ціну

sewage – стічні води; каналізація

share – частка, пай; у розподіляти, ділити

shareholder – акціонер, власник акцій

shift – переміщення; перестановка; зміна; (робоча) зміна, робочий день; у переміщати, змінювати

shopping centre – торговельний центр
short-term loan – короткострокова позика
significant – значний, істотний; характерний, показний; вірогідний; значущий
site page layout – макет сторінки сайту
skill – досвід
SMM (Social media marketing) – маркетинг в соціальних мережах
SMO (Social Media Optimization) – оптимізація сайтів під соціальні ресурси
SMP (Social Media Platform) – платформи соціальних медіа (форуми, блоги, подкасти, соціальні мережі та інші)
society – суспільство; організація; об'єднання; асоціація;
sole – єдиний, виключний, одноосібний
solution – вирішення, розв'язання
source – джерело
span – інтервал, період; тривалість
specialize – спеціалізуватися
standard of living – рівень життя
state bank – державний банк
statement – звіт
stepping-stone – засіб для досягнення мети (для поліпшення становища)
stock – акція
stock certificate – акція
stock-broker – біржовий маклер
stockholder – акціонер, власник акцій
storage – зберігання
structural unemployment – структурне безробіття
subjective – суб'єктивний
subsidy – субсидія, дотація
substitute – заступник; заміна; у змінювати; заміщати
supplier – постачальник
supply – пропозиція
surplus – залишок; активне сальдо
switch – перехід, переключення

T

take title to the goods – придбати товар як власність
tangible – відчутний; реальний
targeting – таргетинг
tariff – тариф
tax – податок
taste test – тестування смаку, як цільова аудиторія реагує на новий смак
teaser advertisement – тизерна реклама
telephone survey – телефонне опитування
TOR (Terms of Reference) – технічне завдання (ТЗ)
total – підсумовувати
total sale – сукупний продаж
track – курс
keep track – дотримуватися курсу
trade – торгівля; професія; ремесло
trade-in-allowance – сума грошей, повернута за стару річ і внесена в рахунок придбання нової
traffic – потік (користувачів сайту, додатку тощо)
turnover – обсяг продажів / товарообіг

U

utilities – підприємства громадського користування; комунальні послуги
ultimate consumer – кінцевий споживач
unadequate – недостатній, що не відповідає умовам
uncertainty – невизначеність; непевність
undermine – підривати, руйнувати
unemployment – безробіття
uniformity – незмінність, постійність
unique page views – унікальні перегляди сторінки
unit of account – одиниця обчислення
unlimited liability – необмежена юридична відповідальність
unreasonable price – нерозважлива ціна
unsound – безпідставний; ненадійний
user – споживач
USP (unique selling proposition) – унікальна торгова пропозиція

V

visitors – відвідувачі сайту

W

warranty – гарантія; порука

waste – безкорисна витрата, збитки; у витратити марно

wealth – багатство

wear out – зношуватися

welfare – добробут; достаток

welfare programme – благодійна програма

well-being – добробут

wholesale unit – об'єднання оптової торгівлі

wholesaling – оптова торгівля

will – бажання

WOM (Word of Mouth) – маркетинг із уст в уста, маркетинг пліток

Suggested reading for gaining new knowledge in the field of marketing and improving a foreign language

1. Antonia Clare, J.Wilson Speakout. Students' Book. Pearson: Longman, 2022. 3d ed. 176 p.

2. Antonia Clare, J.Wilson Speakout. Workbook. Pearson: Longman, 2022. 3d ed. 95 p.

3. Intelligent Business Course Book. Christine Johnson. Pearson Education Limited, 2006. 176 p.

4. Key Words in Business. Bill Mascull. Harper Collins Publishers, 2001. 206 p.

5. Margaret O'Keeffe, Lewis Lansford, Ros Wright, Evan Frenzo, Lizzie Wright. Business Partner. Course book. Pearson. 160 p.

6. David Cotton, David Falvey, Simon Kent. Pearson Edition Limited, 2004. 176 p.

7. Market leader. Intermediate. Students' Book. Pearson: Longman, 2018. 176 p.

8. Orrell D. Instant Economics. Welbeck Publishing Group Limited, 2021. 176 p.

9. Sara Helm, Rebecca Uttridge. Market Leader. Pearson Education Limited. 2010. -96 p.

10. Virginia Evance, Jenny Dooley, Ketan C. Patel. Career Paths. Sales and Marketing. Express Publishing, 2022. 120 p.

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імені Юрія Федьковича

58002, м.Чернівці, вул. Коцюбинського, 2

e-mail: ruta@chnu.edu.ua

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