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«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»

МЕТОДИЧНІ ВКАЗІВКИ

“ENGLISH FOR MARKETING (Part I)”

для студентів спеціальності 075 Маркетинг
денної та заочної форми навчання

METHODOLOGICAL INSTRUCTIONS

“ENGLISH FOR MARKETING (Part I)”

For students of specialty 075 Marketing
of Full-time and Part-time Departments

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ВСТУП

Методичні вказівки розроблено для студентів денної та заочної форм навчання спеціальності *075 Маркетинг*. Методичні вказівки складено згідно з програмою дисципліни.

Методичні вказівки сприяють активному розвитку професійно орієнтованої іншомовної міжкультурної комунікативної, соціокультурної, фахової, навчальної та методичної компетенцій.

Однією з цілей методичних вказівок є розвиток навичок читання, перекладу, письма та реферування аутентичних текстів за темою маркетинг. Інша ціль – це навчання як професійному, так і побутовому спілкуванню англійською мовою, чого вимагає програма з англійської мови для немовних вузів.

Приділяється увага розвитку мислення студентів на основі виконання різноманітних лексичних вправ, які спрямовані на оволодіння професійною лексикою з зазначеної тематики. Значний наголос робиться на розвиток та поширення лінгвокраїнознавчих знань, що пов'язано з розвитком співробітництва між європейськими вищими навчальними закладами та мобільністю студентів.

Методичні вказівки містять завдання для аудиторної та самостійної роботи студентів. У розділах вміщено творчі завдання з розвитку монологічного і діалогічного мовлення в іншомовному професійному середовищі.

PART I. BASIC READING

Unit 1

What is Marketing?

Task I. Pre-reading discussion. Answer the questions below:

1. What is marketing?
2. What are the key features of marketing?
3. Who usually takes part in the marketing process?
4. What do you know about history of marketing?
5. What can you say about the development of marketing in Ukraine?

Task II. Read the text *What is Marketing?* paying attention to the words in bold type:

What is Marketing?

Marketing is the activity, set of institutions, and processes for **creating, communicating, delivering, and exchanging offerings** that have value for customers, clients, partners, and society **at large**. Marketing can also be defined as activities that direct **the flow of goods and services** from producers to consumers. In **advanced industrial economies**, marketing considerations **play a major role** in determining corporate policy. Once primarily concerned with increasing sales through advertising and other **promotional techniques**, corporate marketing departments now focus on credit policies, product development, customer support, distribution, and corporate communications. Marketers may look for **outlets** through which to sell the company's products, including **retail stores, direct-mail marketing, and wholesaling**. They may **make psychological and demographic studies** of a potential market, experiment with various **marketing strategies**, and **conduct informal interviews** with **target audiences**. Marketing is used both to increase sales of an existing product and to introduce new products.

Marketing as a discipline involves all the actions a company undertakes to draw in customers and maintain relationships with them. Networking with potential or past clients is part of the work too and may include writing thank you

emails, playing golf with **prospective clients**, returning calls and emails quickly, and meeting with clients for coffee or a meal.

At its most basic level, marketing seeks to match a company's products and services to customers who want access to those products. Matching products to customers ultimately **ensures profitability**.

The marketing discipline had its origins in the early 20th century as an **offspring of economics**. Economic science had neglected the role of middlemen and the role of functions other than price in the determination of demand levels and characteristics. Early marketing economists examined agricultural and industrial markets and **described them in greater detail** than the classical economists. This examination resulted in the development of three **approaches to the analysis** of marketing activity: the commodity, the institution, and the function.

Commodity analysis studies the ways in which a product or product group is brought to market. Institutional analysis describes the types of businesses that play a prevalent role in marketing, such as **wholesale or retail institutions**. Finally, a functional analysis examines the general tasks that marketing performs.

As the study of marketing became more prevalent throughout the 20th century, large companies – particularly **mass consumer manufacturers** – began to recognize the importance of market research, better product design, **effective distribution**, and **sustained communication with consumers** in the success of their brands. Marketing concepts and techniques later moved into the **industrial-goods sector** and subsequently into the **services sector**. It soon **became apparent** that organizations and individuals market not only goods and services but also ideas (social marketing), places (location marketing), personalities (celebrity marketing), events (event marketing), and even the organizations themselves (public relations).

As marketing developed, it took a variety of forms. A common but incorrect view is that selling and advertising are the only marketing activities. Yet, **in addition to** promotion, marketing includes a much broader set of functions, including **product development, packaging, pricing, distribution**, and customer service.

Many organizations and businesses **assign responsibility** for these marketing functions **to** a specific group of individuals within the organization. Those who make up the marketing department may include **brand and product managers, marketing researchers, sales representatives, advertising and promotion managers, pricing specialists, and customer service personnel.**

As a managerial process, marketing is the way in which an organization determines its best opportunities in the marketplace, given its objectives and resources. The marketing process is divided into a strategic and a tactical phase. The strategic phase has three components – segmentation, targeting, and positioning (STP). The organization must distinguish among different groups of customers in the market (segmentation), choose which group(s) it can serve effectively (targeting), and communicate the central benefit it offers to that group (positioning). The marketing process includes designing and implementing various tactics, commonly referred to as the “marketing mix,” or the “4 Ps”: product, price, place (or distribution), and promotion. The marketing mix is followed by evaluating, controlling, and revising the marketing process to achieve the organization’s objectives.

Task III. Answer the questions to the text:

1. What is marketing? Give the definition according to the text.
2. What does corporate marketing focus on?
3. What are marketers` responsibilities?
4. What can you say about the origin of the marketing discipline?
5. What are three approaches to the analysis of marketing activity?
6. How did marketing develop in the 20th century?
7. Which forms did marketing take as it develop?
8. Who makes up the marketing department?
9. Which phases is the marketing process divided into? Describe them.
10. What is the “marketing mix,” or the “4 Ps”?

Task IV. Choose whether these sentences are true or false:

1. Marketing is rated highly only by customers.
2. In advanced industrial economies, marketing has minor importance in determining corporate policy.
3. At present, corporate marketing departments primarily focus on increasing sales.
4. Marketers make sales through retail stores, direct-mail marketing, and wholesaling.
5. Marketing focuses only on introducing new products.
6. Marketers deal with past clients.
7. Economics is considered a predecessor of marketing.
8. There are two main approaches to the analysis of marketing activity: the commodity and the function.
9. A functional analysis describes the types of businesses that play a prevalent role in marketing.
10. The study of marketing became popular in the 20th century.
11. Marketing tools became typical of the industrial-goods and services sectors.
12. Organizations and individuals market only goods and services.
13. The only marketing activities are selling and advertising.
14. There are different marketing specialists.

Task V. Give Ukrainian equivalents of the following English words and phrases from the text:

at large, advanced industrial economies, to increase sales through, promotional techniques, credit policies, direct-mail marketing, wholesaling, to introduce new products, to undertake actions, to write thank you emails, at its most basic level, to ensure profitability, to have one`s origins in, an offspring of economics, middlemen, commodity, to become prevalent, mass consumer manufacturers, sustained communication with, to become apparent, a managerial process, to distinguish among, to achieve objectives

Task VI. Give English equivalents of the following English words and phrases from the text:

сукупність організацій та процесів, обмінюватися пропозиціями, спрямовувати потік товарів і послуг від виробників до споживачів, відігравати головну роль, визначати корпоративну політику, підтримка клієнтів, ринок збуту, роздрібні магазини, проводити інтерв'ю, потенційні клієнти, підходи до аналізу, відігравати домінуючу роль у, визнавати важливість, набір функцій, покласти відповідальність за щось на когось, розробити та реалізувати різні тактики

Task VII. Match the words and their definitions:

1	customer	A	a point from which goods are sold or distributed
2	<u>advertising</u>	B	the activity or profession of producing advertisements for commercial products or services
3	distribution	C	the activity of buying or selling goods in large amounts, especially in order to sell them in shops or supermarkets
4	outlet	D	the activity or profession of producing advertisements for commercial products or services
5	retail	E	a raw material or primary agricultural product that can be bought and sold; a useful or valuable thing
6	wholesaling	F	the <u>fact</u> that something <u>produces</u> or is <u>likely</u> to <u>produce</u> a <u>profit</u>
7	profitability	G	a person who buys goods or services from a shop or business
8	offspring	H	<i>the sale of goods to the public in relatively small quantities for use or consumption rather than for resale</i>
9	commodity	I	the action or process of supplying goods to retailers
10	promotion	J	a person's child or children, the product or result of

			something
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Task VIII. Match the synonyms:

1	major	A	potential customer
2	to promote	B	to carry out
3	to look for	C	intended audience
4	outlet	D	to assist
5	to conduct	E	evident
6	target audience	F	intermediary
7	prospective client	G	to seek
8	middleman	H	staff
9	apparent	I	crucial
10	personnel	J	shop

Task IX. Match the opposites:

1	to create	A	ancestor
2	producer	B	to undermine
3	to increase	C	to destroy
4	retail	D	unusual
5	to ensure	E	to decrease
6	offspring	F	connection
7	prevalent	G	wholesale
8	segmentation	H	consumer

Task X. Translate the following attributive chains:

marketing considerations, corporate policy, credit policies, product development, customer support, retail stores, target audiences, commodity analysis, mass consumer manufacturers, market research, industrial-goods sector, services sector, product development, customer service, sales representatives, customer service personnel

Task XI. Fill in the gaps with appropriate prepositions:

at, from, in, among, to, in, to, through, to, in, to, for, with, to, on, into, within, to

1. Marketing can be defined as activities that direct the flow of goods and services _____ producers _____ consumers.
2. Once primarily concerned _____ increasing sales _____ advertising and other promotional techniques, corporate marketing departments now focus _____ credit policies and product development.
3. _____ its most basic level, marketing seeks to match a company's products and services _____ customers who want access _____ those products.
4. This examination resulted _____ the development of three approaches _____ the analysis of marketing activity.
5. _____ addition _____ promotion, marketing includes a much broader set of functions, including product development, packaging, pricing, distribution, and customer service.
6. Many organizations and businesses assign responsibility _____ these marketing functions _____ a specific group of individuals _____ the organization.
7. The marketing process is divided _____ a strategic and a tactical phase.
8. The organization must distinguish _____ different groups of customers _____ the market, choose which group(s) it can serve effectively, and communicate the central benefit it offers to that group.

Task XII. Study the following noun suffixes and translate the following words from the text into Ukrainian, make your own sentences with each of them. Think of your own examples for the last four suffixes:

-er, -or	customer, partner, producer, consumer, marketer, manufacturer, researcher, manager
-ment	department, development

-y (-cy, -acy, -ty, -ity, -ancy, -ency, -ry, -y)	activity, society, profitability, commodity, personality, celebrity, policy
-ship	relationship
-ion	institution, consideration, distribution, communication, action, function, determination, examination, organization, location, relation, promotion, segmentation
-ence, -ance	audience, importance
-ee	
-ness	
-ure	
-dom	

Task XIII. Be ready to retell the text from Unit 1.

Task XIV. Watch these videos and be ready to discuss them:

<https://www.youtube.com/watch?v=vj3kIy3JpJg>

<https://www.youtube.com/watch?v=i1xz5Kv-7VY>

<https://www.youtube.com/watch?v=X1VRaiWn6R4>

Unit 2

What are the 4 Ps of Marketing?

Task I. Pre-reading discussion. Answer the questions below:

1. What are the basic principles of marketing?
2. What does marketing deal with?
3. Have you ever heard of the 4 Ps of marketing? What can they be?

Task II. Read the text *What are the 4 Ps of Marketing?* paying attention to the words in bold type:

What are the 4 Ps of Marketing?

According to Borden, the marketing mix is a **decision-making matrix** for making marketing decisions in any business. At first, the marketing mix was divided into the 4Ps. They are product, price, place, and promotion. The Four Ps collectively **make up** the essential mix a company needs **to market a product or service**. Neil Borden **popularized the idea** of the marketing mix and the concept of the Four Ps in the 1950s.

Product

Product refers to an item or items the business plans to offer to customers. The product should seek **to fulfill an absence in the market** or **fulfill consumer demand** for a greater amount of a product already available. Before they can prepare an appropriate **campaign**, marketers need to understand what product is being sold, how it **stands out from its competitors**, whether the product can also be paired with a secondary product or product line, and whether there are **substitute products** in the market.

Price

Price refers to how much the company will sell the product for. When **establishing a price**, companies must consider the unit cost price, **marketing costs**, and **distribution expenses**. Companies must also consider the price of competing products in the marketplace and whether their proposed price point is sufficient to represent a **reasonable alternative** for consumers.

Place

Place refers to the distribution of the product. Key considerations include whether the company will sell the product through a **physical storefront**, online, or through both **distribution channels**. When it's sold in a storefront, what kind of physical product placement does it get? When it's sold online, what kind of digital product placement does it get?

Promotion

Promotion, the fourth P, is the integrated marketing communications campaign. Promotion includes a variety of activities such as advertising, selling, **sales promotions**, **public relations**, **direct marketing**, **sponsorship**, and **guerrilla marketing**.

Promotions **vary** depending on what stage of the product life cycle the product is in. Marketers understand that consumers associate a product's price and distribution with its quality, and they take this into account when **devising** the overall marketing **strategy**.

Through the years, however, the 4Ps have **expanded** to the 7Ps, including more parameters that are particularly relevant for those businesses that provide services and not just products.

People

Who provides the service of your business. Every business needs to rely on **qualified, competent people to deliver services to** their customers.

Process

The standard operating procedure that your people follow to show customers exactly what they receive when they purchase your service.

Physical evidence

What **tangible benefit** your customers receive as part of your service. For instance, if you are an advertising agency, the physical evidence might be the results your campaigns provide to your clients' sales numbers.

Task III. Answer the questions to the text:

1. What is the marketing mix?

2. What is the marketing mix divided into?
3. When did the idea of the marketing mix appear?
4. What is a product?
5. What is its purpose?
6. What is price?
7. What should be considered when establishing a price?
8. What is place in terms of marketing?
9. What is promotion?
10. What does promotion include?
11. Why are people so important when providing the service of a business?
12. What is process in terms of marketing?
13. Why is physical evidence important in marketing?

Task IV. Choose whether these sentences are true or false:

1. From the very beginning, the marketing mix included 4 Ps.
2. Product refers to the price it can be sold for.
3. When establishing a price, companies must consider only the unit cost price.
4. Distribution of the product takes into account the outlet where it is sold.
5. Promotion involves only advertising and selling.
6. Promotion depends on the stage of the product life cycle.
7. Three additional parameters are more important when dealing with services.
8. Staff's qualification is one of the most important components of providing services to people.

Task V. Give Ukrainian equivalents of the following English words and phrases from the text:

to make up, to market a product, to fulfill consumer demand, to stand out from, a secondary product, product line, substitute products, the unit cost price, a

physical storefront, digital product placement, sales promotions, public relations, direct marketing, guerrilla marketing, to devise the overall marketing strategy, tangible benefit

Task VI. Give English equivalents of the following English words and phrases from the text:

матриця прийняття рішень, важливий, популяризувати ідею, компенсувати відсутність, підготувати відповідну кампанію, конкурент, встановити ціну, витрати на розповсюдження, розумна альтернатива, канали розповсюдження (збуту), прямий маркетинг, надавати послуги

Task VII. Match the words and their definitions:

1	matrix	A	to make a lot of people interested in it and able to enjoy it
2	to popularize	B	striving against one another to gain or win something
3	campaign	C	any money spent to get something; cost that businesses incur in running their operations
4	to substitute	D	differ in size, amount, degree, or nature from something else of the same general class
5	expenses	E	the publicizing of a product, organization, or venture so as to increase sales or public awareness
6	competing	F	clear and definite; real; perceptible by touch
7	storefront	G	replace (someone or something) with another
8	promotion	H	an organized course of action to achieve a goal
9	to vary	I	the environment or context in which something such as a society develops and grows
10	tangible	J	the <u>part</u> of a <u>shop</u> that <u>faces</u> the <u>road</u>

Task VIII. Match the synonyms:

1	according to	A	number
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2	essential	B	to bring into vogue
3	to popularize	C	to invent
4	demand	D	in accordance with, in compliance with
5	amount	E	adequate
6	to consider	F	crucial
7	reasonable	G	outlet
8	storefront	H	to think over
9	to devise	I	request

Task IX. Match the opposites:

1	absence	A	income
2	available	B	presence
3	appropriate	C	to keep unchanged
4	expenses	D	inexperienced
5	to vary	E	improper
6	qualified	F	limited

Task X. Translate the following attributive chains:

decision-making matrix, marketing decisions, marketing mix, consumer demand, product line, unit cost price, marketing costs, distribution expenses, proposed price point, key considerations, distribution channels, product placement, integrated marketing communications campaign, sales promotions, product life cycle

Task XI. Fill in the gaps with appropriate prepositions:

to, for, on, in, at, for, to, into, through, for

1. According to Borden, the marketing mix is a decision-making matrix _____ making marketing decisions _____ any business.
2. _____ first, the marketing mix was divided _____ the 4Ps.

3. Price refers _____ how much the company will sell the product _____.
4. _____ the years, however, the 4Ps have expanded _____ the 7Ps, including more parameters that are particularly relevant _____ those businesses that provide services and not just products.
5. Every business needs to rely _____ qualified, competent people to deliver services **to** their customers.

Task XII. Study the following adjective suffixes and translate the following words from the text into Ukrainian, make your own sentences with each of them. Think of your own examples for the last suffix:

-al	physical, digital
-ic	public
-ive	collective(ly)
-ant	relevant
-ent	competent
-ed	proposed price point, integrated marketing communications campaign, qualified people
-able, -ible	available, reasonable, tangible
-ing	marketing decisions, operating procedure, advertising agency
-ar	particular(ly)
-ful	

Task XIII. Be ready to retell the text from Unit 2.

Task XIV. Watch this video and be ready to discuss it:

<https://www.youtube.com/watch?v=Mco8vBAwOmA>

Unit 3

Types of Marketing Strategies

Task I. Pre-reading discussion. Answer the questions below:

1. What is *marketing strategy*?
2. What are the roles of marketing strategies?
3. What types of marketing strategies do you know?

Task II. Read the text *Types of Marketing Strategies* paying attention to the words in bold type:

Types of Marketing Strategies

Marketing is **comprised of** an incredibly broad and **diverse** set of strategies. The industry continues **to evolve**, and the strategies below may be better suited for some companies over others.

Traditional Marketing Strategies

Before technology and the Internet, traditional marketing was the **primary way** companies would market their goods to customers. The main types of traditional marketing strategies include:

- *Outdoor Marketing:* This **entails** public displays of advertising external to a consumer's house. This includes billboards, printed advertisements on benches, **sticker wraps** on vehicles, or advertisements on **public transit**.
- *Print Marketing:* This entails small, easily printed content that is easy to **replicate**. Traditionally, companies often mass-produced printed materials, as the printed content was the same for all customers. Today, more **flexibility** in printing processes means that materials can be differentiated.
- *Direct Marketing:* This entails **specific content** delivered to potential customers. Some print marketing content could be mailed. **Otherwise**, direct marketing mediums could include **coupons, vouchers for free goods, or pamphlets**.
- *Electronic Marketing:* This entails the use of TV and radio for advertising. Through **short bursts** of digital content, a company can **convey**

information to a customer through visual or auditory media that may **grab a viewer's attention** better than a printed form.

- *Event Marketing:* This entails attempting to gather potential customers at a specific location for the opportunity to speak with them about products or demonstrate products. This includes conferences, **trade shows**, seminars, **roadshows**, or private events.

Digital Marketing

The marketing industry has been forever changed with the introduction of digital marketing. From the early days of **pop-up ads** to targeted placements based on viewing history, there are now innovative ways companies can reach customers through digital marketing.

- *Search Engine Marketing:* This entails companies attempting to increase search traffic through two ways. First, companies can pay **search engines** for placement on result pages. Second, companies can emphasize search engine optimization (SEO) techniques to organically place high on search results.

- *E-mail Marketing:* This entails companies obtaining customer or potential customer e-mail addresses and distributing messages or newsletters. These messages can include coupons, discount opportunities, or advance notice of **upcoming sales**.

- *Social Media Marketing:* This entails building an online presence on specific social media platforms. Like search engine marketing, companies can place paid advertisements to bypass algorithms and obtain a higher chance of being seen by viewers. Otherwise, a company can attempt to organically grow by posting content, **interacting with** followers, or **uploading media** like photos and videos.

- *Affiliate Marketing:* This entails using third-party advertising **to drive customer interest**. Often, an **affiliate** that will get a commission from a sale will do affiliate marketing as the third party is **incentivized** to drive a sale for a good that is not their own original product.

- *Content Marketing:* This entails creating content, whether eBooks, infographics, video seminars, or other downloadable content. The goal is to create

a product (often free) to share information about a product, obtain customer information, and encourage customers to continue with the company beyond the content.

Task III. Answer the questions to the text:

1. What was the main way of marketing before technology and the Internet?
2. What are the main types of marketing?
3. What are the examples of public displays of advertising external to a consumer's house? What type of marketing is it?
4. What does Print Marketing involve? What is the difference between Print Marketing in the past and today?
5. What does Direct Marketing entail? What can it include?
6. What does Electronic Marketing entail? Why do visual or auditory media grab a viewer's attention better than a printed form?
7. What are the examples of Event Marketing? Why are they efficient?
8. What are the first instances of digital marketing?
9. What does Search Engine Marketing involve?
10. How does E-mail Marketing work?
11. What does Social Media Marketing entail? How does it differ from Search Engine Marketing?
12. What does Affiliate Marketing involve?
13. What does Content Marketing entail?

Task IV. Choose whether these sentences are true or false:

1. Marketing involves a limited number of strategies.
2. Traditional marketing was the main way of marketing in the past.
3. Outdoor marketing involves displaying ads using TV and radio.
4. Billboards, advertisements on benches, transport, sticker wraps on vehicles are the examples of Digital marketing.
5. In the past, printed ads were the same for all clients.

6. Ads in a printed form attract people`s attention worse than the use of TV and radio.
7. Event marketing entails building an online presence on specific social media platforms.
8. Affiliate Marketing entails sending e-mail and newsletters to potential customers.
9. Social Media Marketing entails placing paid advertisements on social media platforms.
10. Content Marketing involves creating, using content, and encouraging customers to continue with the company beyond the content.

Task V. Give Ukrainian equivalents of the following English words and phrases from the text:

public transit, easy to replicate, Otherwise, vouchers for free goods, pamphlets, short bursts of digital content, to grab a viewer's attention, trade shows, roadshows, affiliate marketing, to drive customer interest, to incentivize, downloadable content

Task VI. Give English equivalents of the following English words and phrases from the text:

складатися з, різноманітний набір стратегій, розвиватися, тягнути за собою, передавати інформацію, спливаюча реклама, пошукові системи, можливість знижок, майбутні розпродажі, платна реклама, взаємодіяти з

Task VII. Match the words and their definitions:

1	diverse	A	a large outdoor board for displaying advertisements
2	to evolve	B	a computer program that searches for documents containing a particular word or words on the Internet
3	primary	C	a small booklet or leaflet containing information or arguments about a single subject

4	billboard	D	to develop gradually
5	to replicate	E	a form of online advertising on the World Wide Web; a graphical user interface (GUI) display area, usually a small window, that suddenly appears ("pops up") in the foreground of the visual interface
6	search engine	F	showing a great deal of variety; very different
7	infographics	G	to make an exact copy of; to reproduce
8	pamphlet	H	each of a series of radio or television programmes broadcast on location from different venues; a group of people who travel around a country, for example as part of an advertising or political campaign [mainly AM]
9	roadshow	I	a visual representation of information or data, e.g. as a chart or diagram
10	pop-up ad	J	of chief importance; earliest in time or order

Task VIII. Match the synonyms:

1	billboard	A	to comprise
2	to be comprised of	B	chief
3	to evolve	C	to try
4	primary	D	to duplicate
5	to include	E	initial
6	to replicate	F	to consist of
7	to convey	G	forthcoming
8	to attempt	H	to develop
9	upcoming	I	hoarding
10	original	J	to spread

Task IX. Match the opposites:

1	diverse	A	paid
----------	---------	----------	------

2	customer	B	decline
3	flexibility	C	public
4	free	D	seller
5	private	E	similar
6	innovative	F	to decrease
7	to increase	G	traditional
8	optimization	H	stiffness

Task X. Translate the following attributive chains:

outdoor marketing, sticker wraps, print marketing, event marketing, trade shows, search engine marketing, result pages, search engine optimization techniques, search results, potential customer e-mail addresses, discount opportunities, advance notice, online presence, specific social media platforms, search engine marketing, third-party advertising, customer interest, content marketing, video seminars, customer information

Task XI. Fill in the gaps with appropriate prepositions:

through, for, on, of, with, to, with, at, to, for, on, from, by, about, to, through

1. Marketing is comprised _____ an incredibly broad and diverse set of strategies.
2. Direct Marketing entails specific content delivered _____ potential customers.
3. Direct marketing mediums could include coupons, vouchers _____ free goods, or pamphlets.
4. _____ short bursts of digital content, a company can convey information _____ a customer through visual or auditory media.
5. Event Marketing entails attempting to gather potential customers _____ a specific location _____ the opportunity to speak _____ them _____ products or demonstrate products.

6. _____ the early days of pop-up ads _____ targeted placements based _____ viewing history, there are now innovative ways companies can reach customers _____ digital marketing.

7. Social Media Marketing entails building an online presence _____ specific social media platforms.

8. A company can attempt to organically grow _____ posting content, interacting _____ followers, or uploading media like photos and videos.

Task XII. Study the following adverb suffixes and translate the following words from the text into Ukrainian, make your own sentences with each of them. Think of your own examples for the last suffixes:

-ly	incredibly, easily, traditionally, organically
-wise	
-ward (s)	

Task XIII. Be ready to retell the text from Unit 3.

Task XIV. Watch this video and be ready to discuss it:

<https://www.youtube.com/watch?v=biLOOPuAvTY>

Unit 4

Importance of Digital Marketing in the Modern World

Task I. Pre-reading discussion. Answer the questions below:

1. What is digital marketing?
2. Why has digital marketing become so popular and important nowadays?
3. What are principles of traditional marketing?
4. What are key digital marketing skills?
5. What are the current state and perspective directions of development of digital marketing in Ukraine?

Task II. Read the text *Importance of Digital Marketing in the Modern World* paying attention to the words in bold:

Importance of Digital Marketing in the Modern World

Digital marketing is the component of marketing that uses the Internet and online-based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to promote products and services. Digital marketing **involves** many of the same principles as traditional marketing and is often considered an additional way for companies **to approach consumers** and understand their behavior. Companies often combine traditional and digital marketing techniques in their strategies. But digital marketing also comes with its own **set of challenges**. Digital marketing started to become popular with the widespread adoption of the internet in the 1990s.

How Digital Marketing Works

Marketing **encompasses a wide range of techniques and media** that companies can use **to promote their products and services** to potential consumers and **improve their market share**. To be successful, it **requires a combination of advertising and sales savvy**. Professional marketers take on these

tasks either internally at individual companies or externally at marketing firms that may serve many different clients.

Companies once **focused on marketing** through print, television, and radio because that was all they had. Although those options still exist, the internet gave companies another way to reach consumers and **gave rise to** digital marketing.

The new technologies and trends **forced companies to change** their marketing strategies and rethink their budgets. Email became a popular marketing tool in the early days of digital marketing. Then the focus shifted to search engines like Netscape, which allowed businesses to tag and keyword items to get themselves noticed. The development of social platforms like Facebook made it possible for companies **to track user data** and deliver their messages to very specific audiences.

Digital Marketing Challenges

The digital world **poses special challenges** for marketers. For example, digital channels **proliferate** rapidly, and marketers have to **keep up on** them and **figure out** how to use them effectively. Marketers can also find it challenging to analyze and **make productive use of** the huge amount of data they can capture through these platforms. Perhaps most important, **consumers are increasingly inundated with** digital ads and other distractions, making it more and more **difficult to capture their attention.**

Digital marketing plays a crucial role in the modern world for several reasons:

1. **Global contact:** Due to the increasing use of **digital devices** and the internet, businesses may now contact customers anywhere in the world with digital marketing, regardless of their physical location. By reaching a wider audience, businesses may **engage with** prospective clients whenever they choose, eliminating **conventional obstacles to entering new markets.**

2. **Targeted Advertising:** Businesses may target certain demographics, interests, behaviors, and places with their advertising efforts because to digital marketing's improved targeting capabilities. By ensuring that marketing

communications are seen by the appropriate people, precision targeting raises the possibility of engagement and conversion.

3. **Cost-Effectiveness: When it comes to** expenses and returns from investments (ROI), digital marketing frequently gives more value than conventional marketing channels like print, TV, and radio. Companies of all kinds, including startups and small businesses, find digital marketing to be **an appealing alternative** since it allows them to reach a wider audience at a far lower cost.

4. **Measurable Results:** With the vast data and analytics possibilities offered by digital marketing, companies can monitor and **assess the effectiveness** of their initiatives in real time. Metrics like website traffic, click-through rates, conversion rates, engagement levels, and return on investment (ROI) give firms useful information about how effective their marketing campaigns are and help them fine-tune their tactics for better outcomes.

5. **Customer Engagement:** Digital marketing **facilitates** individualized connections and engagement by **fostering direct and interactive communication** between organizations and customers. Building relationships, **getting feedback**, and promptly attending to customer wants and preferences are all made possible for businesses by social networking platforms, email marketing, and content marketing techniques.

6. **Brand Building:** Through a variety of platforms, such as websites, social media, blogs, and online advertising, digital marketing helps firms to develop and **bolster** their online brand presence. Over time, a brand's credibility, trust, and loyalty can be built through consistent branding, interesting content, and **satisfying consumer encounters**.

7. **Adaptability and Flexibility:** Digital marketing provides flexibility and adaptation to **shifting market conditions, consumer preferences and technology breakthroughs** in the ever changing digital landscape. In the current marketplace, businesses must be able to quickly adapt their plans, **try out new approaches**, and react to changing trends in order **to remain relevant and competitive**.

8. **Accessibility:** Digital marketing creates an even playing field for organizations of all sizes, making it possible for tiny enterprises to compete more fairly with larger ones. Businesses can use their distinct advantages and products to draw in and keep clients in **fiercely competitive markets** by **utilizing the appropriate digital marketing techniques and resources**.

Task III. Answer the questions to the text:

1. How do businesses use digital marketing?
2. When did digital marketing become so popular?
3. What made companies change their marketing strategies?
4. What are the most popular marketing tools?
5. What challenges do marketers have to face?
6. Why does digital marketing play a crucial role in the modern world?
7. How do businesses benefit from reaching a wider audience?
8. How can companies assess their effectiveness?
9. How is customer engagement done?
10. How is online brand presence established?
11. Why are adaptability and flexibility so important?
12. What makes it possible for tiny enterprises to compete fairly with larger ones?

Task IV. Choose whether these sentences are true or false:

1. Digital marketing is a method for promoting your business using digital channels such as desktop computers, mobile phones, and other digital media and platforms
2. Digital marketing strategies help marketers define goals, target an audience, and develop a digital marketing plan that best reaches that audience.
3. The principles digital marketing uses are quite different from those traditional marketing involves.
4. Companies never combine traditional and digital marketing techniques in their strategies.

5. Marketing encompasses numerous techniques and media that companies can use to promote their products and services to potential consumers and improve their market share.

6. At present businesses have to change their marketing strategies and rethink their budgets under the influence of new technologies and trends.

7. Marketers can hardly find it challenging to analyze and make productive use of the huge amount of data they can capture through these platforms.

8. It's more and more challenging for consumers to deal with digital ads and other distractions.

9. Digital marketing almost never gives more value than conventional marketing channels like print, TV, and radio.

10. Due to the increasing use of digital devices and the internet businesses can cooperate with their prospective customers worldwide and eliminate traditional obstacles to enter new markets.

11. Digital marketing gives companies the vast data and analytics possibilities for assessing effectiveness of their initiatives in real time.

12. Digital marketing creates an even playing field for tiny organizations, making it possible for them to compete more fairly with each other.

Task V. Give Ukrainian equivalents of the following English words and phrases from the text:

To involve many of the same principles, to approach consumers, combine traditional and digital marketing techniques, a set of challenges to promote products and services, to focus on marketing, to encompass a wide range of techniques and media, give rise to, to force companies to change their marketing strategies, a search engine, to track user data, to deliver messages, to pose special challenges, digital challenges, to be inundated with something, to capture attention, to engage with, to eliminate conventional obstacles, to enter new markets, to raise the possibility of engagement and conversion, improved targeting capabilities, to give value, an appealing alternative, to facilitate individualized connections and

engagement, to monitor and assess the effectiveness, to foster direct and interactive communication, to get feedback, to provide flexibility and adaptation to shifting market conditions, to react to changing trends, to satisfy consumer encounters, to remain relevant and competitive, to compete fairly, fiercely competitive markets.

Task VI. Give English equivalents of the following English words and phrases from the text:

Зрозуміти поведінку користувачів, об'єднувати традиційні та цифрові методи маркетингу, охоплювати широкий спектр методів і медіа, збільшити частку ринку, залучити споживачів, взаємодіяти з потенційними клієнтами, змусити компанії змінити свої маркетингові стратегії, створювати особливі виклики, продуктивно використовувати величезну кількість даних, привернути увагу, усунути традиційні перешкоди, приваблива альтернатива, залучення клієнтів, сприяти прямому та інтерактивному спілкуванню, будувати взаємовідносини, оперативно реагувати на побажання клієнтів, розвивати та посилювати присутність свого бренду в Інтернеті, техніки контент-маркетингу, технологічні прориви, переваги споживачів, мінливі ринкові умови, залишатися актуальними й конкурентоспроможними, явні переваги, жорстка конкуренція на ринку, використовувати відповідні методи і ресурси цифрового маркетингу.

Task VII. Match the words and their definitions:

1	range	A	based on or in accordance with what is generally done or believed
2	market share	B	a set of similar things
3	challenge	C	a greater liking for one alternative over another or others
4	adaptability	D	a result or effect of an action, situation, etc., a consequence
5	outcome	E	connected with what is happening or being discussed

6	advertising	F	(the situation of being faced with) something that needs great mental or physical effort in order to be done successfully and therefore tests a person's ability
7	conventional	G	the fact of being able to be reached or obtained easily
8	relevant	H	the activity of making products or services known about and persuading people to buy them
9	accessibility	I	an ability or willingness to change in order to suit different conditions
10	preference	J	the percentage of the total revenue or sales in a market that a company's business makes up

Task VIII. Match the synonyms:

1	to figure out	A	to estimate
2	to facilitate	B	to encourage
3	to assess	C	attractive
4	relevant	D	to use
5	to foster	E	to deal with
6	appealing	F	costs
7	to utilize	G	comprehend
8	to engage with	H	traditional
9	expenses	I	appropriate
10	conventional	J	to further

Task IX. Match these verbs and nouns as they go together in the text:

1	to approach	A	market share
2	to capture	B	relationships
3	to promote	C	consumers
4	to improve	D	flexibility and adaptation
5	to enter	E	feedback
6	to build	F	effectiveness

7	to provide	G	attention
8	to get	H	clients
9	to assess	I	new markets
10	to engage with	J	products and services

Task X. Translate the following attributive chains:

Shifting market conditions, consumer preferences, desktop computers, technology breakthroughs, satisfying consumer encounters, online brand presence, website traffic, click-through rates, conversion rates, engagement levels, and return on investment, user data.

Task XI. Fill in the gaps with appropriate prepositions:

To (2), on (2), out (2), with (4), of

1. But digital marketing also comes _____ its own set of challenges.
2. Digital marketing started to become popular _____ the widespread adoption of the internet in the 1990s.
3. When it comes _____ expenses and returns from investments (ROI), digital marketing frequently gives more value than conventional marketing channels like print, TV, and radio.
4. Companies once focused _____ marketing through print, television, and radio because that was all they had.
5. In the current marketplace, businesses must be able to quickly adapt their plans, try _____ new approaches, and react to changing trends in order to remain relevant and competitive.
6. Although those options still exist, the internet gave companies another way to reach consumers and gave rise _____ digital marketing.
7. For example, digital channels proliferate rapidly, and marketers have to keep up _____ them and figure _____ how to use them effectively.
8. Marketers can also find it challenging to analyze and make productive use _____ the huge amount of data they can capture through these platforms.

9. Perhaps most important, consumers are increasingly inundated _____ digital ads and other distractions, making it more and more difficult to capture their attention.

10. By reaching a wider audience, businesses may engage _____ prospective clients whenever they choose, eliminating conventional obstacles to entering new markets.

Task XII. Fill in the blanks with a correct form of the word in brackets:

1. Judges are imposing _____ heavy fines for minor driving offences (*to increase*).

2. The minister said that industrialized countries should reduce their gluttonous _____ of oil (*to consume*).

3. Obviously as sales manager he'll be very involved in the _____ and marketing of the product (*to promote*).

4. He doesn't have the formal education as a _____, but he has great _____ ideas (*to market*).

5. The government has been encouraging _____ to opt out of the state pension scheme (*individual*).

6. Has the news been _____ to the staff yet? (*to communicate*)

7. She had the _____ of knowing that she'd done everything she could (*to satisfy*).

8. The two sisters have always been _____, but they're also very supportive of each other (*to compete*).

9. She saw an _____ asking for volunteers to take part in a study (*to advertise*).

10. In order to turn the deserts into fertile and _____ land, engineers built an 800-mile canal (*to produce*).

Task XIII. Be ready to retell the text from Unit 4.

Task XIV. Watch this video and be ready to discuss it:

<https://www.youtube.com/watch?v=bixR-KIJKYM>

Unit 5

Content Marketing – Types, Benefits, Purposes

Task I. Pre-reading discussion. Answer the questions below:

1. What is content marketing?
2. What is the value of content marketing?
3. What is the top challenge in content marketing?
4. What is the most popular type in content marketing?
5. What is the role of the SEO in content marketing?

Task II. Read the text *Content Marketing – Types, Benefits, Purposes* paying attention to the words in bold:

What is content marketing?

Content marketing is the creation and strategic distribution of thought leadership and instructive materials that educate and interest the audience. Content marketing **assets** come in four basic forms – written, audio, video, and image. Most businesses use several forms of content **to engage with their audiences** across platforms like social media, websites, and ads.

Content marketing is a great way **to improve brand awareness** and **build trust** with customers. Once trust has been established, customers are typically more open to engaging with product- and feature-specific content like demos, reviews, and brochures. With a strong content marketing function in place, high-tech buyers effectively sell themselves. Sales reps then take on a more consultative role, helping **to improve brand awareness** work through challenging use cases and product questions.

The benefits of content marketing

A well-run content marketing program can **deliver many benefits** for high-tech companies, including:

- **Demonstrating credibility** by sharing thought leadership on relevant topics

- **Improving SEO** by **highlighting trending topics** in the industry
- **Sparking curiosity** that leads prospects to seek out product demos
- **Retaining customers** and **improving brand loyalty**
- **Fine-tuning messaging** to suit current market conditions
- **Decreasing marketing costs** to improve ROI
- **Retaining customers** and **building brand loyalty**

Types of content marketing

Blogs

Blogs are written resources that businesses use **to promote their products, discuss trending topics**, or demonstrate thought leadership. Most businesses publish blogs for their own websites, but it's also common to create guest blogs for other websites as a link-building opportunity. While blogs are primarily text-based, businesses will often create custom images and videos for their blogs to increase reader engagement. Blogging is a beneficial addition to any content marketing strategy because it's **affordable** to produce, search engine-friendly, and simpler to create than multimedia like video.

Video

Whether it's on your website or on a platform like TikTok or YouTube, video allows brands to communicate complex ideas and feelings with their audience in just a few seconds. Smartphones have made it more affordable to create branded videos quickly, all while increasing the quality of content through visuals, music, and voiceovers.

Podcasts

Podcast content marketing allows businesses **to reach out to niche audiences** through the power of audio-first content. Businesses can create a podcast of their own or star as guests on other podcasts in their industry to connect with more potential customers. In a branded podcast, businesses primarily **offer solutions** to **audience pain points**, but they also frequently feature customer stories, industry trends, case studies, and other narratives that create an emotional connection with their listeners.

Social media

Social media is a **beneficial** form of content marketing that helps businesses **socialize and engage with customers** wherever they are. Instead of trying to engage with shoppers via email or your website, you can **share updates and fun content** on social media **to engage your target audience**. This makes it possible for your followers to share your content and hopefully help your business **go viral** with greater reach.

Infographics

Infographics are a type of content marketing that compiles interesting statistics and facts into a pleasing visual format. Infographics are a mainstay of B2B content marketing, but they are useful in some B2C applications, especially for sharing instructions or product features. Often, businesses take existing content, like **niche audiences**, and transform its niche audiences into an easily digestible infographic.

How does content marketing work?

The purpose of content marketing is **to deepen relationships** and solve problems, so every content marketing strategy should address the three stages of content marketing.

1. Awareness. This is when customers **become aware of** an issue or a problem they have. At this stage, content marketing should **focus on** customer needs and pain points without overly promoting your solutions or products.

2. Consideration. In this stage, your audience knows they have a problem and begins looking for solutions. Businesses should still **deliver value** with their content marketing at this stage, but they can now add a few well-placed promotions within the content.

3. Decision. In the decision stage, your audience decides whether they're going to choose your solution or not. This is the stage when your content marketing should lean more heavily into sales-related content.

The Purposes of Content Marketing

A content marketing strategy is a **multi-purpose tool**. The following are four of the top purposes of content marketing:

1. Entertain Your Audience

Brands use different formats of content marketing **to entertain their audience**. Entertaining yet **relevant** content captures the viewer's attention and interest and effectively retains the same. By doing this, businesses can create a relationship with the consumers and **guide them towards your business goals**.

2. Inspire Your Audience

Relevant and intriguing content helps businesses connect with the audience emotionally, and **inspires consumers to move forward** in the purchasing process. Content such as online reviews, testimonials and celebrity endorsements allow businesses **to communicate with prospects** on an emotional level and push them towards a favourable purchase decision.

3. Educate Your Audience

The main **objective** of online content marketing is to educate the audience about the products, services, promotions, news and other important information regarding your brand. Effective content should be able to help the target audience learn about your brand in order to gain interest in making a purchase.

4. Convince Your Audience

Apart from entertaining, inspiring and educating the target audience, content marketing **aims to** influence buyers. Content with **key facts** and stats helps businesses convince their audience about a specific subject which will encourage the prospect **to make a purchase**.

Task III. Answer the questions to the text:

1. What are assets in content marketing?
2. What are the benefits of content marketing?
3. Why is blogging a beneficial addition to any content marketing strategy?
4. How can businesses benefit from using podcast content marketing?
5. What is the purpose of infographics?
6. What is the advantage of using social media in content marketing?
7. What is the purpose of content marketing?
8. Why do brands use different formats of content marketing?

9. What are three stages of content marketing?
10. Why is it important to entertain the audience?
11. How does relevant and intriguing content help businesses?
12. Why is an educational objective so important?

Task IV. Choose whether these sentences are true or false:

1. Content marketing assets come in four basic forms and businesses can use different forms of content to cooperate with the audience.
2. Content marketing is a great way to educate and interest the audience but it can't be used to establish trust with customers.
3. A well-run content marketing program can bring numerous benefits for high-tech companies.
4. It's quite uncommon for businesses to create guest blogs for other websites as a link-building opportunity.
5. Blogging is a beneficial addition to any content marketing strategy because it's not expensive.
6. Modern gadgets have sped up the process of branded videos creation and have increased its cost-effectiveness.
7. Podcast content marketing allows businesses to reach out to all sorts of audiences through the power of audio-first content.
8. Infographics are a type of content marketing that compiles different kinds of charts and graphs, interesting statistics, videos and maximum text to give an easy-to-understand overview of a topic.
9. The first stage of content marketing is about understanding an issue or a problem.
10. Brands use different formats of content marketing to capture the viewer's attention and interest and effectively retain it.
11. Relevant and intriguing content helps businesses connect with the audience reasonably, without emotions.
12. The target audience should be persuaded about a specific subject to be ready to make a purchase.

Task V. Give Ukrainian equivalents of the following English words and phrases from the text:

Content marketing assets, to engage with audiences, to deliver benefits, a consultative role, to demonstrate thought leadership, to improve brand awareness (loyalty), to highlight trending topics, to increase reader engagement, to promote products, to reach out to niche audiences, to decrease marketing costs, audience pain points, prospective customers, to share updates and fun content, a beneficial addition, to socialize and engage with customers, a multi-purpose tool, to deepen relationships, to guide consumers towards business goals, to inspire consumers to move forward, an easily digestible infographic, to gain interest in making a purchase, to retain customers, a link-building opportunity, sales-related content, effective content.

Task VI. Give English equivalents of the following English words and phrases from the text:

Стратегічний розподіл, будувати довіру з клієнтами, добре керована програма контент-маркетингу, викликати цікавість, обговорювати актуальні теми, створювати гостьові блоги, бути побудованим переважно на текстовій інформації, підвищити якість контенту, опубліковувати історії клієнтів, створити емоційний зв'язок зі слухачами, вигідна форма контент-маркетингу, стати вірусним із більшим охопленням, зосереджувати увагу на потребах клієнтів, створювати цінність за допомогою контент-маркетингу, спілкуватися з потенційними клієнтами, будувати взаємовідносини з користувачами, усвідомлювати проблему, вигідне рішення про покупку.

Task VII. Match the words and their definitions:

1	brand awareness	A	inexpensive; reasonably priced
2	asset	B	the <u>particular group of people</u> to which an <u>advertisement, a product, a website or a television or radio programme is directed</u>
3	credibility	C	a <u>useful or valuable quality, skill, or person</u>

4	beneficial	D	fill (someone) with the urge or ability to do or feel something, especially to do something creative
5	target audience	E	persistent or recurring problems a business's ideal customers face that can be addressed through products, services, and customer experiences
6	a purchase	F	a thing aimed at or sought; a goal
7	to inspire	G	the extent to which consumers are familiar with the qualities or image of a particular brand of goods or services
8	affordable	H	the action of buying something
9	an objective	I	the quality of being trusted and believed in
10	pain points	J	helpful, useful or good

Task VIII. Match the synonyms:

1	a benefit	A	to affect
2	to increase	B	to arrange
3	relevant	C	fascinating
4	to influence	D	to support
5	to be aware of	E	appropriate
6	to compile	F	to keep
7	intriguing	G	an advantage
8	to promote	H	to know
9	to retain	I	to raise

Task IX. Match these verbs and nouns as they go together in the text:

1	to highlight	A	brand loyalty
2	to spark	B	updates and fun content
3	to decrease	C	interesting statistics and facts
4	to build	D	trending topics
5	to offer	E	value
6	to share	F	the audience
7	to compile	G	curiosity
8	to deliver	H	customers
9	to entertain	I	solutions
10	to inspire	J	marketing costs

Task X. Translate the following attributive chains:

Brand awareness, a well-run content marketing program, a link-building opportunity, product- and feature-specific content, customer stories, industry

trends, case studies, key facts, target audience, pain points, a favourable purchase decision, a multi-purpose tool, niche audiences, product features, reader engagement, customer needs, sales-related content, business goals, testimonials and celebrity endorsements.

Task XI. Fill in the gaps with appropriate prepositions:

With (4), on (3), through, of (2), out, for, into, forward, towards (2), about, in.

1. Most businesses use several forms of content to engage _____ their audiences across platforms like social media, websites, and ads.

2. Sales reps then take _____ a more consultative role, helping to improve brand awareness work _____ challenging use cases and product questions.

3. Instead _____ trying to engage _____ shoppers via email or your website, you can share updates and fun content _____ social media to engage your target audience.

4. Podcast content marketing allows businesses to reach _____ to niche audiences through the power of audio-first content.

5. This makes it possible for your followers to share your content and hopefully help your business go viral _____ greater reach.

6. At this stage, content marketing should focus _____ customer needs and pain points without overly promoting your solutions or products.

7. In this stage, your audience knows they have a problem and begins looking _____ solutions.

8. This is when customers become aware _____ an issue or a problem they have.

9. This is the stage when your content marketing should lean more heavily _____ sales-related content.

10. Relevant and intriguing content helps businesses connect with the audience emotionally, and inspires consumers to move _____ in the purchasing process.

11. By doing this, businesses can create a relationship _____ the consumers and guide them _____ your business goals.

12. Content such as online reviews, testimonials and celebrity endorsements allow businesses to communicate with prospects on an emotional level and push them _____ a favourable purchase decision.

13. Effective content should be able to help the target audience learn _____ your brand in order to gain interest _____ making a purchase.

Task XII. Fill in the blanks with a correct form of the word in brackets:

1. At least 100 publications, from newspapers to scientific journals, come into the building daily, and the editors' scissors and _____ are never idle (*to highlight*).

2. Both these organizations have improved staff _____ by paying great attention to office design (to retain).

3. The company has strong _____ and accountability up and down the line (to lead).

4. He's a gentleman, extremely charming and _____ (to engage).

5. Most supermarkets sell _____ goods such as Heinz ketchup or Kellogg's cornflakes as well as own-brand goods (to brand).

6. It may be fairly cheap to buy, but you've got to take into _____ the money you'll spend on repairs (to consider).

7. New media includes new methods of content _____ such as internet streaming (to deliver).

8. This opportunity will allow people to gain _____ experience (to value).

9. Africa has long been a source of _____ **for** his painting (to inspire).

10. The listeners were all greatly _____ in the lecture (to interest).

Task XIII. Be ready to retell the text from Unit 5.

Task XIV. Watch this video and be ready to discuss it:

<https://www.youtube.com/watch?v=CdU-nT2qS2Y>

Unit 6

E-Mail Marketing

Task I. Pre-reading discussion. Answer the questions below:

1. What is the e-mail marketing?
2. What is the biggest challenge about the e-mail marketing?
3. What problems does e-mail marketing solve?
4. What makes the e-mail marketing successful?
5. What is the main goal of the e-mail marketing?

Task II. Read the text *E-mail Marketing* paying attention to the words in bold:

E-Mail Marketing

Email marketing is a **powerful marketing channel**, a form of direct marketing as well as digital marketing, that uses email to promote your business's products or services. It can help make your customers **aware of** your latest items or offers by integrating it into your marketing automation efforts. It can also play a **pivotal role** in your marketing strategy with lead generation, **brand awareness**, building relationships or **keeping customers engaged** between purchases through different types of marketing emails.

Advantages of email marketing

Email marketing can help you **build a relationship** with your audience while also driving traffic to your blog, social media, or anywhere else you'd like folks to visit. You can even segment your emails and **target users** by demographic so you are only sending people the messages they want to see most. Email marketing also allows you to run A/B tests of a subject line or call to action to identify the best performing message by using email marketing software that can also be configured to easily send out emails.

Disadvantages of email marketing

While email marketing seems like the perfect way **to reach out to customers**, create new prospects, and **grow important business relationships**, there are some drawbacks. Here are some of the significant downsides to email marketing campaigns.

- **Spam.** It seems like our inboxes are filled with **worthless information**. «Lose 25 pounds in two weeks», «Click here for a big discount». We all get them and nearly instantly hit delete. In addition, we never even see many of these emails because they end up in our junk or spam folders. Unless you are actively **avoiding spam filters**, these are messages are often just **a waste of time** for the company that sent them.

- **Size.** If your email is too large, it might take a long time to load – or even not load at all. In that time, it takes to download, a potential customer has just lost interest, costing your business.

- **Competition.** Disadvantages aside, email marketing is a popular form of marketing, which means that your email isn't going to be the only one flooding users' inboxes. This means that **to stand out from competitors**, you might need to invest in strong copywriters or **offer additional promotions to capture your audience's attention**.

- **Engagement.** Frequently, a customer sees an ad and signs up for emails based on that one instance or offer. They may or may not use it. In any case, they are now in **the clients' database**, but that doesn't mean they will keep opening up your emails and clicking through to your site. You have to continuously find ways **to engage your audience**, or you might find yourself with high unopened rates or a lot of people unsubscribing.

- **Design.** Today, you can **access an email across a range of devices**, such as phones, tablets, and computers. This means that unless you are designing an email for each platform, your customers might see a less than ideal version of your email. Email marketers don't know what type of operating system the recipient is using. In many cases, what was once **a visually appealing email**, can have odd breaks, missing visuals, and logos. These are annoying to the recipient

and are quickly deleted – especially if the recipient mistakes it for spam or a scam. These emails are hard to be read in most cases and are **of very little value**.

- **Cost.** While many email services purport to be free, many still **charge fees** for additional actions such as adding images or exceeding a word count. Make sure that you know exactly what the guidelines are for free emails or understand what additional charges you may incur. When you have someone design an email template, help build a database of relevant contacts, and the dissemination of the email may start stressing the budget.

Email marketing types and examples

There are many different types of email marketing. Each one serves a different purpose and takes a different avenue to engage with your audience. We are going to look at some of the many different types, so you can create the best email marketing campaign for your company.

Welcome emails

This type of email welcomes customers and **encourages** them to learn more about your product or service. They often **offer a trial** or other bonus. It is used to introduce a potential new customer to the business.

Newsletter emails

Newsletter emails are very popular, and they often **highlight new products and services**. They may also include articles, blogs, and customer reviews. Usually, there will be a call to action to move the reader to do something, whether that is reading a new blog post or checking out a new product.

Lead nurturing emails

This type of email targets a specific audience through a series of emails in the hope of eventually converting them. Typically, lead nurturing emails focus on a group that is interested in a specific product or service and then build their interest through more emails that offer additional information or **relevant promotions**. The goal is **to push users** from the consideration stage to the purchasing stage.

Confirmation emails

Those that have recently signed up for emails or newsletters, or have purchased an item online for the first time may get a confirmation email. This

ensures the prospect that the information has been received and they are on the list to receive additional information. These are also a way to let users know that their purchase has been received or that their sign-up was successful and can include more actions for them to take.

Dedicated emails

If you want to reach out to only a portion of your email list, this is called a dedicated email. Its list may be based on recent purchases, inactive clients, new members, and other specific types of criteria.

Invite emails

These types of emails often announce **upcoming events, new product launches** and seminars. Most companies use these types of emails when there is something special going on **to gain attention** and **increase awareness** about special events.

Promotional emails

These types of marketing emails are very common and tend to be generic and go out to a large audience. They are usually used **to maintain awareness** and may **tease new products and services**.

Survey email

Feedback from customers is one of the best tools for a business. Sending out these emails communicates to your customers that you **value their opinion** and want to create an experience, product, or whatever you're offering that they'll enjoy. Businesses can also take the feedback from these surveys and apply them to their offerings, creating what is hopefully a better product.

Seasonal marketing emails

Many companies **take advantage of** the holiday season or special occasions **to reach out to their customers and prospects** with information on **upcoming sales** and promotions. They are often tied to holidays like Christmas, Valentine's Day, Mother's, and Father's Day.

Task III. Answer the questions to the text:

1. What are advantages of the e-mail marketing?

2. Why is spam regarded as one of the drawbacks of the e-mail marketing?
3. Why does the size matter?
4. What should businesses do to stand out from their competitors?
5. Why is it important for businesses to constantly find ways to engage the audience?
6. What can annoy the recipient having to access an email across a range of devices?
7. What can email services charge fees for?
8. What is the purpose of sending welcome emails?
9. What is the target audience of lead nurturing emails?
10. What does a confirmation email do?
11. What does an invite email announce about?
12. What type of marketing emails is sent with the purpose to communicate to the customers that the business values their opinion?

Task IV. Choose whether these sentences are true or false:

1. Email marketing is a powerful marketing channel to promote business's products or services, to create brand awareness and keep customers engaged.
2. The email marketing allows companies to identify the best performing message by using email marketing software.
3. The email marketing is the perfect way to reach out to customers, create new prospects, and grow important business relationships.
4. If an email is not too large, it might take a long time to load – or even not load at all.
5. Strong copywriters or additional promotions can make the business more competitive.
6. Rarely, a customer sees an ad and signs up for emails based on that one instance or offer.

7. When customers are in the clients' database of the company, it means that they will keep opening up your emails and clicking through to your site.
8. Designing an email template, support in building a database of relevant contacts, and the dissemination of the email may require additional charges.
9. Frequently welcome emails offer trials to customers.
10. Newsletter emails are used to push users from the consideration stage to the purchasing stage.
11. Those that have recently signed up for emails or newsletters, or have purchased an item online for the first time may get a dedicated email.
12. Many companies benefit from the holiday season or special occasions to reach out to their customers and prospects with information on upcoming sales and promotions.

Task V. Give Ukrainian equivalents of the following English words and phrases from the text:

A powerful marketing channel, to make customers aware of, brand awareness, to keep customers engaged, to build a relationship, target users, to reach out to customers, to grow important business relationships, to avoid spam filters, worthless information, a waste of time, to stand out from competitors, to offer additional promotions, to capture the audience's attention, the client's database, to engage the audience, to access an email, a range of devices, a visually appealing email, to be of very little value, charge fees, to offer a trial, to highlight new products and services, relevant promotions, to push users from the consideration stage to the purchasing stage, upcoming events, to increase awareness, to tease new products and services.

Task VI. Give English equivalents of the following English words and phrases from the text:

Ключова роль, залучення трафіку до блогу та соціальних медіа, переваги та недоліки email-маркетингу, папки спаму, сегментувати

електронні листи, дратувати одержувача, розробляти електронну пошту для кожної платформи, претендувати на безкоштовність, бути зацікавленим в певному продукті або послугі, переповнювати вхідні повідомлення користувачів, додаткові витрати, запуск нових продуктів, використовувати інший шлях взаємодії з аудиторією, відгуки клієнтів, привернути увагу, майбутні події, підтримувати обізнаність, охопити поточних і потенційних клієнтів.

Task VII. Match the words and their definitions:

1	brand awareness	A	demand (an amount) as a price for a service rendered or goods supplied.
2	advantage	B	information about reactions to a product, a person's performance of a task, etc. which is used as a basis for improvement
3	promotion	C	the activity or condition of striving to gain or win something by defeating or establishing superiority over others
4	to charge	D	a structured set of data held in a computer, especially one that is accessible in various ways
5	competition	E	a piece of software which is designed to identify emails that attackers or marketers use to send unwanted or dangerous content
6	a purchase	F	a condition or circumstance that puts one in a favorable or superior position.
7	powerful	G	the extent to which consumers are familiar with the qualities or image of a particular brand of goods or services
8	spam filters	H	the action of buying something
9	feedback	I	the publicizing of a product, organization, or venture so as to increase sales or public awareness
10	a database	J	having control and influence over people and events, having or producing great force or energy

Task VIII. Match the synonyms:

1	an advantage	A	introduction
2	a disadvantage	B	selection
3	pivotal	C	engaging
4	a device	D	to attract

5	appealing	E	a drawback
6	a fee	F	future
7	a range	G	crucial
8	to capture	H	a gadget
9	upcoming	I	a benefit
10	launch	J	payment

Task IX. Match these verbs and nouns as they go together in the text:

1	to gain	A	a trial
2	to maintain	B	an email
3	to push	C	the best performing message
4	to offer	D	the recipient
5	to charge	E	attention
6	to access	F	new products and services
7	to identify	G	the budget
8	to annoy	H	awareness
9	to stress	I	fees
10	to highlight	J	users

Task X. Translate the following attributive chains:

Marketing automation efforts, brand awareness, spam filters, a subject line, email marketers, business relationships, customer reviews, consideration stage, new product launches, a confirmation email, a holiday season, a survey email.

Task XI. Fill in the gaps with appropriate prepositions:

Of (4), into, at, on, out (3), to (2), with (2), in, from

1. It can help make your customers aware _____ your latest items or offers by integrating it _____ your marketing automation efforts.
2. While email marketing seems like the perfect way to reach _____ customers, create new prospects, and grow important business relationships, there are some drawbacks.
3. It seems like our inboxes are filled _____ worthless information.
4. Unless you are actively avoiding spam filters, these are messages are often just a waste _____ time for the company that sent them.

5. This means that to stand _____ from competitors, you might need to invest _____ strong copywriters or offer additional promotions to capture your audience's attention.
6. These emails are hard to be read in most cases and are _____ very little value.
7. We are going to look _____ some of the many different types, so you can create the best email marketing campaign for your company.
8. The goal is to push users _____ the consideration stage _____ the purchasing stage.
9. Most companies use these types of emails when there is something special going _____ to gain attention and increase awareness about special events.
10. Many companies take advantage _____ the holiday season or special occasions to reach _____ to their customers and prospects _____ information on upcoming sales and promotions.

Task XII. Translate the following derivatives:

to apply, application, applied, applying, applicant;

to market, marketing, a marketer, marketable, marketability, marketplace;

to compete, competing, competition, a competitor, competitiveness, competitive;

to engage, engaging, engaged, engagement, an engager;

to promote, promoted, promoting, promotion, a promoter, promotional;

to invest, invested, investing, an investor, investment;

Task XIII. Be ready to retell the text from Unit 6.

Task XIV. Watch this video and be ready to discuss it:

<https://www.youtube.com/watch?v=l4dnV4r-2LQ>

PART II. TEXTS FOR ADDITIONAL READING

Text 1

Spam

Although [e-mail](#) is the most common means of transmitting spam, [blogs](#), social networking sites, newsgroups, and [cellular telephones](#) are also targeted. Viewed with widespread [disdain](#), spam nonetheless remains a popular [marketing](#) tool because the distribution cost is virtually free and accountability levels for spamming are typically very low. Experts estimate that spam [constitutes](#) roughly 50 percent of the e-mail circulating on the [Internet](#).

The origin of spam dates to 1978, when Gary Thuerk, a marketing manager for the now defunct computer company [Digital Equipment Corporation](#), sent out an unsolicited mass e-mail promoting his firm's computer products. Sent to hundreds of computers over [ARPANET](#) (a [precursor](#) to the Internet), Thuerk's message immediately provoked ire among the recipients and a reprimand from the network's administrators. Thuerk's e-mail is now widely credited as the first example of spam, although the term was not used to refer to unsolicited mass e-mails until many years later. (The inspiration for using the term is believed to be a 1970s *Monty Python's Flying Circus* television sketch in which a group of Vikings sing a chorus about Spam, a processed meat product, that drowns out all other conversation at a restaurant.)

The commercial potential of [spam](#) grew along with the popularity of the Internet. In 1994 American lawyers Laurence Canter and Martha Siegel flooded [Usenet](#)'s discussion groups with a message offering legal services to immigrants who were applying for U.S. green cards. The mass posting provoked outrage, but the tactic brought in more than \$100,000 in revenue, and the modern spam industry was born.

Unlike traditional «junk mail», which has a postage cost associated with it, spam is nearly free for perpetrators – it typically costs the same to send 10 messages as it does to send 10 million. Initially, most spam featured unsolicited offers from businesses that made no attempt to hide their identity. Eventually,

spammers (those who send spam) went underground and began to hide their identity and location, and the content of spam became more [nefarious](#), often [advertising pornography](#) or promoting various scams. In addition to offensive content, spam may contain viruses and [malicious](#) software ([malware](#)) that can invade a recipient's computer, allowing spammers to gain remote access to the computer. Compromised computers (called [zombies](#)) can be linked together to form a network of computers (called a [botnet](#)) that is surreptitiously controlled by the spammer and used to distribute spam or to commit a variety of [cybercrimes](#).

Some jurisdictions have taken legal action against spammers. However, lack of consistent international legal standards and the desire to protect free speech make legislative solutions difficult. Filtering software is used to block much of the spam that is sent, although spammers have become [adept](#) at coming up with new techniques to bypass security filters, making it necessary for filtering software to constantly evolve.

*(This article was most recently revised and updated by Adam Augustyn
Encyclopedia of Britannica)*

Text 2

Digital Activism

Digital activism is considered as a form of activism that uses the Internet and digital media as key platforms for mass mobilization and political action. From the early experiments of the 1980s to the modern «smart mobs» and blogs, activists and computer specialists have approached digital networks as a channel for action. Initially, online activists used the Internet as a medium for information distribution, given its capacity to reach massive audiences across borders instantaneously. A more-developed undertaking of digital activism used the World Wide Web as a site of protest that mirrors and amplifies off-line demonstrations. Some forms of digital activism are e-mail and social-media campaigning, virtual sit-ins, and «hacktivism» (disrupting Web sites).

Digital activism has proved to be a powerful means of grassroots political mobilization and provides new ways to engage protesters. Additionally, online actions can be important in countries where public spaces are highly regulated or

are under military control. In such cases, online actions are a better option than possibly physically dangerous «live» actions. Online protest also can be used against transnational institutions. Although much digital activism falls into the category of electronic civil disobedience, some activists ask that such online political gestures always represent a communal interest and not an individual agenda and that their motifs and agents be public knowledge so as to dissociate them from acts of cyberterrorism or criminal hacking.

Different digital tactics entail diverse uses of electronic networks. Text-based practices include e-mail campaigns, text messaging, Web postings, and online petitions to advocate for a specific cause. In Web defacing or cybergraffiti, a more-complex text-based online practice, hacktivists alter the home page of an organization.

More-performative actions, such as virtual sit-ins and e-mail bombs, provoke a concrete disruption of the servers' functionality through the concerted action of participants around the world. Virtual sit-ins are a form of online demonstration in which a networked community gathers on one or several sites to carry out an act of digital dissent. The action is undertaken through a Web-based program that sends repetitive requests to the targeted Web pages. The protesters' automated «clickings», simultaneously enacted from multiple computers around the world, provoke such an excess of traffic that the targeted site's server is unable to handle it. By clogging the bandwidth, the action slows down the site and eventually causes it to shut down.

*(Marcela A. Fuentes
Encyclopedia of Britannica)*

Text 3

Social Media

Social media is a form of mass media communications on the Internet (such as on websites for social networking and microblogging) through which users share information, ideas, personal messages, and other content (such as videos). Social networking and social media are overlapping concepts, but social networking is usually understood as users building communities among themselves

while social media is more about using social networking sites and related platforms to build an audience.

The earliest forms of social media appeared almost as soon as technology could support them. E-mail and chat programs debuted in the early 1970s, but persistent communities did not surface until the creation of the discussion group network USENET in 1979. USENET allowed users to post and receive messages within subject areas called newsgroups. USENET and other discussion forums, such as privately hosted bulletin board systems (BBSs), enabled individuals to interact, but each was essentially a closed system. With the release in 1993 of the Mosaic web browser, those systems were joined with an easy-to-use graphical interface. The architecture of the World Wide Web made it possible to navigate from one site to another with a click, and faster Internet connections allowed for more multimedia content than could be found in the text-heavy newsgroups.

The first companies to create social networks based on web technology were Classmates.com and SixDegrees.com. Classmates.com, founded in 1995, used an aggressive pop-up advertising campaign to draw web surfers to its site. It based its social network on the existing connection between members of high-school and college graduating classes, armed service branches, and workplaces. SixDegrees.com was the first true social networking site. It was launched in 1997 with most of the features that would come to characterize such sites: members could create profiles for themselves, maintain lists of friends, and contact one another through the site's private messaging system. SixDegrees.com claimed to have attracted more than three million users by 2000, but it failed to translate those numbers into revenue and collapsed with countless other dot-coms when the «bubble» burst that year for shares of e-commerce companies.

Nevertheless, social media sites became popular in the early 21st century. Social networks such as Friendster and MySpace emerged that allowed family members, friends, and acquaintances to connect online. Those two sites were eventually supplanted by Facebook, which became one of the world's most popular social media sites with billions of users worldwide. Other forms of social media emerged for the sharing of specific types of content. For example, YouTube

allows users to share videos, and TikTok is specifically designed for the sharing of short videos. LinkedIn emphasizes a user's professional connections, where users create pages similar in structure to résumés.

Concerns over the possible negative effects of social media are also growing in tandem with the burgeoning technology. For example, some observers suggest that social media sites spur greater *schadenfreude*—the emotional experience of pleasure in response to another's misfortune—perhaps as a result of the dehumanization that occurs when interacting through screens on computers and mobile devices. Some studies also suggest a strong tie between heavy social media use and increased depression, anxiety, loneliness, suicidal tendencies, and feelings of inadequacy. During his second tenure as U.S. surgeon general, Vivek Murthy raised concerns about social media's impact on children and in 2024 he suggested mandated warning labels on social media sites.

*(This article was most recently revised and updated by Charles Preston.
Encyclopedia of Britannica)*

Text 4

Advertising

Advertising can be defined as the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised. Most advertising involves promoting a good that is for sale, often through brand marketing, but similar methods are used to encourage people to drive safely, to support various charities, or to vote for political candidates, among many other examples. In many countries advertising is the most important source of income for the media (e.g., newspapers, magazines, or television stations) through which it is conducted. In the noncommunist world advertising has become a large and important service industry.

In the ancient and medieval world such advertising as existed was conducted by word of mouth. The first step toward modern advertising came with the development of printing in the 15th and 16th centuries. In the 17th century weekly

newspapers in London began to carry advertisements, and by the 18th century such advertising was flourishing.

The great expansion of business in the 19th century was accompanied by the growth of an advertising industry; it was that century, primarily in the United States, that saw the establishment of advertising agencies. The first agencies were, in essence, brokers for space in newspapers. But by the early 20th century agencies became involved in producing the advertising message itself, including copy and artwork, and by the 1920s agencies had come into being that could plan and execute complete advertising campaigns, from initial research to copy preparation to placement in various media.

Advertising developed in a variety of media. Perhaps the most basic was the newspaper, offering advertisers large circulations, a readership located close to the advertiser's place of business, and the opportunity to alter their advertisements on a frequent and regular basis. Magazines, the other chief print medium, may be of general interest or they may be aimed at specific audiences (such as people interested in outdoor sports or computers or literature) and offer the manufacturers of products of particular interest to such people the chance to make contact with their most likely customers. Many national magazines publish regional editions, permitting a more selective targeting of advertisements. In Western industrial nations television and radio became the most pervasive media. Although in some countries radio and television are state-run and accept no advertising, in others advertisers are able to buy short «spots» of time, usually a minute or less in duration. Advertising spots are broadcast between or during regular programs, at moments sometimes specified by the advertiser and sometimes left up to the broadcaster. For advertisers the most important facts about a given television or radio program are the size and composition of its audience. The size of the audience determines the amount of money the broadcaster can charge an advertiser, and the composition of the audience determines the advertiser's choice as to when a certain message, directed at a certain segment of the public, should be run. The other advertising media include direct mail, which can make a highly detailed and personalized appeal; outdoor billboards and posters; transit

advertising, which can reach the millions of users of mass-transit systems; and miscellaneous media, including dealer displays and promotional items such as matchbooks or calendars.

In the 21st century, with an intensely competitive consumer market, advertisers increasingly used digital technology to call greater attention to products. In 2009, for example, the world's first video advertisements to be embedded in a print publication appeared in Entertainment Weekly magazine. The thin battery-powered screen implanted in the page could store up to 40 minutes of video via chip technology and automatically began to play when the reader opened the page.

For an advertisement to be effective, its production and placement must be based on a knowledge of the public and a skilled use of the media. Advertising agencies serve to orchestrate complex campaigns whose strategies of media use are based on research into consumer behaviour and demographic analysis of the market area. A strategy will combine creativity in the production of the advertising messages with canny scheduling and placement, so that the messages are seen by, and will have an effect on, the people the advertiser most wants to address. Given a fixed budget, advertisers face a basic choice: they can have their message seen or heard by many people fewer times, or by fewer people many times. This and other strategic decisions are made in light of tests of the effectiveness of advertising campaigns.

There is no dispute over the power of advertising to inform consumers of what products are available. In a free-market economy effective advertising is essential to a company's survival, for unless consumers know about a company's product they are unlikely to buy it. In criticism of advertising it has been argued that the consumer must pay for the cost of advertising in the form of higher prices for goods; against this point it is argued that advertising enables goods to be mass marketed, thereby bringing prices down. It has been argued that the cost of major advertising campaigns is such that few firms can afford them, thus helping these firms to dominate the market; on the other hand, whereas smaller firms may not be able to compete with larger ones at a national level, advertising at the local level or

online enables them to hold their own. Finally, it has been argued that advertisers exercise an undue influence over the regular contents of the media they employ – the editorial stance of a newspaper or the subject of a television show. In response it has been pointed out that such influence is counteracted, at least in the case of financially strong media firms, by the advertiser's reliance on the media to convey a message; any compromise of the integrity of a media firm might result in a smaller audience for the advertising.

(Encyclopedia of Britannica)

ЛІТЕРАТУРА

1. <https://www.investopedia.com/terms/m/marketing.asp>
2. <https://www.britannica.com/money/marketing>
3. <https://business.adobe.com/blog/basics/content-marketing>
4. <https://mailchimp.com/marketing-glossary/email-marketing/>

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