

Task 8

First complete the table with the infinitive verb. Then continue the list with as many irregular verbs as you know. Get help from your classmates.

1 had <u>have</u>	21 did <u>do</u>	41 went <u>go</u>
2 said _____	wrote _____	drove _____
3 told _____	bought _____	found _____
4 ate _____	_____	_____
5 _____	_____	_____
6 _____	_____	_____
7 _____	_____	_____
8 _____	_____	_____
9 _____	_____	_____
10 _____	_____	_____
11 _____	_____	_____
12 _____	_____	_____
13 _____	_____	_____
14 _____	_____	_____
15 _____	_____	_____
16 _____	_____	_____
17 _____	_____	_____
18 _____	_____	_____
19 _____	_____	_____
20 _____	_____	_____










# 8 Marketing

## Time to read! (1)

Match the following passages and their functions.

TO AVOID DANGER OF SUFFOCATION,  
KEEP THIS PLASTIC BAG AWAY  
FROM BABIES AND CHILDREN.  
DO NOT USE THIS BAG IN CRIBS,  
BEDS, CARRIAGES, OR PLAYPENS.  
THIS BAG IS NOT A TOY.

- Request
- Warning
- Giving direction
- Invitation
- Persuasion

 bleach	 hand wash only	 do not press
 dry low heat	 cold wash	 no bleach
 iron low setting	 dry clean	 wash warm

ALL DELICATE THINGS COME WITH  
WASHING INSTRUCTIONS

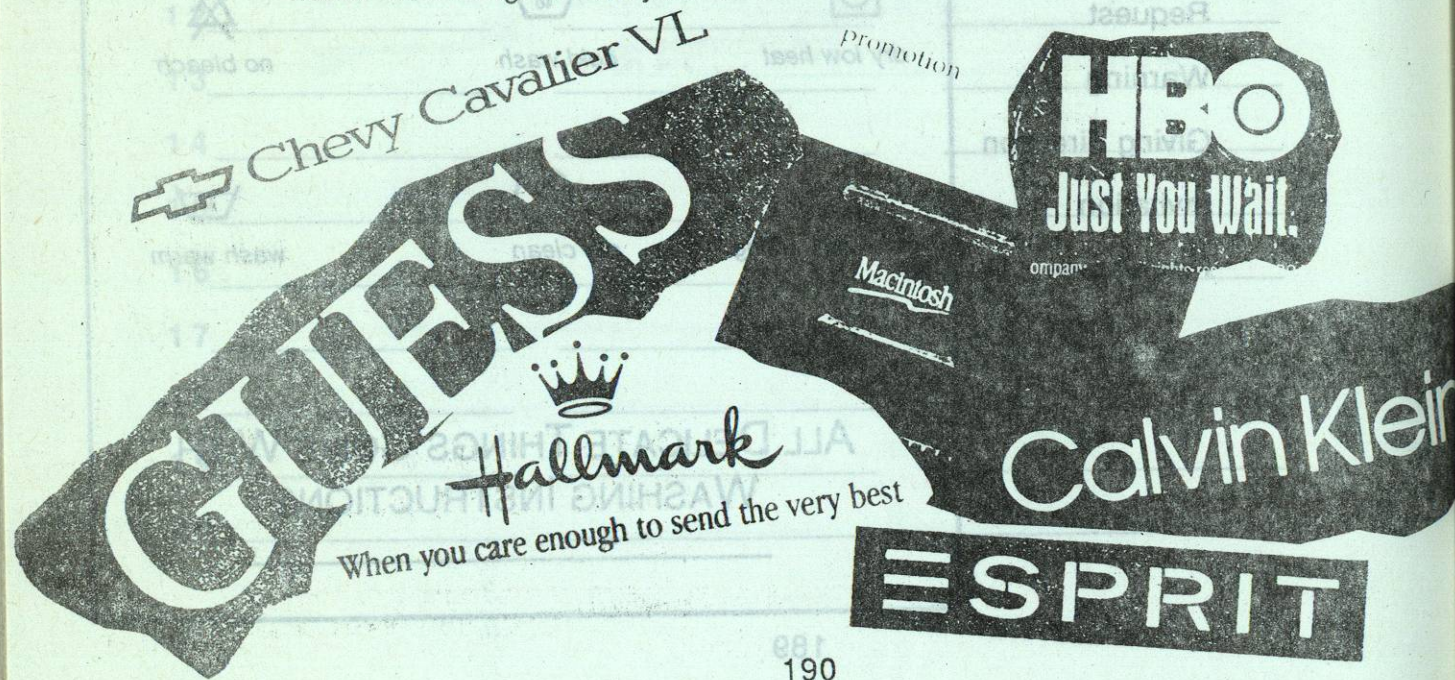
Task 1

Before reading the text decide whether the following statements are true or false

- |                                                                                                   | T                        | F                        |
|---------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| a) Marketing is the process companies use to satisfy their customers' needs and to make a profit. | <input type="checkbox"/> | <input type="checkbox"/> |
| b) Advertising is considered nonpersonal selling.                                                 | <input type="checkbox"/> | <input type="checkbox"/> |
| c) Product, price, place and promotion are elements of advertising.                               | <input type="checkbox"/> | <input type="checkbox"/> |
| d) Advertising is concerned with getting products into the customers' hands.                      | <input type="checkbox"/> | <input type="checkbox"/> |
| e) Marketing begins and ends with the seller.                                                     | <input type="checkbox"/> | <input type="checkbox"/> |
| f) Marketing means to promote a product among consumers.                                          | <input type="checkbox"/> | <input type="checkbox"/> |

Compare your answers with a partner.

The following text will probably tell you some of the things you wish to know about marketing. Check your answers.



Chapter 4 n Advertising and the Marketing Mix

Summary

The term *marketing* refers to all business activities aimed at: (1) finding out who customers are and what they want, (2) developing products to satisfy those customers' needs and desires, and (3) getting those products into the customers' hands. In its simplest terms, marketing is the process companies use to satisfy their customer's needs and make a profit.

*Advertising* is concerned with the third step mentioned above. It is one tool marketers can use to inform, persuade, and remind customers about their products or services. To be successful, though, advertising depends on the adequate performance of the other marketing activities.

A *market* is a group of people who share a common need for a product or service and who can afford it. There are several classifications of markets: consumer, producer, reseller, government, and international.

To locate and measure potential markets, companies use market research and market segmentation. Based on common characteristics of customers, large markets are divided into smaller, more meaningful groups. Companies can then select from these groups a target market at which they will aim all their marketing activities.

Every company can add, subtract, or modify four elements in its marketing program to achieve a desired marketing mix. The elements of the marketing mix are referred to as the four Ps: product, price, place and promotion.

*Product*, as a marketing term, refers to the bundle of values offered to the customer. These values may encompass functional, social, psychological, economic, or other consumer satisfactions.

Marketing-oriented companies first try to determine what needs will be satisfied by their product. They then carry that concept into the product's design.

Thus, to satisfy their customer's needs and desires, marketers build differences into their products. Even the product's package is part of the product concept. The product concept may also be developed through unique positioning against competitive products in the consumer's mind.

Just as humans go through a life cycle, so do products. The location of a product in its life cycle determines to a great extent how it is advertised.

*Price* refers to what and how a customer pays for a product. There are many common pricing strategies. Some products compete on the basis of price, but many do not.

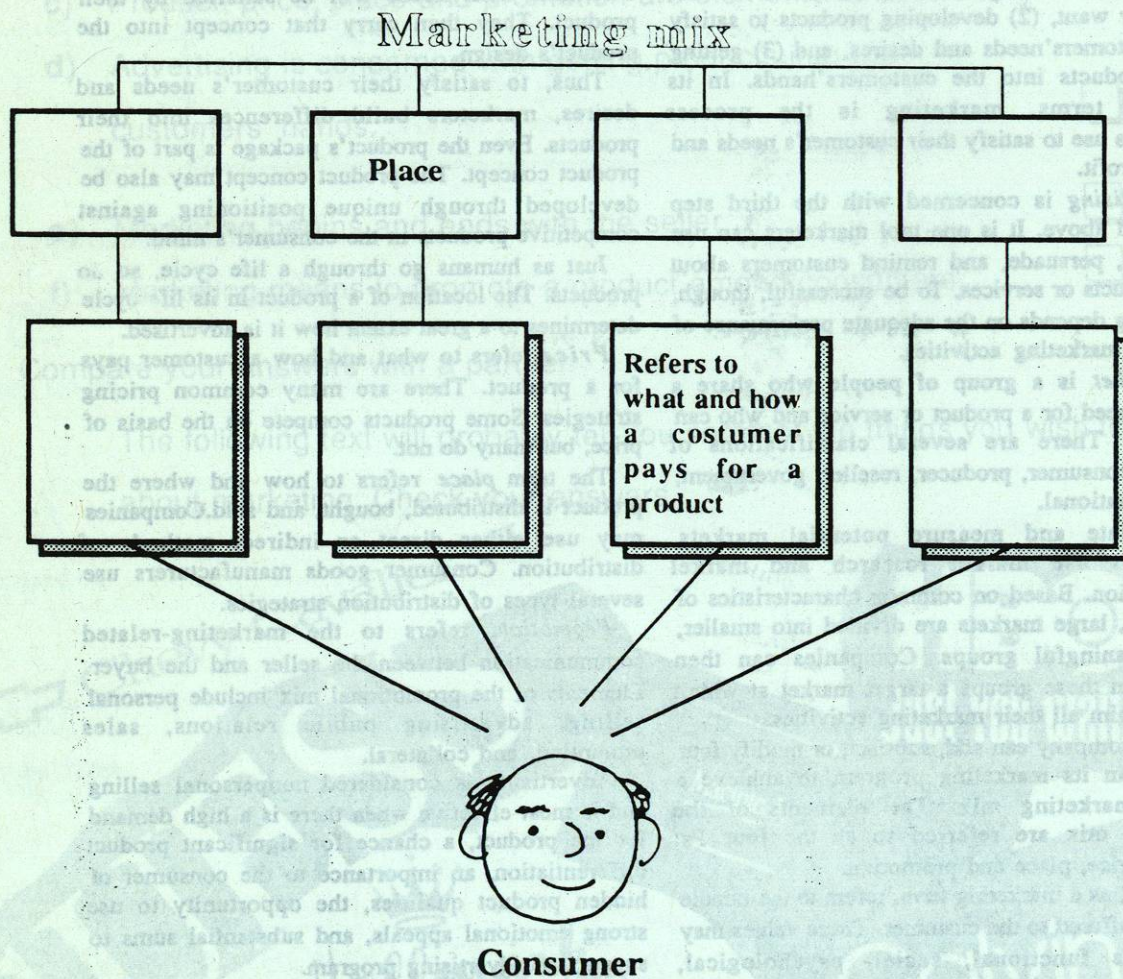
The term *place* refers to how and where the product is distributed, bought, and sold. Companies may use either direct or indirect methods of distribution. Consumer goods manufacturers use several types of distribution strategies.

*Promotion* refers to the marketing-related communication between the seller and the buyer. Elements of the promotional mix include personal selling, advertising public relations, sales promotion, and collateral.

Advertising is considered nonpersonal selling and is most effective when there is a high demand for the product, a chance for significant product differentiation, an importance to the consumer of hidden product qualities, the opportunity to use strong emotional appeals, and substantial sums to support an advertising program.

Task 2

☞ According to the text complete the table.



☐ Select 5 ads of any products or services (from TV, magazines, newspapers, etc.) and reach consensus about the most remarkable. List 3 features that make it so convincing.

**Time to read!**(2)

These are titles of short articles. What do you think each text would be about.

1

Flat and Happy

2

Wetware

3

Video Workout

5

Little Lantern

4

Virtual Painkiller

6

Smoke Alarm

Task 1

Match the titles to the texts.

**GETTING A FLAT TIRE** can be inconvenient at best, dangerous at worst. To help, Bridgestone Corp. of Tokyo has introduced a tire, called Runflat, that the company says is capable of traveling a distance of at least 50 miles at 55 mph after it has lost all or part of its air pressure. The tire is made with special support inserts that give enough strength to support the weight of an automobile after a blowout. A warning light located on the dashboard of the car immediately alerts the driver to any change in the tire air pressure. Four tires, wheels and warning device cost \$5,000.



ED SILVER and JOHN WOJNO

**BRUCE MACDONALD**, a marine biologist at the Australian Institute of Marine Science in Queensland, has invented a waterproof personal computer called WetPC that he says will enable scuba divers to record underwater data and, if connected to a modem, communicate with other underwater computers. "Divers still largely collect data using a paper and pencils like they did a hundred years ago," says Macdonald. "This method wastes valuable research time and money." WetPC's electronics are housed in a sealed module that is connected to the diver's air tank. As the diver descends, air from the tank counteracts the increase in pressure. A special hookup to the diver's mask displays data in the diver's field of vision. A seven-button keyboard is strapped to the diver's chest. WetPC, which is expected to be on the market later this year, should sell for about \$15,000.

**YOUR DENTIST'S CHAIR** can now be a movie theater. In recent weeks Virtual Vision Inc. of Redmond, Washington, has been marketing its product to tooth drillers with squeamish patients: goggles that make a large-screen TV appear to float before the viewer's eyes. While other virtual-reality devices are far too bulky for use on dental patients, Virtual Vision goggles, the maker says, give the dentist plenty of room to work. San Francisco dentist Frank Grimaldi says his patients love the device: "The two hours that it takes to do a root canal really go fast." Patients can choose TV or high-tech animation—or bring their own tapes. Cost: \$845.

Dental goggles

**RECORD NUMBERS OF CHILDREN** are sedentary, overweight and out of shape. To help remedy this, NordicTrack of Chaska, Minnesota, is introducing Joyride, a device that acts as a total-body joystick for videogame users. Instead of direct hand controls, exercisers direct the on-screen action with movements from the gluteal, quadriceps, hamstring, oblique and abdominal muscle groups. The makers say that using the device on a regular basis will raise the user's metabolism rate as well as improve muscle development and coordination. Joyride is adjustable and can be used by adults as well as children. Cost: \$400.

**CITY RESIDENTS FED UP** with blaring car alarms that go off at all hours of the night will love this: an auto-security system that uses smoke, not noise. Called the Dragon Vehicle Defense Machine, it foils break-ins by filling the car with a cloud of white smoke so dense that a thief can't see, thus making it impossible to tear the radio out of the dashboard or drive away. The maker claims that after the alarm is triggered it takes just five seconds for the car to fill with smoke; once the intruder leaves, the smoke slowly dissipates. If he doesn't, the device will continue to emit smoke. California-based maker Technology Source says smoke from the Dragon is harmless, odorless, nonstaining and has been approved by the U.S. Food and Drug Administration. The device's replaceable cartridge carries enough smoke for about 200 activations. Cost: \$350.

ED SILVER and JOHN WOJNO

Task 2

Do these texts appeal mainly to the reader's...

- emotions?
- feeling of insecurity?
- intelligence?
- admiration for technology?
- comfort?

Why? \_\_\_\_\_

- Would you buy any of those products?

Why? \_\_\_\_\_

Unit 8

Time to read! (3)

■ New York hotels excel in variety, diversity and numbers.

New York, the World Capital of Excitement. Naturally, it's where you'll find some of the world's most exciting and renowned hotels.

Share elegant suites where Presidents and movie stars have stayed. Visit classic landmark hotels that are part of New York's history. Thrill to modern multi-story hotels that soar high into the skyline. In variety, diversity and numbers, New York hotels offer guests the widest choice anywhere. This Hotel Guide provides a selection of 119 hotels.

We host more vacationers, business travelers and convention delegates than any other city in the world. So whatever your needs or budget, the Big Apple can accommodate you.

■ There's room to do so much in the Big Apple.

No matter what your interests, New York has the world-class attractions to keep you involved. Sample the special tastes of our thousands of restaurants. Satisfy your cultural appetite with hundreds of museums and galleries, as well as the spectacular entertainment found on Broadway, at Lincoln Center, Carnegie Hall and countless other nightspots all over the city.

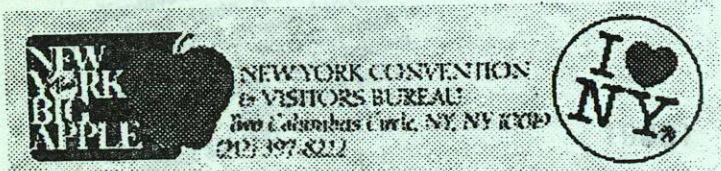
And you'll find the world's most fabulous display of stores starts right outside your door. Make time for all the different parts of the Big Apple.

■ Endless meeting possibilities.

Look into all the resources and facilities that make New York the world's Meeting and Convention headquarters. Our superb meeting hotels. The Jacob K. Javits Convention Center. And the most experienced meeting planners anywhere.

■ The first place to visit.

To get the most out of your stay, begin by stopping by the New York Convention & Visitors Bureau at Two Columbus Circle for our free brochures. You'll meet our helpful personnel who'll guide you to New York's finest attractions. You'll also find plenty of additional brochures, covering everything from restaurants to sport to shopping. It's all here. And it's free. And it gives us a chance to personally welcome you to New York, the Big Apple. Or call us at (212) 397-8222.



Task 2

Read the text and decide which of the statements is the best title for the article.

Check title with your teacher.

Task 3

Read the text again and underline the paragraph that contains the main idea.

HUMAN TOUCH

BEFORE MAKING SONY one of the most consistently inventive companies in the world, founder Masaru Ibuka suffered a number of setbacks. Remember the electronic seat warmer? Or the first electronic rice cooker? Probably not. These were from the same mind that dreamed up the pocket-size transistor radio, the VCR and the Walkman. But even Ibuka recognizes the limits of high technology:

We will learn that computers, amazing as they are, still cannot come close to being as effective as human beings. A computer isn't creative on its own because it is programmed to behave in a predictable way. Creativity comes from looking for the unexpected and stepping outside your own experience. Computers simply cannot do that.

—Brenton R. Schlender in *Fortune*