

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ДЕРЖАВНИЙ ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД
«НАЦІОНАЛЬНИЙ ГІРНИЧИЙ УНІВЕРСИТЕТ»

**ІНОЗЕМНА (АНГЛІЙСЬКА) МОВА У МАРКЕТИНГОВІЙ
ДІЯЛЬНОСТІ**

**ЗАВДАННЯ ТА ВПРАВИ
ДО ПРАКТИЧНИХ ЗАНЯТЬ**

Дніпропетровськ

2013

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ФАКУЛЬТЕТ МЕНЕДЖМЕНТУ
Кафедра іноземних мов

ІНОЗЕМНА (АНГЛІЙСЬКА) МОВА У МАРКЕТИНГОВІЙ
ДІЯЛЬНОСТІ

ЗАВДАННЯ ТА ВПРАВИ
ДО ПРАКТИЧНИХ ЗАНЯТЬ

для бакалаврів усіх напрямів підготовки

Дніпропетровськ
НГУ
2013

Іноземна (англійська) мова у маркетинговій діяльності. Завдання та вправи до практичних занять для бакалаврів усіх напрямів підготовки / О.Д. Швець. – Д.: Національний гірничий університет, 2013. – 26 с.

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Методичні матеріали призначено для практичних занять бакалаврів усіх напрямів підготовки з навчальної дисципліни за вільним вибором студента «Іноземна (англійська) мова у маркетинговій діяльності».

Мета методичних рекомендацій: удосконалення комунікативних умінь та навичок володіння іноземною (англійською) мовою при спілкуванні на теми, пов'язані з маркетинговою діяльністю та формування професійно-орієнтованої комунікативної мовленнєвої компетенції для забезпечення ефективного спілкування в професійному середовищі та оволодіння новітньою фаховою інформацією через іноземні джерела.

Відповідальна за випуск завідувач кафедри іноземних мов
проф. Костицька С.І.

MARKETING DEFINITIONS

1. Fill each gap in the sentences below with the correct word from the box.

customers	developing	distribute	needs	place	price	producing
product	profit	promote	service	time	want	

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

2. Marketing is about meeting consumer (4) _____ at a (5) _____ .

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

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

There is another definition. 'Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably'.

Which of these definitions is/are most closely related to your view of marketing?

2. Underline the appropriate idea to complete this basic description of marketing.

In the past marketing was (*customer-driven / product-driven*) where business emphasized the product first and (*considered / confronted*) the customer last.

Nowadays the reverse strategy is the key to successful marketing. Products and services are created (*to mean / to meet*) customer needs. Moreover, marketing must make use of its four basic components to be effective:

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

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

ENHANCING MARKETING VOCABULARY

1. Circle the words that can be combined with 'market'.

overseas	service	leader	survey	upscale	country
developing	competence	potential	business	share	

Write the possible combinations, before or after 'market'.

- market.....

2. Match the marketing components to the right description.

The 'Marketing Mix' consists of the 4 P's:

- Product** where the customers can buy it
- Promotion** one that meets the customer need
- Price** to encourage the customer to buy it
- Place** one that makes company profit and keeps the customer satisfied

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

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

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

4. Complete these sentences to describe the marketing categories.

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

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

- A We will announce our marketing plans at the meeting tomorrow.
 We will make an _____ about our marketing plans at the meeting tomorrow.
- B He wants to bargain with the customer.
 He wants to offer a _____ to the customer.
- C Rolex sponsors the Wimbledon Tennis Tournament.
 Rolex is a _____ of Wimbledon.
 Every year Rolex gives its _____ to Wimbledon.
- D Shops can display new products.
 Shops can set up special _____ for new products.
- E Famous sports stars often endorse sports clothing and accessories.
 _____ from famous sports stars helps to sell sports clothing and accessories.

Word building

6. Fill in the missing words in the table.

	Verb	Agent	General noun
1	market	marketer	
2	distribute		
3			competition
4			advertising advertisement
5		supplier	
6		sponsor	
7	consume		
8	produce		
9		analyst	
10		researcher	
11			
12	import		

7. Complete the sentences below with words from the word table.

1. Marketers m_____ p_____ to customers.
2. Advertisers a_____ to c_____ .
3. Market analyst a_____ the performance of s_____ and the behaviour of c_____ .
4. The opposite of export is _____ .
5. The opposite of demand is _____ .
6. C_____ is good for consumers.
7. S_____ is a form of a_____ .

MARKETING VOCABULARY TESTS

Test 1

Complete the sentences with the right form of the word in brackets.

1. Last year they sold as many computers as their _____ (compete).
2. He works in marketing and _____ (produce) development.
3. Do you agree with Marx's _____ (analyse) of the failure of free-market capitalism?

Complete the sentences with the appropriate word.

4. Another name for home market is a _____ market.

Choose the word from the list below that corresponds the given definitions.

retailer, wholesaler, distributor, discount, manufacturer, supplier, consumer
--

5. A reduction in the usual price of something.
6. Someone who buys and uses products and services.
7. A person or business who sells goods to customers in a shop.

Test 2

Complete the sentences with the right form of the word in brackets.

1. The new model will go into _____ (produce) next year.
2. Political _____ (analyse) expect the Conservatives to win.
3. The price reduction is due to _____ (compete) among suppliers.

Complete the sentences with the appropriate word.

4. Another name for international market is a _____ market.

Choose the word from the list below that corresponds the given definitions.

retailer, wholesaler, distributor, discount, manufacturer, supplier, consumer
--

5. A company or person that supplies shops and companies with goods.
6. A company that makes large quantities of goods.
7. A company or person that provides a particular product.

MARKET RESEARCH

Tasks for Intermediate Level

Vocabulary

Fill the gaps in the sentences using the correct words and phrases from the box below.

word of mouth	efficiently	potential	return	bankruptcy
anticipate	effectively	warehouse	incur	stockpiled

1. A _____ customer is someone who doesn't yet buy from you but might do in the future.
2. To _____ a situation is when you know that something is going to happen and act before it does.
3. _____ is when people talk about something (e.g. a new product) among themselves, so that it becomes known.
4. When a large quantity of products are stored ready for use, they are _____.
5. A _____ is a place where goods are stored.
6. When your actions mean you have to pay for something (usually unnecessarily), you _____ costs.
7. When you do something _____, you do it in a way that does not waste time, effort or money.
8. When you do something _____, you do it in a way that produces the effect you intended.
9. A _____ on investment is the profit you make when you invest in something.
10. _____ is when a company or person can't pay what they owe.

Pre-reading

Before reading the text given below think of some reasons why a company might decide to do marketing research and make some notes. Then compare your ideas with the ones in the text.

Reasons for Doing Marketing Research

Understanding the market

In an extremely competitive environment, organizations need to clearly understand how the market they operate in works. This understanding needs to include:

- current customers
- current competitors
- potential customers
- potential competitors
- the impact of outside influences (e.g. the economy, politics, population growth or decline, etc.)

It is only through understanding, or at least attempting to understand, such different groups that an organization can both anticipate and react to changing situations.

Forecasting

Marketing research is a way of creating information in a way that helps us to forecast – to predict what is going to happen to our business in the future. For example, there is little value in a company producing millions of a particular toy if the market research suggests it will only sell a few thousand. Of course, the situation may change, especially if the product becomes well known through word of mouth and it becomes a major success within the marketplace.

However, if the initial marketing research shows that there is not a lot of interest in the product, it would be unwise for the company to produce large volumes. The

product will simply be stockpiled in a warehouse, losing value while incurring warehousing costs.

Improving return on investment

Companies should continually seek to improve their profitability. In other words, they need to use their resources both efficiently and effectively. Of course, that does not mean operating at 'survival level', with (for example) the smallest possible number of employees. That would be very risky. However, companies should consider ways of improving return on investment. This is particularly the case where a lot of money has been invested in research and development to create the product (or service) in the first instance.

Exploiting new market opportunities

Marketing research is not only about current problems. As we have already noted, it can be used for forecasting market demand. Moreover, it can be used to discover possible gaps within the market for new products and services.

Reducing the level of risk

The development and subsequent introduction of new products and services can cause significant financial and business risks for companies. Many companies introduce new products and then find that they are not successful in the marketplace – spending a lot of money on marketing does not solve their problem. In some cases the company faces bankruptcy as a result. Marketing research might provide information on whether the product either has a market at all, or whether it needs minor adjustments to meet market needs.

Adapted from *Foundations of Marketing* by Jonathan Groucutt, pp. 67-68 © Palgrave Macmillan 2005

Comprehension

Read the text again and decide whether these statements are true (T) or false (F).

1. If companies do their initial forecasting and market research properly, they will always know whether a new product is going to be successful.
2. Companies shouldn't produce large quantities of a new product if initial research does not show a lot of interest in it.
3. Companies should not reduce their costs to a point where it risks damaging the company.
4. The more a company has invested in research and development for a new product, the more careful it needs to be about checking the return on its investment.
5. If a product is not popular when it first appears, it's always a good idea to spend more on marketing.

Vocabulary development

Match the verbs on the left (1-8) with the words and phrases on the right (a-h) to make a phrase used in the text. Try doing this first without looking at the text, and then go back to the text to check your answers.

- | | |
|-----------------|--------------------------------|
| 1. to operate | a. resources |
| 2. to react | b. in a market |
| 3. to use | c. new products |
| 4. to invest | d. to a situation |
| 5. to forecast | e. demand |
| 6. to discover | f. a lot of money on marketing |
| 7. to introduce | g. in research and development |
| 8. to spend | h. gaps in a market |

Discussion

Your teacher has asked you to choose a new subject to be taught in your school/college. How would you research this? Make a list of all the things you would need to find out and how you would get the information you need.

Pre-listening

You are going to listen to a conversation about market research between Tim, a business studies student, who is working as an intern in the marketing department of a large chocolate manufacturing company, and Carla, the marketing manager.

As you listen, make notes on Carla's description of the techniques companies use to do market research (e.g. customer questionnaires).

Comprehension 1

Listen to the dialogue and decide whether these statements are true (T) or false (F).

1. Tim has had experience of designing research questionnaires.
2. The process of marketing research begins with designing a questionnaire.
3. Carla says that companies aren't always able to do market research.
4. Carla's company did some early research on their non-melting chocolate bars in order to beat their competitors.
5. Carla's company sometimes uses outside market research companies.
6. Carla says that questionnaires sent on the internet are more reliable and accurate than those carried out on the phone or by post.
7. Carla's company carries out direct research in supermarkets.
8. In Carla's company, the research report is only used by the marketing department.

Comprehension 2

Here are the different stages of the marketing research process described by Carla. There is one stage in the list that she does not mention. Which one? Listen again and check your answer.

1. Decide whether market research is possible and necessary.
2. Decide what we need to find out about and why.
3. Write a research brief.
4. Decide which research techniques to use.
5. Try out the questionnaire on colleagues.
6. Carry out the research.
7. Collect and analyze the data.
8. Write and circulate a research report.

Professional vocabulary

Here are some marketing expressions used in the conversation, together with some definitions and explanations. Write down the words you know. Then listen again and check your answers.

1. a questionnaire designed to find out how happy a customer is with a product or service:

a c _____ s _____ questionnaire

2. something that you can use to carry out research:

a r _____ t _____

3. to introduce a new group of products to the market:

to l _____ a product r _____

4. specific parts of a market (e.g. different categories of customer):

market s _____

5. A f _____ group is a group of customers (or p _____

customers) who discuss a product in a conversation led by a m _____.

6. a detailed conversation with a customer:

an i_____ i_____

7. 'After we've c_____ the research, we c_____ all the data and then we a_____ it.'

Discussion

Have you ever filled in a customer questionnaire or been interviewed by a market researcher? Have you ever carried out any market research yourself? Describe your experiences.

Project

Think of a new product or service you would like to launch. Then follow some of the stages described in the dialogue:

1. Decide what information you need to find out from market research and why.
2. Decide which research techniques are best for your kind of product or service.
3. Write your questionnaire or interview script.
4. Carry out your research with other members of your class.
5. Analyze your research and present your findings.

See the tapescript at the end of the workbook.

Tasks for Upper Intermediate – Advanced Level

Pre-reading 1: Discussion

Think of some reasons why a company might decide to do market research.

Pre-reading 2: Topic matching

The paragraph headings in the text are missing. Read the text and add the correct heading from the list below.

- A Exploiting new market opportunities
- B Improving return on investment
- C Forecasting
- D Reducing the level of risk
- E Understanding the market

Reasons for Doing Marketing Research

1. _____

- In a hypercompetitive environment, organizations need to have a clear understanding of the dynamics of the market(s) in which they currently operate. This understanding needs to encompass:
 - current customers
 - current competitors
 - potential customers
 - potential competitors
 - the impact of macro environmental forces

It is only through understanding, or at least attempting to understand, such diverse groups that an organization can be both proactive and reactive to changing circumstances.

2. _____

Marketing research provides a systematic approach to the creation of information that will improve forecasting potential. For instance, there is little value in a company producing millions of a particular toy if the market research suggests it will only sell a few thousand. Of course, the situation may change, especially if word of mouth builds the profile and it becomes a major success within the marketplace. However, if the initial marketing research indicates a lower market penetration, it would be unwise for the company to produce large volumes. The product will simply be stockpiled in a warehouse, depreciating in value while incurring warehousing costs.

3. _____

Companies should continually seek to improve their bottom-line performance. In other words, they need to use their resources both efficiently and effectively. Of course, that does not mean operating 'on the edge', with the absolute minimum of (for instance) human capital. That is a potentially high-risk scenario. However, companies should evaluate ways of improving return on investment. This is particularly the case where substantial funds have been invested in research and development to create the product (or service) in the first instance.

4. _____

Marketing research is not only about here and now problems. As we have already noted, it can be used for forecasting market demand. Moreover, it can be used to discover potential product and service gaps within the market.

5. _____

The development and subsequent introduction of new products and services can present significant financial and business risks to companies. Many companies have introduced new products only to find that they are poorly received in the marketplace and no amount of marketing spend will reverse their fortunes. In some cases, the company faces bankruptcy as a result. Marketing research might provide information on whether the product either has a market at all, or needs minor adjustments to meet market needs.

From *Foundations of Marketing* by Jonathan Groucutt, pp. 67-68 © Palgrave Macmillan 2005

Comprehension check

Here are some expressions used in the text. Match each one to the correct paraphrase: A or B.

1. *In a hypercompetitive environment ...* [section 1, line 1]

A. in a situation where an organization has a few very big and powerful competitors

B. in a situation where an organization faces a lot of competition

2. *the impact of macro environmental forces* [section 1, line 8]

A. the way in which external factors (e.g. population change, government regulation, the state of the economy) affect a market

B. the way in which the natural environment (e.g. climate change, floods, earthquakes) affects a market

3. *... if word of mouth builds the profile and it becomes a major success ...* [section 2, lines 4-5]

A. if the product becomes better known and succeeds because people are talking about it a lot

B. if the product becomes better known and succeeds because it is explained to people face-to-face (e.g. through product presentations and visits by sales representatives)

4. *Of course, that does not mean operating 'on the edge', with the absolute minimum of ... capital.* [section 3, lines 2-4]

A. that does not mean reducing resources to the point that the company has no more capital

B. that does not mean reducing resources to the lowest possible level, so that it becomes dangerous for the company

5. *... no amount of marketing spend will reverse their fortunes.* [section 5, line 4]

A. However much they spend on marketing, it won't cause sales to recover.

B. The company's overall results won't be negatively affected by the amount they spend on marketing.

Vocabulary 1: Word-building

Here are some definitions of words that are used in the first three sections of the text (in the order they appear). Find the word or phrase in the text that matches each definition.

Example: the way in which things behave, affect and react to each other within a group: *dynamics*

1. to include: *to* _____
2. different: _____
3. A _____ organization anticipates changes.
4. not sensible: _____
5. quantities/amounts (of a product): _____
6. decreasing in value over time: _____
7. in a way that produces the result that was intended: _____
8. a situation that might happen in the future (but hasn't happened yet): _____
9. to consider something and decide how useful it is: *to* _____
10. a large amount of: _____

Vocabulary 2: Collocation

Match the first parts of the phrases (1-7) with the last parts (a-g). Then match each complete phrase with the correct definition (A-G). The first one is done for you. The expressions are all used in the text but first try to answer this without looking, then check your answers in the text.

Example: market → penetration → the extent to which a product has entered the market (1-c-F)

- | | | |
|----------------------|---------------------------|---|
| 1. market | a. spend | A. current challenges and difficulties |
| 2. bottom-line | b. capital | B. a company's profitability |
| 3. human | c. penetration | C. a company's staff/personnel |
| 4. high-risk | d. performance | D. the amount of money spent on marketing |

5. here and now e. gaps E. a possible dangerous situation in the future
6. product and service f. problems F. ~~the extent to which a product has entered the market~~
7. marketing g. scenario G. parts of the market where a demand is not being met

Discussion

1. The text gives five possible reasons for doing market research. Which do you think is (a) the most important reason and (b) the least important reason? Why? Can you think of any other reasons?
2. The text looks at positive reasons for doing marketing research. Can you think of any reasons why a company might decide not to do it?

Webquest

Find some examples on the internet of new products that did not succeed. Do you think the failure was caused by a lack of research or some other reason?

Pre-listening

You are going to listen to a conversation about market research between Tim, a business studies student who is working as an intern in the marketing department of a large chocolate manufacturing company, and Carla, the marketing manager.

Before you listen, think about how a company might organize its market research. What different stages do you think it would need to go through? Now listen and check if any of your ideas are mentioned.

Comprehension

Here are the different stages of the marketing research process mentioned in the conversation. Listen and put them in the correct order. Then read through the transcript and check your answers.

- a. Decide which research techniques to use.
- b. Decide what we need to find out about and why.
- c. Carry out the research.
- d. Write a research brief.
- e. Write and circulate a research report.
- f. Decide whether market research is possible and necessary.
- g. Collect and analyze the data.

Communication focus

Carla is explaining the process of marketing research to Tim. She uses a lot of different expressions to structure her explanation and explain why her company does things in a particular way.

Look at the list of structuring expressions (1-8) and match them to the list of functions (a-h) which describe why she is using them.

Then listen to the dialogue again and notice how Carla uses these expressions in the conversation.

1. I think we said we'd talk about marketing research today.
2. We'll look at questionnaires later.
3. But first, let's go back a few stages.
4. The best way to think about marketing research is to see it as a process with different stages, a bit like manufacturing a bar of chocolate.
5. If you think about it, all research takes time and costs money.
6. And even when we need to do some new research that isn't available yet, sometimes it's better if we pay a market research company to do the research for us.
7. For some kinds of research this is much easier and cheaper than trying to do it ourselves.
8. There's no point asking customers about things we aren't interested in.

- a. arguing that one action is preferable to another
- b. making a comparison/analogy
- c. promising to return to a topic later
- d. asking someone to consider a statement (and to agree with you)
- e. suggesting that something could be a better idea, even though it might not be obvious straight away
- f. rejecting a possible action
- g. referring to a previously agreed topic
- h. moving back to an earlier stage in a process

Discussion

Are you familiar with any of the primary research techniques mentioned (questionnaires, focus 1. groups, in-depth interviews)? What do you know about them? Have you been interviewed or surveyed or have you carried out research on others?

If you aren't familiar with these techniques, use the internet to find out more about them.

What do you think are the advantages and disadvantages of the different kinds of research mentioned 2. in the dialogue? Again, use the internet to help you.

Project

Think of a new product or service you would like to launch. Then follow some of the stages described in the dialogue:

1. Decide what information you need to find out from market research and why.
2. Decide which research techniques are best for your kind of product or service.
3. Write your questionnaire or interview script.
4. Carry out your research with other members of your class.
5. Analyze your research and present your findings.

See the same tapescript at the end of the workbook.

Listening transcript

Tim, a business studies student, who is working as an intern in the marketing department of a large chocolate manufacturing company, is talking to Carla, the marketing manager, about market research.

Carla: So, Tim. I think we said we'd talk about market research today. Do you have any personal experience of market research?

Tim: Well, I sometimes get asked to fill in a questionnaire when I visit a website. And I got sent a customer satisfaction questionnaire by email when I bought a new computer.

Carla: Yes, questionnaires are a very useful research tool, but there are lots of others. We'll look at questionnaires later. But first, let's go back a few stages. The best way to think about market research is to see it as a process with different stages, a bit like manufacturing a bar of chocolate. The questionnaire comes quite late in the process, but before that we have to go through a number of different stages. What do you think the first stage is?

Tim: Well, I suppose it's ... sorry, I'm not sure.

Carla: Well, if you think about it, all research takes time and costs money. So before we begin, the first thing we need to do is to decide whether we really need to do the research, or whether we actually *can* do it.

Tim: Sorry, I'm not sure I understand. Surely you always have to research a new product.

Carla: Not necessarily. Sometimes there just isn't time to do research. Do you remember last summer started very early and it was really hot? We had to launch our new product range of non-melting chocolate bars straight away. We couldn't afford to wait to research the product, or our competitors would have had the whole market to themselves.

Tim: Yes, I see.

Carla: Also, sometimes the information we need might already be available. For instance, in our field, there is a lot of published market research on chocolate

purchasing, analyzing different countries and market sectors. We can simply buy these reports from market research companies. And even when we need to do some new research that isn't available yet, sometimes it's better if we pay a market research company to do the research for us. For some kinds of research this is much easier and cheaper than trying to do it ourselves.

Tim: OK, I understand now. And assuming you do want to do some research, then you decide what you need to find out from the research?

Carla: Yes, that's right. There's no point asking customers about things we aren't interested in, so we need to decide exactly what we need to find out and why we need to find it out. And once we've done that, we write a research brief, which we present to the market research team. This contains the background (why we're doing the research), what we're testing or asking about, and how we will use the information to help out marketing. What do you think comes next?

Tim: You decide how to do the research – what research techniques to use?

Carla: Yes, that's right. There are all sorts of different techniques. You mentioned emailed questionnaires and web questionnaires earlier, Tim. These are becoming much more common than personal interview questionnaires, telephone questionnaires and postal questionnaires sent through the mail. Apart from questionnaires, we can also set up focus groups of customers (or potential customers) for our products. This is usually a group of six to eight people with someone from our department who leads the conversation: we usually call this person a 'moderator'. Or we sometimes do an in-depth interview with just one customer. Or we can actually go to supermarkets and observe customers' behaviour. How long do they spend in the confectionery department? Which brands of chocolate do they look at, and which do they ignore? That sort of thing.

Tim: So if I see someone hanging round the confectionery aisle in my supermarket making notes, it might be someone from this marketing department.

Carla: Maybe! Anyway, all of those techniques – questionnaires, interviews and focus groups – are what we call primary research: the research we do ourselves within the department. But there is also secondary research. For example, we can also

get lots of other information from inside the company: previous research reports, sales figures, feedback from sales reps, and so on. And there is also the external information from market research companies that I mentioned earlier.

Tim: So once you've decided on what techniques to use, you do the research.

Carla: Correct. And after we've completed the research, we collect all the data and then we analyze it. Then, finally, we put all this information together into a research report. We use this research report within the marketing department, and we also circulate it to other people in the company.

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Швець Олена Дмитрівна

ІНОЗЕМНА (АНГЛІЙСЬКА) МОВА У МАРКЕТИНГОВІЙ ДІЯЛЬНОСТІ

**ЗАВДАННЯ ТА ВПРАВИ
ДО ПРАКТИЧНИХ ЗАНЯТЬ**

для бакалаврів усіх напрямів підготовки

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