

# ANGIELSKI

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## W MARKETINGU PROMOCJI I REKLAMIE



brand image  
marketing mix  
dotcoms  
customer value

Insights into Marketing Vocabulary  
Learn, Manage, and Create

wydawnictwo  
**poltext**

PLIK  
mp3  
DO POBRANIA  
GRATIS

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I REKLAMIE**

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# Introduction

Dear Learner,

If you are reading this we have to congratulate you on purchasing this book and understanding the importance of constantly improving your English knowledge and skills.

We have the pleasure of taking you on a journey into the world of marketing. The journey you will take with this book will bring you closer to marketing history, thought-provoking campaigns and the understanding of what the future may bring for the industry.

The time spent reading, learning and creating will be challenging, but we know that challenges bring the best out of a person and if the challenges are met they will bring exceptional rewards.

There is nothing more for us to say but to ask you to sit back and begin your journey into the insightful world of marketing.

Best wishes

The Authors



# Wprowadzenie

Droga Studentko, Drogi Studencie,

jeśli czytasz ten tekst, to musimy pogratulować Ci zakupu tej książki oraz zrozumienia ogromnego znaczenia potrzeby ciągłego doskonalenia wiedzy i umiejętności z zakresu języka angielskiego.

Mamy przyjemność zabrać Cię w podróż do świata marketingu. Podróż, którą rozpoczniesz z tą książką, przybliży Ci historię marketingu, inspirujące kampanie oraz ułatwi zrozumienie kierunków dalszego rozwoju tej branży.

Czas spędzony na czytaniu, uczeniu się i kreatywnym działaniu będzie wyzwaniem, ale wiemy, że wyzwania wyzwalają to, co w nas najlepsze, a jeśli im sprostamy, czekają nas wyjątkowe nagrody.

Na koniec chcemy jedynie poprosić Cię, abyś usiadł i rozpoczął podróż do pełnego odkryć świata marketingu.

Z najlepszymi życzeniami,

Autorki

# 1 Chapter

## CONTEMPORARY MARKETING WE'RE ALL LEARNING HERE<sup>1</sup>

### LEARN

#### READING COMPREHENSION

Philip Kotler, a renowned scientist who has helped to lay the foundations for marketing as a science and field of research, claims that marketing appears in many shapes and forms. There are multiple aspects of the phenomenon and numerous areas of its activity which deserve our attention. In the last few decades, we have witnessed specific transformations of marketing as a concept and related activities, as well as its goals and the tools used to achieve them.

In short, marketing consists in promoting goods and services in order to sell them. Marketing uses advertising, direct mailing, promotional strategies and public relations activities to persuade consumers to buy the company's products. As Kotler states: "Marketing in principle should help producers decide what products to make, how to price them, how to distribute them, and, of course, how to promote them (the 4Ps: products, prices, place, and promotion)". He also states that "marketing is a practical science aimed at improving a company's sales and profits and enhancing people's lives by creating customer value and satisfaction".<sup>2</sup>

A **marketing campaign** can be devised to target a particular group of customers. All the advertising materials and channels used to promote the product or service range may be created to meet the needs of a local, regional or global market. It is important to note that in some markets the same brand

may be associated with a niche product sought only by connoisseurs; in others, the same item may be sold and consumed in larger quantities, by a larger group of consumers, representing a different **market segment** characterized by different demographics: they may belong to different social groups with regards to age, gender, place of residence, education, occupation, employment, family status, etc.

However, in the contemporary world, we may notice that marketing strategies and operations have changed to a great extent. Firstly, the development of new technologies has resulted in the fact that a business's geographical location is becoming less and less important. The focus of the economy has moved from production capacity, quality of goods, and specific market factors towards more emotional aspects of making a purchase. We deal with digital data, internet and mobile high-speed transactions.<sup>3</sup> Clients have access to websites offering goods and services online. Traditional shops are frequently used as showrooms, allowing potential customers to see and test the goods before making an online purchase, and have them delivered within 24/48 hours after submitting an order via the Internet.

New technology, **free trade** and wide availability of the goods offered by global brands result in consumers having a virtually limitless choice of largely similar goods and services. In the conditions of a free market economy the main determinants of the price are supply and demand forces. Businesses try to meet these market expectations; however, the reduction of price has its limits, and businesses deal with the situation in many different ways.

Firstly, faced with competition in saturated local markets, more and more businesses consider new opportunities related to international and **global expansion**. Thanks to the availability of online sales, low-cost transport services and international cooperation, the decisions to enter new foreign markets are easier to make.

Moreover, if you wish to succeed in business and hope to develop your enterprise, you need to be ready to diversify, that is, to expand your product range, offering new products or services to existing customers or to target new customer groups in new markets. **Diversification** may be a solution if you have the financial, material and human **capital** to expand your business. It is important to be aware that businesses may have differing missions or visions, and they try to reach their objectives in many different ways. There

are a number of strategies which businesses may consider when developing and expanding their business. They are frequently referred to as **the EPRG framework**.

The **EPRG framework** includes the following elements:

- ▲ *ethnocentric* strategy – where the company is mainly interested in meeting the needs of customers in a local or domestic market;
- ▲ *polycentric* expansion - where the business sees each country as unique and adapts both the goods and marketing communications to the needs of the local market;
- ▲ *regiocentric* path – where countries are seen as parts of larger groups, the so-called clusters, for example, Asian, European and South American markets are believed to share similar characteristics;
- ▲ *geocentric* development – the strategy in which the company is ready to serve the needs of consumers in international and global markets.<sup>4</sup>

Obviously, if a company is interested in launching its products in foreign, international or global markets, they need to make appropriate changes, modifications and adjustments to their products, in line with the principle “think globally, act locally”.

The preparation of the offer requires in-depth analyses of the needs, requirements and expectations of representative local customers as well as consideration of **intercultural differences** between regions and nationalities. One should bear in mind that when making purchases, customers are influenced by marketing communications in different media, the recommendations of their friends and relatives as well as their past experiences.<sup>3</sup>

Apart from satisfying the needs of customers and looking for ways to offer the best value for money, businesses need to be sensitive to the changes taking place in society. Consumers are no longer just recipients of marketing, promotional and advertising messages. At present, customers tend to interact with companies. Apart from observing legal regulations and ethical principles, contemporary enterprises need to take responsibility and contribute to “building a better world” as well as help solve current economic and social problems.<sup>5</sup> A question which is frequently posed is: How can businesses, government institutions and NGOs work together towards improving the lives and wellbeing of present and future generations?

# MANAGE

## COMPREHENSION CHECK

*Decide if the sentences are True or False.*

1. The role of contemporary businesses goes beyond producing and offering goods and services to customers.	T	F
2. Consumers nowadays have a limited choice of available goods.	T	F
3. The main reason why businesses expand globally is the fact that the local market is saturated.	T	F
4. The ethnocentric strategy consists in meeting the needs of customers in the international and global market.	T	F
5. The term capital can be used to refer to money, materials and people.	T	F

## VOCABULARY CHECK

*1. Read the definition and write the correct word from the article. Focus on the words in bold.*

- a developmental framework of the organization including four successive management orientations: ethnocentric, polycentric, regiocentric, and geocentric – .....
- trade with little or no government interference – .....
- a strategy of increasing sales by introducing new products into new markets – .....
- the set of tactical marketing tools – product, price, place, and promotion – which the company uses to address the needs and expectations of the target market – .....
- methods and strategies a company uses to promote a product, service, or event – .....
- differences between countries which may have their own sets of values, behaviors, ideas, etc. – .....
- money, human, and other material resources for investment – .....

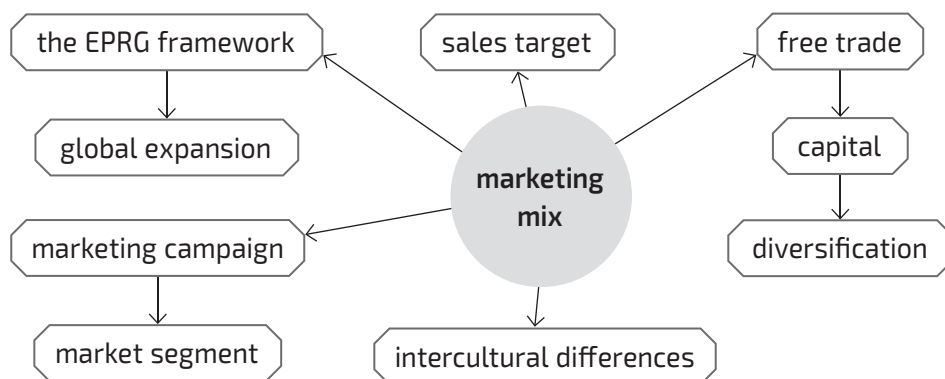
8. objectives on how much a company wants to sell in a given period of time – .....
9. entering new markets on a large scale, establishing operations in many countries, regions, etc. – .....
10. a group of consumers who share similar characteristics and respond similarly to a firm's marketing efforts – .....

**II. Read the sentence and write the correct word from the article. Focus on the words in bold.**

1. .... allowed companies to expand their activities internationally and globally.
2. When entering a new market, you need to examine the needs of local markets and consider other factors such as different purchasing power, consumer behavior and ..... between your country and the country where you intend to establish your branch.
3. His team not only meets, but usually exceeds their monthly .....
4. We already have branches in major European cities, but our CEO has very ambitious plans. He is working on a new strategy of .....
5. We do not have enough financial or human ..... to take part in this tender.

## SUMMARY CHECK (LISTENING)

**Summarize the article by including the words below. The mind map may help you to structure your summary. We advise you to record it or note it down to be able to compare it with the author's suggestion.**



## MARKETING QUIZ

1. What are the main motivations for companies' global expansion?
2. Explain the term "diversification".
3. What is a "market segment"?
4. Comment on the strategies involved in the EPRG framework.
5. Give a definition of "free trade".

## CREATE CASE STUDY

You work as a marketing consultant. Your clients include a number of key market players and multinational corporations offering well-known brands. Your company helps corporate clients to develop effective marketing strategies and advertising campaigns.

### BACKGROUND

You were recently approached by a representative of a very successful Polish family business whose product range, including jewelry and watches, is very popular in Western European markets. The general style of the products can be described as sophisticated, luxurious, classy and timeless. The range of products for women includes watches, earrings, chains with pendants, bracelets, rings, etc. Jewelry and watches for women are made from all kinds of materials: gold, silver, platinum, pearls, precious or semi-precious stones, steel, leather and plastic. Watches for men include classic and modern designs made with leather, steel and other materials.

The management of the company is planning to start selling their range of products in foreign markets. They are considering the regions of Asia, India and Eastern Europe.

### MARKET RESEARCH

Your team has decided to analyze the expectations, requirements and preferences of the local customers in all three potential markets.

Książka służy doskonaleniu umiejętności posługiwania się językiem angielskim w życiu zawodowym. Przeznaczona jest zarówno dla osób już aktywnych na rynku pracy w marketingu, promocji i reklamie, jak i dla studentów uczelni biznesowych. Napisana jest zgodnie z zasadami pisowni American English.

Podręcznik koncentruje się na rozwijaniu umiejętności pisania tekstów i dokumentów branżowych: notatek służbowych, korespondencji, sprawozdań oraz innych umiejętności językowych: rozumienia tekstu czytanego i słuchanego, formułowania wypowiedzi ustnych. Zawiera ćwiczenia gramatyczno-leksykalne z naciskiem na nauczanie terminologii specjalistycznej z dziedziny marketingu, promocji i reklamy, a w szczególności ćwiczenia doskonalące umiejętności niezbędne do analizy *case studies*, wprowadzania produktu na rynek, badania rynku, analizy SWOT oraz *brainstorming sessions*.

Autorki uczą Business English w Akademii Leona Koźmińskiego.



**Malwina Dietrich** – nauczyciel akademicki, metodyk i wieloletni lektor języka biznesowego. W swojej 20-letniej pracy motywuje, uczy i wspiera tych, dla których nauka języka angielskiego jest narzędziem do rozwijania kariery zawodowej.



**Alicja Fandrejewska** – doktor nauk humanistycznych, filolog, doświadczony wykładowca akademicki, tłumacz tekstów specjalistycznych i artykułów naukowych z dziedziny zarządzania i marketingu, ekonomii, finansów oraz IT.

