

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
НАЦІОНАЛЬНИЙ ТЕХНІЧНИЙ УНІВЕРСИТЕТ
«ХАРКІВСЬКИЙ ПОЛІТЕХНІЧНИЙ ІНСТИТУТ»

МЕТОДИЧНІ ВКАЗІВКИ
“ENGLISH FOR MARKETING. Part II”

для практичних занять та самостійної роботи з розвитку умінь та навичок професійного спілкування англійською мовою з дисципліни «Іноземна мова» для студентів I- IV курсів спеціальності D5 «Маркетинг»

METHODOLOGICAL INSTRUCTIONS
“ENGLISH FOR MARKETING. Part II”

Methodological instructions for practical classes and student selfstudy to develop skills in vocational communication in English in the “Foreign Language” discipline for students of the I-IV years of education in specialty D5 “Marketing”

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ВСТУП

Методичні вказівки розроблено для студентів денної та заочної форм навчання спеціальності *D5 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

Benefits and Limitations of Marketing

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

1. What are benefits of marketing for businesses and consumers?
2. How does marketing help companies understand customer needs?
3. What limitations or problems can arise from marketing activities?
4. In what ways can marketing have a negative impact on society?
5. Why is it important to use marketing in an ethical and responsible way?

Task II. Read the text *Benefits and Limitations of Marketing* paying attention to the words in bold type:

Benefits and Limitations of Marketing

Benefits of Marketing

Well-defined marketing strategies can **benefit a company** in several ways. It may be **challenging** to develop the right strategy or **execute the plan**; when done well, marketing can **yield the following results**:

- **Audience Generation.** Marketing allows a company **to target specific people** it believes will benefit from its product or service. Sometimes, people know they have the need. Other times, they don't realize it. Marketing enables a company to connect with **a cohort of people** that **fit the demographic** of whom the company aims to serve.

- **Inward Education.** Marketing is useful for collecting information to be processed internally **to drive success**. For example, consider market research that finds a certain product is primarily purchased by women aged 18 to 34 years old. By collecting this information, a company can better understand how **to cater to this demographic**, drive sales, and be more efficient with resources.

- **Outward Education.** Marketing can also be used to tell the world how your company operates, what products you sell, and how your company can **enrich the lives** of others. Campaigns can be educational, informing those outside of your company why they need your product. In addition, **marketing campaigns** let a

company introduce itself, its history, its owners, and its motivation for being the company it is.

- **Brand Creation.** Marketing **allows for** a company **to take an offensive approach to creating a brand.** Instead of a customer **shaping their opinion** of a company based on their interactions, a company can **preemptively** engage a customer with specific content or media **to drive certain emotions or reactions.** This allows a company **to shape its image** before the customer has ever interacted with its products.

- **Long-lasting.** Marketing campaigns done right can have a **long-lasting impact on customers.**

- **Financial Performance.** The **ultimate goal and benefit** of marketing are **to drive sales.** When relationships with customers are stronger, well-defined, and positive, customers are more likely to engage in sales. When marketing is done right, customers turn to your company, and you gain a **competitive advantage over your competitors.** Even if both products are exactly the same, marketing can **create that competitive advantage** for why a client picks you over someone else.

Limitations of Marketing

Though there are many reasons a company **embarks** on marketing campaigns, there are several limitations to the industry.

- **Oversaturation.** Every company wants customers to buy its product and not its competitors`. Therefore, **marketing channels** can be competitive as companies **strive to garner** more positive attention and recognition. If too many companies are competing, a customer's attention may be strongly **diluted**, resulting in any form of advertising not being effective.

- **Devaluation.** When a company **promotes a price discount or sale**, the public may psychologically **eventually** see that product as worth less in the future. If a campaign is so strong, customers may even wait to purchase a product knowing or remembering what the sale price was from before. For example, some may **intentionally hold off buying goods** if Black Friday is approaching.

- **No Guaranteed Success.** Marketing campaigns may **incur upfront expenses** that hold no promise of future success. This is also true of market research

studies, where time, effort, and resources are poured into a study that may yield no usable or helpful results.

- **Customer Bias. Loyal, long-time customers** need no **enticing** to buy a company's brand or product. However, newer, **uninitiated customers** may. Marketing naturally is biased towards non-loyal patrons as those who already support the company would be better served by further investment in product improvement.

- **Cost.** Marketing campaigns may be expensive. **Digital marketing campaigns** may be **labor-intensive** to set up and costly to maintain the **scheduling, implementation, and execution of the plan**. Don't forget about the headlines that promote Super Bowl commercial expenses in the millions.

- **Economy-Dependent.** Marketing is most successful when people have capital to spend. Though marketing can create **non-financial benefits** such as **brand loyalty** and **product recognition**, the **ultimate goal is to drive sales**. During **unfavorable macroeconomic conditions** when unemployment is high or recession concerns are elevated, consumers may be less likely to spend no matter how great a marketing campaign may be.

Task III. Answer the questions to the text:

1. What is the main purpose of well-defined marketing strategies for a company?
2. How does marketing help a company generate an audience?
3. What role does audience targeting play in successful marketing campaigns?
4. What is meant by “inward education” in marketing?
5. How does inward education support better decision-making within a company?
6. How does outward education help promote the company and its products to the public?
7. In what ways can marketing campaigns shape customer perceptions before product interaction?

8. What is considered the ultimate goal of marketing and why?
9. How can market research improve a company's efficiency and sales?
10. How does marketing contribute to a company's financial performance?
11. What is oversaturation in marketing, and why can it reduce effectiveness?
12. How can frequent discounts change customers' perception of a product's value?
13. Do marketing campaigns always guarantee success?
14. What is meant by customer bias in marketing efforts?
15. Why can marketing campaigns be considered expensive?
16. What makes digital marketing campaigns labor-intensive to set up?
17. Can marketing create only financial benefits?

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

1. Marketing helps companies reach people who may not yet be aware they need a particular product.
2. Businesses use marketing research mainly to reduce production costs rather than understand customer behavior.
3. Collecting customer data allows companies to adjust their strategies and use resources more effectively.
4. Marketing campaigns can explain a company's values, background, and purpose to the public.
5. Brand image is formed only after customers have direct experience with a company's products.
6. Successful marketing efforts can influence customers long after a campaign has ended.
7. One of the primary objectives of marketing is to increase revenue and sales performance.
8. Strong marketing can help a company stand out even when its product is similar to competitors'.

9. When too many companies advertise at the same time, customers may pay less attention to individual messages.
10. Regular price promotions can lead consumers to perceive a product as less valuable over time.
11. Marketing activities always guarantee positive financial results if enough money is invested.
12. Loyal customers usually require more marketing effort than new customers.
13. Marketing campaigns can be costly and require continuous management and planning.
14. Economic downturns can reduce the effectiveness of marketing, regardless of campaign quality.
15. Marketing focuses only on immediate sales and does not contribute to long-term brand recognition.

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

to target specific people, to connect with a cohort of people, the demographic, inward education, to drive sales, outward education, to take an offensive approach to creating a brand, financial performance, to gain a competitive advantage over somebody, to embark, to strive to garner more positive attention and recognition, to dilute attention, to promote a price discount or sale, to hold off buying goods, to need no enticing to buy a company's product, to be biased towards non-loyal patrons, marketing campaigns; the scheduling, implementation, and execution of the plan; brand loyalty, product recognition

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

приносити користь компанії, реалізувати план, приносити плоди (забезпечувати результати), формування аудиторії, сприяти успіху (досягати успіху), задовольняти (потреби), збагатити життя, освітні кампанії,

маркетингові кампанії, сформувані думку про щось, превентивно, викликати певні емоції або реакції, тривалий вплив на клієнтів, головна мета, перенасичення, маркетингові канали, девальвація, зазнати попередніх витрат, дати (отримати) результат, упередженість клієнтів, постійні клієнти, вимагає великих затрат праці для налаштування, залежний від економіки, нематеріальні вигоди, несприятливі макроекономічні умови

Task VII. Match the words and their definitions:

1	Challenging	A	a particular sector of a population
2	to execute	B	to begin (a course of action)
3	a cohort	C	to do something <i>before</i> someone else can, especially to stop them from doing something unwanted, harmful, or planned
4	the demographic	D	the reduction or underestimation of the worth or importance of something
5	to cater to	E	to put (a plan, order, or course of action) into effect
6	Preemptively	F	the act or instance of saturating excessively
7	long-lasting	G	requiring great effort and determination
8	to embark	H	to try to satisfy (a need or demand)
9	Oversaturation	I	enduring or having endured for a long period of time
10	Devaluation	J	a group of people with a shared characteristic

Task VIII. Explain the following phrases in English:

inward education, outward education, marketing campaigns, brand, Black Friday, economy-dependent

Task IX. Match the synonyms:

1	to benefit	A	to accomplish
2	Challenging	B	a group
3	to execute	C	degradation

4	to target	D	in advance
5	a cohort	E	final
6	to cater	F	demanding
7	Preemptively	G	influence
8	Impact	H	to collect
9	Ultimate	I	to aim
10	to garner	J	to help
11	Devaluation	K	to serve

Task X. Match the opposites:

1	to benefit	A	effortless
2	inward	B	to harm
3	success	C	to worsen
4	to enrich	D	deficit
5	long-lasting	E	accidentally
6	oversaturation	F	outward
7	intentionally	G	advantageous
8	labor-intensive	H	failure
9	unfavorable	I	short-lived

Task XI. Translate the following attributive chains:

well-defined marketing strategies, audience generation, market research, brand creation, price discount, market research studies, customer bias, long-time customers, product improvement, digital marketing campaigns, brand loyalty, product recognition

Task XII. Fill in the gaps with appropriate prepositions:

by (2), for (3), into, over, with, on, to (4), in

1. Marketing is useful _____ collecting information to be processed internally to drive success.

2. For example, consider market research that finds a certain product is primarily purchased _____ women aged 18 _____ 34 years old.
3. _____ collecting this information, a company can better understand how to cater _____ this demographic, drive sales, and be more efficient _____ resources.
4. _____ addition, marketing campaigns let a company introduce itself, its history, its owners, and its motivation _____ being the company it is.
5. Marketing allows _____ a company to take an offensive approach _____ creating a brand.
6. Marketing campaigns done right can have a long-lasting impact _____ customers.
7. When marketing is done right, customers turn _____ your company, and you gain a competitive advantage _____ your competitors.
8. This is also true of market research studies, where time, effort, and resources are poured _____ a study that may yield no usable or helpful results.

Task XIII. 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 three suffixes:

-er, -or	owner, customer, competitor
-ment	investment, improvement, unemployment
-y (-cy, -acy, -ty, -ity, -ancy, -ency, -ry, -y)	strategy, industry, loyalty
-ship	relationship
-ion	generation, education, information, motivation, creation, interaction, emotion, reaction, limitation, oversaturation, attention, recognition, devaluation, implementation, execution, condition, recession
-ence, -ance	audience, performance
-ure	future

-ness	
Ee	
-dom	

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

Task XV. Be ready to discuss the following statements from the text:

1. Marketing is useful for collecting information to be processed internally to drive success.
2. Marketing campaigns done right can have a long-lasting impact on customers.
3. Companies strive to garner more positive attention and recognition.
4. Marketing campaigns may incur upfront expenses that hold no promise of future success.
5. Digital marketing campaigns may be labor-intensive to set up and costly to maintain.

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

<https://www.youtube.com/watch?v=5V209cgQBzc>

Unit 2

Influencer Marketing

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

1. What do you know about influencer marketing?
2. Why has influencer marketing become so popular in recent years?
3. How do influencers affect consumers' opinions and buying decisions?
4. What are the main advantages of influencer marketing for brands?
5. How does influencer marketing differ from traditional advertising?
6. What risks or challenges can companies face when using influencer marketing?

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

Influencer Marketing

Influencer marketing is a **collaboration** between popular social-media users and brands **to promote brands' products or services**. These **partnerships** have been going on informally since **the dawn of social media**. By 2009, they were **sufficiently commonplace** for the US Federal Trade Commission to step in and regulate them through the so-called Mommy Blogger law. China, India, and the United Kingdom have **introduced similar regulations**.

Since 2019, the market has more than doubled on the strength of platforms such as Instagram and YouTube (in Western countries) and Pinduoduo and WeChat (in China). In 2023, the influencer marketing economy **was valued at** \$21.1 billion.

Most of influencer marketing's impact came from so-called **power influencers**. But there is also an emerging and largely untapped market of less active influencers with smaller followings.

Brands invest in influencer marketing because it **benefits companies, audiences, and content creators**. Social media has long played an important role in **shaping consumer purchasing decisions**. Recent analyses of thousands of

influencer marketing posts confirm that this approach generates a **positive return on investment** for brands.

What is an influencer?

Influencers are people with **sizable** social-media followings who can **influence their followers' behavior** as consumers. Although anyone can be an influencer, the internet – like the world more broadly – tends **to favor the rich, the famous, and the glamorous**.

However, not all **social-media accounts** represent humans, and the same is true for influencers. Animal influencers are a thing as well. So are **AI influencers**. The most famous robot influencer is the permanently 19-year-old Lil Miquela, whose account (created by a start-up in Los Angeles) has a following that's three million strong.

*What does **an influencer marketing deal** look like?*

Such a partnership often combines these two models:

- An influencer **is paid a flat rate per post** to feature a product or service. This is known as a brand deal. The flat rates can be three to five figures, even for an influencer without millions of followers or a global profile. Celebrities can **charge** six figures or more per post.

- An influencer posts about a product or service, with a link to a purchase gateway. Every time a viewer buys the product by **clicking through the link** or using a promo code, the influencer earns an **affiliate commission**.

What's the difference between influencer marketing and celebrity endorsements?

Brands have used celebrities to sell products since long before athletes first appeared on cereal boxes. But influencer marketing and **celebrity endorsements** are not quite the same thing. Celebrity endorsements typically involve a company making a huge investment in someone, but it's hard **to specify** the exact return on that investment. With influencer marketing, it's easier to figure out the ROI because companies can closely monitor likes, shares, online conversations, and so forth.

What's a micro influencer?

Influencers come in five different sizes – nano, micro, medium, macro, and mega – depending on how many followers they have:

1. Nano influencers have fewer than 10,000 followers.
2. Micro influencers have from 10,000 to 50,000.
3. Medium influencers have from 50,000 to 100,000.
4. Macro influencers have more than 500,000.
5. Mega influencers breathe rarified air: they have over one million followers.

What platforms are most popular for influencer marketing?

In a 2022 survey of more than 2,000 global brands, about 80 percent reported using Instagram for influencer marketing. TikTok is **gaining steam**: in the same study, conducted in 2023, 56 percent of participating brands reported using that platform for influencer marketing campaigns.

Certain platforms might attract specific influencers, depending on how many followers the influencer has. Micro and medium influencers tend to prefer Instagram, for example, while macro and mega influencers migrate toward TikTok.

What makes a successful influencer marketing campaign?

Authenticity is the basis of any successful influencer marketing campaign. Forming relationships with influencers who are already relevant to a brand's message is **vital**. Influencers might be popular for their content on **sustainability**, cooking, body positivity, healthy lifestyle, and so on. Influencer marketing should be about more than **scoring posts endorsing your products**; it should be about building real relationships with creators – you want them truly behind your brand.

How will the metaverse affect influencer marketing?

The **metaverse** is a relatively new, somewhat complicated concept. We characterize it as an evolution of the internet: it is the emerging 3-D digital space that allows people to have **lifelike experiences** online via virtual reality and other technologies. In the metaverse, people interact with **peers, content, cryptocurrency**, brands, and other “worlds.” The platforms you might already know include *Animal Crossing*, *Fortnite*, *Minecraft*, *Roblox*, and *The Sims*.

What's the future of marketing in the metaverse? **It turns out** that people are willing to pay for virtual goods: direct-to-avatar sales of such items have created a \$54 billion industry. Gucci, for instance, sold a digital version of its Dionysus bag for over \$4,000 – significantly more than the price of the real-life one. Nike has been selling virtual sneakers called Nike Cryptokicks, and Chipotle offered vouchers for real-life burritos to the first 30,000 visitors to the company's virtual restaurant on *Roblox*.

Influencers are getting more and more involved with the metaverse. The rapper Snoop Dogg, for example, has **released a music video** created in *The Sandbox* metaverse, as well as a “Snoopverse” (on the same platform), where fans can access exclusive performances and content. The potential for **brand-influencer collaboration** in the metaverse appears as limitless as the metaverse itself.

What are the opportunities and challenges of influencer marketing?

Many brands can benefit by partnering with influencers. But influencer marketing isn't without risk. Large, well-known companies might use influencer marketing **to establish or maintain a sense of trust among consumers** by adding an element of **personability**. But big brands can also find it harder to appear authentic in an influencer recommendation because it was clearly paid for. An influencer touting a smaller, lesser-known brand can seem more **genuine**.

Smaller brands may **face their own challenges** in the future. As influencer marketing **overwhelms** the online market, it may be harder **to stand out amid the noise**.

As always, brands must be smart about how they conduct business on the internet or in the metaverse. But despite the risks, partnering with the right influencers in these spaces can help brands **grow exponentially**.

Task III. Answer the questions to the text:

1. How is influencer marketing defined in the text?
2. When did influencer-brand partnerships begin to be formally regulated?
3. Which countries have introduced regulations similar to those in the United States?

4. What factors have contributed to the rapid growth of the influencer marketing market since 2019?
5. How valuable was the influencer marketing industry in 2023?
6. Who did most of influencer marketing's impact come from?
7. In what ways does influencer marketing benefit brands, consumers, and content creators?
8. What are influencers?
9. Are all influencers represented by humans?
10. What are the two models used in influencer marketing deals?
11. Are influencer marketing and celebrity endorsements the same thing?

What is the difference?

12. How are influencers categorized according to the size of their audience?
13. Which social media platforms do different types of influencers usually prefer?
14. What is authenticity and what is its role in influencer marketing? What else makes influencer marketing campaign successful?
15. What is metaverse? What is its role in marketing?
16. What opportunities and risks does influencer marketing present for large and small brands?

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

1. Influencer marketing appeared only after official laws were introduced.
2. US authorities started regulating influencer partnerships when they became common online.
3. Only the United States has legal regulations related to influencer marketing.
4. The growth of influencer marketing has been supported by both Western and Asian social platforms.
5. In 2023, the influencer marketing industry was valued at less than \$10 billion.

6. Large influencers were originally responsible for most of the impact of influencer marketing.
7. Influencers with small audiences are considered irrelevant for brand promotion.
8. Influencer marketing benefits brands but has little value for audiences.
9. Social media has a strong effect on consumer purchasing behavior.
10. Research suggests that influencer marketing can bring financial returns to companies.
11. All influencers are real people managing their own accounts.
12. Some non-human influencers have gained millions of followers.
13. Influencer collaborations may include fixed payments for promotional posts.
14. Affiliate-based partnerships reward influencers only when sales occur.
15. Celebrity endorsements allow companies to measure results more precisely than influencer marketing.
16. Micro influencers usually have audiences of several thousand followers.
17. Influencers of different sizes often prefer different social-media platforms.
18. Successful influencer campaigns focus mainly on frequent advertising posts.
19. Virtual environments have opened new possibilities for selling digital goods.
20. Influencer marketing involves risks, but it can still significantly support brand growth.

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

Influencer marketing, to be valued at \$21.1 billion, power influencers, to benefit companies, audiences, and content creators, to generate a positive return on investment, to influence followers' behavior as consumers, AI influencers, a brand

deal, a link to a purchase gateway, to earn an affiliate commission, celebrity endorsements, to breathe rarified air, to gain steam, influencer marketing campaigns, to be popular for their content on sustainability, to score posts endorsing your products, access exclusive performances and content, to benefit by partnering with influencers, to add an element of personability, to overwhelm the online market, to stand out amid the noise, to grow exponentially, metaverse

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

співпраця між, користувачі соціальних мереж, просувати продукцію брендів або послуги, зародження соціальних медіа, регулювати щось за допомогою закону, вводити правила, формувати рішення; на користь багатих, знаменитих і гламурних; тварини-інфлюенсери, отримувати фіксовану ставку за кожну публікацію, глядач, мікроінфлюенсер, опитування, провести дослідження, автентичність, встановлювати відносини з, отримувати реалістичні враження в Інтернеті за допомогою віртуальної реальності та інших технологій, взаємодіяти з однолітками, віртуальні товари, створити або підтримати довіру серед споживачів, просувати менш відомий бренд, зіткнутися з викликами, вести бізнес в Інтернеті

Task VII. Match the words and their definitions:

1	partnership	A	an investigation of the opinions or experience of a group of people, based on a series of questions
2	a power influencer	B	a famous person, especially in entertainment or sport
3	sizable	C	a person of the same age, status, or ability as another specified person
4	a flat rate	D	a social media personality with significant authority, expertise, or a strong relationship with their followers, giving them the ability to sway

			opinions, trends, and purchasing decisions, often by promoting products/lifestyles authentically to their niche audience and building trust through consistent engagement and shared experiences
5	a celebrity	E	a payment earned by someone for successfully promoting a company's product or service, usually a percentage of the sale or a fixed fee for actions like sign-ups or clicks, acting as performance-based compensation to incentivize referrals
6	affiliate commission	F	a charge or level of payment that is the same in all cases
7	a survey	G	A digital currency produced by a public network, rather than any government, that uses cryptography to make sure payments are sent and received safely
8	sustainability	H	a relationship in which two or more people, organizations, or countries work together as partners
9	a peer	I	the ability to be maintained at a certain rate or level
10	cryptocurrency	J	fairly large

Task VIII. Explain the following phrases in English:

the dawn of social media, power influencers, the glamorous, a purchase gateway, a promo code, metaverse

Task IX. Match the synonyms:

1	collaboration	A	Idea
2	influencer	B	to validate
3	impact	C	to indicate
4	to confirm	D	to praise
5	sizable	E	Partnership

6	vital	F	Considerable
7	to specify	G	development
8	concept	H	Effect
9	evolution	I	Motivator
10	to tout	J	Essential

Task X. Match the opposites:

1	commonplace	A	the poor
2	to generate	B	to discredit
3	to favor	C	to outline
4	the rich	D	falsity
5	to feature	E	to extinguish
6	the same	F	natural
7	authenticity	G	to object to
8	to endorse	H	extraordinary
9	lifelike	I	different

Task XI. Translate the following attributive chains:

social-media users, power influencers, content creators, consumer purchasing decisions, influencer marketing posts, sizable social-media followings, animal influencers, AI influencers, influencer marketing deal, brand deal, purchase gateway, celebrity endorsements, influencer marketing campaigns, brand-influencer collaboration, influencer recommendation

Task XII. Fill in the gaps with appropriate prepositions:

out (3), through, on (3), in (2), with (3), by (2), of, to (2), for (3), amid

1. _____ 2009, they were sufficiently commonplace _____ the US Federal Trade Commission to step in and regulate them _____ the so-called Mommy Blogger law.

2. Most of influencer marketing's impact came from so-called power influencers.
3. Recent analyses of thousands of influencer marketing posts confirm that this approach generates a positive return _____ investment _____ brands.
4. Influencers are people _____ sizable social-media followings who can influence their followers' behavior as consumers.
5. An influencer posts about a product or service, with a link _____ a purchase gateway.
6. With influencer marketing, it's easier to figure _____ the ROI because companies can closely monitor likes, shares, online conversations, and so forth.
7. _____ a 2022 survey _____ more than 2,000 global brands, about 80 percent reported using Instagram _____ influencer marketing.
8. Certain platforms might attract specific influencers, depending _____ how many followers the influencer has.
9. Forming relationships _____ influencers who are already relevant _____ a brand's message is vital.
10. It turns _____ that people are willing to pay for virtual goods.
11. Many brands can benefit _____ partnering _____ influencers.
12. As influencer marketing overwhelms the online market, it may be harder to stand _____ _____ the noise.
13. As always, brands must be smart about how they conduct business _____ the internet or _____ the metaverse.

Task XIII. 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 two suffixes:

-al	social, informal (ly), vital, digital, virtual, exponential (ly)
-ic	specific, authentic
-ive	Exclusive
-ant	important, relevant, significant (ly)

-ent	permanent (ly)
-able, -ible	sizable,
-ar	popular, similar,
-ful	Successful
-less	Limitless
-y	Healthy
-ed	
-ing	

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

Task XV. Be ready to discuss the following statements from the text:

1. Influencer marketing benefits companies, audiences, and content creators.
2. Social media has long played an important role in shaping consumer purchasing decisions.
3. Micro and medium influencers tend to prefer Instagram, for example, while macro and mega influencers migrate toward TikTok.
4. It turns out that people are willing to pay for virtual goods

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

<https://www.youtube.com/watch?v=ivcKXu0r7A8&t=1s>

<https://www.youtube.com/watch?v=18PRpLZ4kBY>

Unit 3

Visual Marketing

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

1. What is visual marketing?
2. How does visual marketing influence consumer behavior and decision-making?
3. What are the advantages and disadvantages of using visual marketing in digital advertising?
4. How does visual marketing influence consumer behavior and decision-making?
5. Why is visual marketing important in today's competitive business environment?

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

Visual Marketing

Visual Marketing in the Digital Age

In the digital age, a large amount of content **is constantly shared online**. As a result, simply **creating visual content** without a clear plan is no longer a **sustainable approach** for brands that aim **to increase brand awareness, expand their audience, and boost sales**. To achieve meaningful engagement and **reach new audiences**, companies must rely on a **well-developed visual marketing strategy**. Such a strategy helps ensure that visual content reaches the right people on the most appropriate platforms.

Visual marketing can be defined as a **content marketing strategy** that uses images, graphics, videos, and other visual materials **to promote a product or service**. It is a part of content marketing, which itself belongs to the broader marketing function of an organization.

Types of Visual Marketing Content

One of the most common forms of visual marketing is *images and photographs*. High-quality photographs can positively **influence the perception of a brand** by creating a **sense of credibility, intimacy, and inspiration**. Depending on their content, images may also **offer consumers insight** into a company's products, services, or values.

Another effective format is *video content*. Videos allow brands **to communicate messages** in a dynamic and engaging way by combining visuals, sound, and storytelling. Despite the fact that billions of videos are watched daily, many small businesses still **underuse this format**. Videos also provide opportunities for branding through the use of colors, logos, and tone.

Visual calls to action play an important role in encouraging consumer engagement. By using **strong visual contrast**, clear **textual hierarchy**, and **brand-consistent design**, companies can direct attention to key messages and motivate users to take action.

Data visualizations and infographics help make complex information easier to understand. When data is presented visually, it becomes more engaging and accessible for the audience. Infographics, in particular, are widely shared and can effectively communicate information **in a concise and attractive way**.

Presentations are another **valuable tool** in visual marketing. They allow brands to organize large amounts of information into structured sections and are especially useful for presenting a company's history, values, mission, or strategy.

In addition, *GIFs, memes, and social media posts* are widely used in digital marketing. These formats often rely on humor or short messages to increase engagement and encourage sharing. *Visual quotes* can also be effective, as they combine brief text with **appealing design** to **inspire or motivate the audience**.

Advantages of Visual Marketing

One major advantage of visual marketing is its ability **to increase website traffic**. Engaging visual content shared on social media platforms often encourages users to visit a brand's website.

Visual marketing also **contributes to** greater brand awareness, as **visually appealing content** is more memorable. Furthermore, visuals can **evoke emotions**, allowing brands to connect with audiences on a deeper emotional level.

Another important benefit is the ability to differentiate from competitors. Unique visual branding helps companies stand out in crowded markets and **strengthens brand recognition**. Finally, **high-quality visual content** significantly **boosts online engagement**, leading to more likes, comments, and shares, which **increases overall visibility**.

Task III. Answer the questions to the text:

1. Why is simply creating visual content without a clear plan no longer considered sustainable?
2. What three main goals do brands aim to achieve through visual marketing according to the text?
3. What does a well-developed visual marketing strategy help ensure?
4. How is visual marketing defined in the text?
5. Which types of materials are used in visual marketing?
6. How can high-quality photographs influence the perception of a brand?
7. What additional insight can images give consumers about a company?
8. How do videos help brands communicate their messages?
9. What design elements are mentioned as important for effective visual calls to action?
10. How do data visualizations make information more accessible to audiences?
11. Why are infographics considered effective in visual marketing?
12. What kind of information are presentations especially useful for communicating?
13. How do GIFs, memes, and social media posts increase engagement according to the text?
14. What are the advantages of visual marketing mentioned in the final section?

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

1. Brands can still achieve long-term success by producing visual content without any strategic planning.
2. A planned visual approach helps companies deliver their content to suitable audiences on relevant online channels.
3. The text explains that visual marketing is one element within a broader content-based promotion strategy.
4. According to the text, visual marketing focuses exclusively on still images.
5. Professional-quality photos can strengthen trust in a brand and make it more appealing.
6. Visual imagery may help customers better understand what a company stands for.
7. Online video consumption is described as relatively low.
8. Smaller companies often fail to take full advantage of video as a marketing tool.
9. Well-designed visual prompts can guide users toward important messages.
10. Presenting information visually can simplify complex data for viewers.
11. Infographics are mentioned as content that people frequently share.
12. Slide-based content is useful for structuring large amounts of detailed information.
13. Presentations are mainly intended to entertain rather than inform.
14. Humorous visual formats are commonly used to encourage interaction on social platforms.
15. Strong visual materials can increase user interaction across digital channels.

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

a sustainable approach, to increase brand awareness, to boost sales, content marketing strategy, to influence the perception of a brand; to create a sense of credibility, intimacy, and inspiration; to offer insights into a company's products, services, or values; to underuse this format, to call to action, to use strong visual contrast, textual hierarchy, brand-consistent design, more engaging and accessible data, to rely on humor or short messages, visual quotes, appealing design, to increase website traffic, to contributes to greater brand awareness, to differentiate from competitors, to boosts online engagement, to increases overall visibility

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

в цифрову епоху, ділитися контентом в Інтернеті, створювати візуальний контент, досягати ефективної взаємодії, охопити нову аудиторію, покладатися на добре розроблену стратегію візуального маркетингу, просувати продукт або послугу, високоякісні фотографії, передавати повідомлення; поєднувати візуальні ефекти, звук та розповідь; заохочувати залучення споживачів, передавати інформацію стисло і привабливо, цінний інструмент, упорядкувати великі обсяги інформації у структуровані розділи, надихати або мотивувати аудиторію, візуально привабливий контент, викликати емоції, посилити пізнаваність бренду

Task VII. Match the words and their definitions:

1	sustainable	A	charming and attractive
2	awareness	B	to help or encourage (something) to increase or improve
3	to boost	C	the process of being mentally stimulated to do or feel something, especially to do something creative
4	graphics	D	the quality of being trusted and believed; the quality of being convincing or believable

5	credibility	E	a picture or diagram or a group of pictures or diagrams showing or explaining information
6	intimacy	F	knowledge or perception of a situation or fact
7	inspiration	G	to use (something) below the optimum level
8	to underuse	H	able to be maintained at a certain rate or level
9	infographic	I	closeness of observation or knowledge of a subject
10	engaging	J	visual images produced by computer processing

Task VIII. Explain the following phrases in English:

Digital Age, a sustainable approach, to increase brand awareness, to boost sales, the perception of a brand, a sense of credibility, brand-consistent design, GIFs, memes, visual quotes, to increase website traffic, visually appealing content, to boost online engagement

Task IX. Match the synonyms:

1	approach	A	stimulus
2	to expand	B	comprehension
3	meaningful	C	aim
4	to promote	D	to increase
5	perception	E	to publicize
6	credibility	F	brief
7	inspiration	G	attractive
8	concise	H	viewpoint
9	mission	I	reliability
10	appealing	J	to distinguish
11	to differentiate	K	significant

Task X. Match the opposites:

1	awareness	A	useless
2	to boost	B	to discourage

3	dynamic	C	ignorance
4	to motivate	D	usual
5	accessible	E	static
6	valuable	F	unavailable
7	unique	G	to decrease

Task XI. Translate the following attributive chains:

brand awareness, well-developed visual marketing strategy, content marketing strategy, high-quality photographs, visual calls to action, consumer engagement, brand-consistent design, key messages, data visualizations, social media posts, website traffic, brand recognition, high-quality visual content

Task XII. Fill in the gaps with appropriate prepositions:

by (2), on (4), to (2), in (4), of, into, with

1. To achieve meaningful engagement and reach new audiences, companies must rely _____ a well-developed visual marketing strategy.
2. High-quality photographs can positively influence the perception _____ a brand _____ creating a sense of credibility, intimacy, and inspiration.
3. Depending _____ their content, images may also offer consumers insight _____ a company's products, services, or values.
4. Videos allow brands to communicate messages _____ a dynamic and engaging way _____ combining visuals, sound, and storytelling.
5. Visual calls _____ action play an important role _____ encouraging consumer engagement.
6. Infographics, _____ particular, are widely shared and can effectively communicate information _____ a concise and attractive way.
7. Engaging visual content shared _____ social media platforms often encourages users to visit a brand's website.
8. Visual marketing also contributes _____ greater brand awareness.

9. Visuals can evoke emotions, allowing brands to connect _____ audiences _____ a deeper emotional level.

Task XIII. 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	constantly, simply, positively, visually, widely, especially, significantly
-wise	
-ward (s)	

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

Task XV. Be ready to discuss the following statements from the text:

1. In the digital age, a large amount of content is constantly shared online.
2. High-quality photographs can positively influence the perception of a brand by creating a sense of credibility, intimacy, and inspiration.
3. Videos also provide opportunities for branding through the use of colors, logos, and tone.
4. Data visualizations and infographics help make complex information easier to understand.
5. Engaging visual content shared on social media platforms often encourages users to visit a brand's website.
6. Visually appealing content is more memorable.

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

<https://www.youtube.com/watch?v=x0smq5ljlf4>

<https://www.youtube.com/watch?v=WcQDr4HxPKU>

Unit 4

Content Marketing in Crisis Management

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

1. How would you define content marketing in crisis management?
2. Why is content marketing in crisis management important?
3. What are benefits of content marketing in crisis management?
4. What are the risks of content marketing in a crisis?
5. How can the effectiveness of content marketing in crisis management strategies be measured?

Task II. Read the text *Content Marketing in Crisis Management* paying attention to the words in bold:

Content Marketing in Crisis Management

In a world increasingly driven by digital communication, mastering content marketing in crisis management has become an essential aspect of any successful **digital strategy**. More than just a buzzword, it is **a strategic approach** focused on creating and distributing valuable, relevant, and consistent content **to attract and retain a** clearly defined **audience** — and, ultimately, **to drive** profitable **customer action**. This text is intended for **shedding light** on the complexity of this subject, **providing useful insight and practical strategies** for professionals **navigating the digital landscape**.

Content marketing in crisis management refers to the strategic use of content **to manage an organization's reputation, mitigate damages, and communicate effectively during crises**. Unlike regular content marketing, this strategy is designed **to handle unexpected situations** and the potential fallout from them. It's about being proactive, not reactive, in managing your digital presence.

Today's consumers are more informed and discerning than ever. They expect brands to be **transparent, authentic, and responsible**. A single misstep can **spark a crisis** damaging a brand's reputation, and impacting its bottom line. In such a scenario, content marketing in crisis management plays **a crucial role**. It not only

helps **manage the crisis** but also aids in **rebuilding trust and reestablishing relationships** with consumers.

Content marketing in crisis management can have significant **influence on digital strategies of organizations**. It can help control the narrative of a crisis, **manage public opinion**, and **mitigate damage**. Moreover, it can help **maintain customer engagement**, ensuring that the organization's message is consistently communicated across all **digital channels**.

Content marketing in crisis management can offer numerous benefits. It can help manage a brand's reputation, control damage, and **maintain customer trust** during a crisis. Moreover, it can provide marketing professionals with **valuable insights** into **consumer behavior**, enabling them to **tailor** their **strategies** accordingly.

Integrating content marketing in crisis management into digital marketing plans requires a strategic approach, which involves understanding **the target audience**, **identifying potential crises**, creating a crisis communication plan, and regularly **reviewing and updating the plan**.

Effective content marketing in crisis management involves creating and distributing **content** that is **relevant, valuable, and consistent**. This includes regular communication, transparency, authenticity, and empathy in messaging.

Many tools and technologies can aid in content marketing in crisis management. These include social listening tools, content management systems, analytics tools, and more. These platforms can help **monitor online chatter**, manage content creation and distribution, and analyze the effectiveness of content strategies.

Integrating content marketing in crisis management with existing marketing systems and analytics can provide **a holistic view** of a brand's digital presence and performance. It can also help measure **the effectiveness of content strategies**, providing valuable insights for future planning.

Several organizations have successfully leveraged content marketing in crisis management. Through effective content strategies, they have managed to control damage, manage their reputation, and **maintain customer trust** during crises.

Successful content marketing in crisis management campaigns can provide **valuable takeaways**. They **highlight the importance of regular communication, transparency, authenticity, and empathy** in maintaining healthy and strong relationships with customers during crises.

Content marketing in crisis management comes with its own **set of challenges**. These include managing public opinion, controlling the narrative, managing reputational risk, maintaining customer engagement, and more.

Mitigation strategies for content marketing in crisis management challenges involve **proactive planning**, regular communication, transparency, and empathy. These can help manage crises effectively, minimizing damage and maintaining customer relationships.

Emerging technologies like AI and machine learning are influencing content marketing in crisis management. They are helping brands monitor online chatter, manage content creation and distribution, and analyze the effectiveness of their content strategies.

Preparing for future developments in content marketing in crisis management involves **staying abreast of the latest trends**, technologies, and consumer behaviors. This can help brands tailor their strategies accordingly, ensuring their continued success in the digital landscape.

So, content marketing in crisis management plays a crucial role in today's **digital landscape**. It strategically uses content to manage reputation, provide real-time updates, build trust, and guide stakeholders through unexpected events, shifting focus from selling to providing essential information, demonstrating empathy, and showcasing resilience to maintain brand credibility and loyalty. It can help brands manage crises, control damage, and maintain customer relationships. With the right and proper strategies, tools, and technologies, brands can successfully navigate the digital landscape, ensuring their **continued success**.

Task III. Answer the questions to the text:

1. What is meant by *content marketing in crisis management*?

2. Why is content marketing in crisis management so important?
3. How can an organization's digital strategies be greatly impacted by content marketing?
4. What are benefits of content marketing in crisis management?
5. What is meant by *a strategic approach* when it comes to integrating content marketing in crisis management into digital marketing plans?
6. What does effective content marketing in crisis management involve?
7. What tools and technologies can support content marketing in crisis management?
8. What conclusions can be made from integrating successful content marketing in crisis management campaigns?
9. What challenges can be identified when applying content marketing in crisis management?
10. What mitigation strategies for content marketing are used in crisis management?
11. How can AI and machine learning influence content marketing in crisis management?
12. What is involved in preparing for upcoming advancements in content marketing in crisis management?

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

1. Understanding content marketing in crisis management has become essential to any successful digital strategy in the modern world.
2. Content marketing in crisis management can be identified as a strategic approach focused on producing and disseminating valuable, relevant, and consistent content only to attract a target audience.
3. Content marketing in crisis management refers to the strategy designed not to act in advance in managing digital presence.
4. Modern consumers are less knowledgeable and insightful than ever.
5. Owing to content marketing in crisis management the organization's message can continuously go across all digital channels.

6. Multiple advantages can be provided by content marketing in crisis management.
7. Understanding the target audience, identifying potential crises, creating a crisis communication plan, and regularly reviewing and updating the plan can't be regarded as a strategy for integrating content marketing in crisis management into digital marketing plans.
8. Relevant, valuable, consistent content means openness, persistent communication, sincerity, and compassion in communications.
9. Content marketing in crisis management can be supported by a small number of instruments and technologies.
10. A comprehensive picture of a brand's online presence and performance can be obtained by integrating content marketing in crisis management with current marketing systems and analytics.
11. Artificial intelligence doesn't have any impact on content marketing in crisis management.
12. Managing public opinion and reputational risk are the only challenges which content marketing in crisis management comes with.

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

a strategic approach, to attract and retain an audience, to drive customer action, to shed light, to provide useful insight and practical strategies, digital landscape, to mitigate damages, to handle unexpected situation, to spark a crisis, responsible and authentic brands, to maintain customer engagement, valuable insights, to identify potential crises, consumer behavior, to review and update the plan, to tailor strategies, relevant and consistent content, to analyze the effectiveness of content strategies, a holistic view, to provide valuable insights, to highlight the importance of regular communication and transparency, mitigation strategies, proactive planning, to stay abreast of the latest trends.

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

опанувати контент-маркетинг, орієнтуватися в цифровому ландшафті, важлива роль, руйнувати репутацію бренду, створення та поширення цінного контенту, впливати на цифрові стратегії компанії, керувати кризою, впливати на прибуток, керувати суспільною думкою, цільова аудиторія, залучення клієнтів, створити план кризової комунікації, поведінка споживача, численні переваги, цінний та релевантний контент, аналізувати ефективність контент-стратегій, зберігати довіру клієнтів, використовувати контент-маркетинг в кризовому менеджменті, мати власний набір викликів, мінімізувати збитки, контролювати онлайн спілкування, подальший успіх, підтримувати відносини з клієнтами.

Task VII. Match the words and their definitions:

1	proactive	A	always behaving or happening in a similar, especially positive, way
2	a takeaway	B	the particular group of people to which an advertisement, a product, a website or a television or radio programme is directed
3	authenticity	C	the act of reducing how harmful, unpleasant, or bad something is
4	holistic	D	something that produces good or helpful results or effects or that promotes well-being
5	target audience	E	the decisions that people make to buy or not to buy a product, and the things that influence their decisions
6	insight	F	a conclusion to be made based on presented facts or information; a main point or key message to be learned or understood from something experienced or observed
7	mitigation	G	the quality of being real or true
8	consistent	H	(the ability to have) a clear, deep, and sometimes sudden understanding of a complicated problem or situation:

9	a benefit	I	dealing with or treating the whole of something or someone and not just a part:
10	customer behavior	J	taking action by causing change and not only reacting to change when it happens

Task VIII. Match the synonyms:

1	to handle	A	to affect
2	an approach	B	to preserve
3	relevant	C	originality
4	to influence	D	a way
5	a benefit	E	appropriate
6	empathy	F	talk
7	authenticity	G	an advantage
8	to maintain	H	to exploit
9	chatter	I	to manage
10	to leverage	J	compassion

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

1	to shed	A	the plan
2	to spark	B	situations
3	to update	C	damages
4	to reestablish	D	a holistic view
5	to maintain	E	online chatter
6	to highlight	F	relationships
7	to handle	G	light
8	to monitor	H	customer trust
9	to provide	I	a crisis
10	to mitigate	J	the importance

Task X. Match the opposites:

1	to retain	A	private
2	relevant	B	anticipated
3	public	C	worthless
4	to damage	D	physical
5	to involve	E	to abandon
6	valuable	F	to repair
7	digital	G	to exclude
8	unexpected	H	unrelated

Task XI. Translate the following attributive chains:

A crisis communication plan, customer engagement, crisis management challenges, customer relationships, crisis management campaigns, mitigation strategies, content creation and distribution, customer trust, customer behavior, digital marketing plans, content strategies, real-time updates, brand credibility and loyalty.

Task XII. Fill in the gaps with appropriate prepositions:

in, into, for, from, of, on (3), through, to, with (2)

1. Content marketing in crisis management is a strategic approach focused _____ creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience.
2. Content marketing in crisis management can provide marketing professionals _____ valuable insights _____ consumer behavior, enabling them to tailor their strategies accordingly.
3. This text is intended for shedding light _____ the complexity of this subject, providing useful insight and practical strategies for professionals navigating the digital landscape.
4. Content marketing in crisis management comes _____ its own set of challenges.

5. Content marketing in crisis management not only helps manage the crisis but also aids _____ rebuilding trust and reestablishing relationships with consumers.

6. Preparing _____ future developments in content marketing in crisis management involves staying abreast _____ the latest trends, technologies, and consumer behaviors.

7. Content marketing in crisis management can have significant influence _____ digital strategies of organizations.

8. Content marketing in crisis management strategically uses content to manage reputation, provide real-time updates, build trust, and guide stakeholders _____ unexpected events, shifting focus _____ selling _____ providing essential information, demonstrating empathy, and showcasing resilience to maintain brand credibility and loyalty.

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

1. Regulators are demanding that firms release more and more _____ (*to inform*) about their performance.

2. We will be implementing a new _____ (*to manage*) structure in order to deal with the changed sales environment.

3. Technical regulation and enforcement may have actually declined in _____ (*effective*) until recent reforms were implemented.

4. _____ (*to identify*) the assessments that offer the greatest benefits in relation to their cost will ultimately improve the (cost-) efficiency of the healthcare system.

5. The role of the computer _____ (*to analyze*) may be more of facilitator than designer, helping to realize the user's wishes.

6. As small American companies generate more sales overseas, the infrastructure for selling and _____ (*to distribute*) U.S. products will continue to improve.

7. Reliability between _____ (*to review*) regarding the decision to include or exclude an article was calculated using kappa statistics.

8. _____ (*to maintain*) a company's brand and reputation requires a lot of hard work.
9. Tax havens increasingly aim to provide specific _____ (*to tailor*) benefits for users.
10. Police froze his bank accounts and _____ (*to monitor*) his ATM card in case he tried to make a transaction.

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

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

<https://www.youtube.com/watch?v=wQK3wQv1keM>

Unit 5

Marketing Environment

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

1. What is the *marketing environment* and why is it important for business to analyze it regularly?
2. What are features of the marketing environment?
3. What are types of the marketing environment?
4. What are challenges of the marketing environment?
5. What are the factors affecting the marketing environment?

Task II. Read the text *Marketing Environment: Key Factors and Business Impact* paying attention to the words in bold:

Marketing Environment: Key Factors and Business Impact

The marketing environment refers to all the **internal and external factors** that influence how a company plans and executes its marketing efforts. These factors shape everything from campaign strategy to daily operations. Internally, this includes things like company culture, team structure, and available resources. Externally, it covers economic trends, technology shifts, industry changes, and customer behavior.

Your marketing environment directly **affects the decisions** you should make as an agency. A business that operates in a bubble will **miss opportunities**, react to threats and issues too late, and generally not do nearly as well as it could. A company's branding, pricing, and customer engagement strategies need to be created out of an in-depth understanding of the marketing environment. A company may have a very talented marketing team, but if they are **working in a silo**, they are unlikely to **meet customer expectations**. To **stay competitive**, businesses must **conduct regular market environment analyses** to stay adaptable to change. A company's sustainability and profitability are directly proportional to its awareness of the marketing environment.

The marketing environment is typically divided into two main categories: 1) *internal environment*; 2) *external environment*.

The *internal environment* includes factors within the company that can be controlled and managed. These factors are directly related to the organization's operations and can influence its marketing strategies and decisions. Key components include: 1) *company culture* (the beliefs, values, and behaviors that shape how employees interact and work together); 2) *resources* (the financial, human, and technological resources available to the company); 3) *capabilities* (the skills and expertise of the company's workforce and management); 4) *processes* (the internal procedures and workflows that determine how tasks are completed).

The *external environment* consists of factors outside the company that it cannot control but must adapt to. These factors are the microenvironment and the macroenvironment.

The *microenvironment* consists of factors that are closer to the company and directly **affect its ability to serve its customers**. These include: 1) *customers* (the target audience and their preferences, needs, and behaviors); 2) *suppliers* (organizations that provide the necessary inputs for the company's operations); 3) *competitors* (other businesses offering similar products or services); 4) *intermediaries* (entities that help promote, sell, and distribute the company's products).

The *macroenvironment* (often referred to by the acronyms PEST, PESTE, PESTEL) consists of broader forces that **affect the entire industry and market**. These include: 1) *political and legal* (government regulations, policies, and legal issues that impact business operations); 2) *economic* (economic conditions – such as inflation, unemployment, and consumer spending – that affect purchasing power); 3) *social and cultural* (societal values, beliefs, and lifestyle changes that influence consumer behavior); 4) *technological* (advances in technology that can create new opportunities or disrupt existing markets); 5) *environmental* (ecological and environmental concerns that can affect how businesses operate).

The marketing environment needs constant monitoring. A **key benefit** of such close observation is businesses' ability **to adapt swiftly to internal and external**

changes. This includes shifts in the macro environment, such as economic and political factors, and transformations in the internal environment, like company culture and employee dynamics. **Staying attuned to** these changes helps businesses **remain agile and responsive.** By **keeping a vigilant eye on** the marketing environment, marketing managers can make more informed decisions. Understanding how external factors like technological advancements or demographic shifts impact the consumer market enables them **to effectively align their marketing strategies and operations.** This alignment is necessary in ensuring that marketing plans are responsive to the external macro environment and internal dynamics.

Responding to the natural environment and consumer trends

Sustainability now plays a bigger role in marketing. Businesses need **to pay attention to climate concerns,** environmental impact, and how customers respond to these issues. Adapting marketing strategies to address these concerns is a corporate responsibility and a strategic move. By integrating **eco-friendly practices** and sustainability into their marketing operations and **highlighting these efforts** in their marketing campaigns, businesses can tap into the growing consumer **demand for environmentally responsible products.** This adaptability to the natural environment can lead to a stronger connection with the target market and **open up new opportunities** for market share growth.

Challenges in defining the marketing environment. **Defining and analyzing the marketing environment** is challenging due to its ever-changing nature. Economic, technological, and environmental changes **are in constant flux.** This variability can significantly influence marketing strategies and the overall market environment. **The marketing landscape** is ever-changing, with 54% of marketing professionals citing customer journey analysis as the biggest challenge. This reflects the complexity of adapting to rapid changes in **consumer behavior** and **technological advancements.**

Balancing Diverse Factors. The marketing environment **encompasses many factors,** from the micro environment **affecting day-to-day operations** to the broader macro marketing environment. Balancing these diverse elements, including

external forces like market intermediaries and internal factors like business operations, requires a nuanced understanding. **Keeping up with these changes** and how they **impact target customers**, marketing campaigns, and the business environment is a complex but critical task for marketing teams.

Overall, effectively monitoring and understanding the marketing environment is critical for businesses. It helps adapt to changing market forces and consumer behavior and **poses significant challenges** due to its **dynamic and multifaceted nature**. Companies that can successfully navigate this complex landscape are better positioned **to tailor their marketing mix**, anticipate shifts in the market, and **maintain a competitive edge**.

Task III. Answer the questions to the text:

1. What is meant by *the marketing environment*?
2. What is meant by *internal and external factors*?
3. How can businesses benefit from monitoring internal and external changes in the marketing environment?
4. What categories is the marketing environment typically divided into?
5. What does the microenvironment consist of?
6. What is meant by *the macroenvironment*?
7. Why is it crucially important to conduct close monitoring of marketing environment?
8. What does the acronym PEST (PESTE, PESTEL) stand for?
9. What helps businesses remain agile and responsive?
10. Why is it challenging to define and analyze the marketing environment?
11. Why should businesses pay attention to environmental issues and climate concerns?
12. What can lead to a stronger connection with the target market and open up new opportunities for market share growth?

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

1. All internal and external elements that affect how a business organizes and carries out its marketing initiatives are collectively referred to as the marketing environment.
2. A highly competent marketing team can hardly fail to meet customer expectations even if the specialists work in a silo.
3. Systematic study of the market environment is a necessary requirement for businesses to stay competitive.
4. The marketing environment has the indirect impact on the decisions agencies should make.
5. A business's understanding of the marketing environment remotely correlates with its sustainability and profitability.
6. The internal environment involves factors significantly affecting a company's plans and decisions.
7. The external environment consists of factors outside the company that can be controlled and managed.
8. Customers, suppliers, competitors and intermediaries are considered to be the factors incidentally affecting the company's ability to serve its customers.
9. The macroenvironment is made up of more general factors having an impact on the market and industry as a whole.
10. Companies can benefit from keeping an eye on marketing environment, which allows them to stay adaptable to different changes.
11. Defining and analyzing the marketing environment is not difficult due to its unvaried nature.
12. Integration of eco-friendly practices into marketing operations shows how businesses respond to increasing consumer demand for «green» products.
13. Companies can maintain a competitive edge due to successful tailoring their marketing mix.
14. Marketing teams have to perform a challenging but important task to keep up with the changing market forces and monitor their influence on the target audience.

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

available resources, to affect the decisions, to meet customer expectations, to work in a silo, to miss opportunities, to stay competitive, to conduct regular market environment analyses, to serve customers, eco-friendly practices, to adapt to internal and external changes, to effectively align marketing strategies and operations, to stay attuned to the changes, to remain agile and responsive, to keep a vigilant eye on, to pay attention to climate concerns, environmental impact, consumer demand for environmentally responsible products, to open up new opportunities, to be in constant flux, to encompasses many factors, to keep up with changes, to impact target customers, to tailor the marketing mix.

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

доступні ресурси, технологічні зміни, реагувати на загрози та проблеми, глибоке розуміння маркетингового середовища, впливати на маркетингові стратегії та рішення, залишатися конкурентоспроможним, впливати на всю галузь та ринок, питання навколишнього середовища, споживчий попит на екологічно безпечні товари, впливати на купівельну спроможність, ключова перевага, пильно стежити за маркетинговим середовищем, вимагати тонкого розуміння, впливати на щоденну діяльність, створювати значні виклики, маркетинговий ландшафт, технологічні досягнення, зберегти конкурентну перевагу, динамічний та багатогранний характер, адаптивність до природного середовища.

Task VII. Match the words and their definitions:

1	competitive	A	a part of a company, organization, or system that does not communicate with, understand, or work well with other parts
2	to affect	B	to include different types of things
3	a silo	C	a change in position or direction

4	sustainability	D	an improvement relating to a particular activity or area of knowledge
5	agile	E	continuous movement and change
6	advancement	F	having many different parts or sides
7	a shift	G	the quality of causing little or no damage to the environment and therefore able to continue for a long time
8	to encompass	H	used for describing ways of planning and doing work in which it is understood that making changes as they are needed is an important part of the job
9	multifaceted	I	eager to do better than others; as good as or better than others
10	flux	J	to have an influence on someone or something, or to cause a change in someone or something

Task VIII. Match the synonyms:

1	to encompass	A	to influence
2	a customer	B	nonpolluting
3	an opportunity	C	complex
4	to affect	D	to monitor
5	a competitor	E	progress
6	responsive	F	to involve
7	eco-friendly	G	quick to respond
8	to stay attuned to	H	a rival
9	advancement	I	a chance
10	multifaceted	J	a purchaser

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

1	to affect	A	challenges
2	to work	B	eco-friendly practices
3	to stay	C	a competitive edge

4	to highlight	D	shifts
5	to keep	E	competitive
6	to encompass	F	an eye on
7	to maintain	G	efforts
8	to pose	H	in a silo
9	to integrate	I	the decisions
10	to include	J	factors

Task X. Match the opposites:

1	to include	A	stagnant
2	to integrate	B	constant
3	significant	C	inflexible
4	changing	D	simplicity
5	dynamic	E	to join
6	adaptable	F	to omit
7	complexity	G	to separate
8	to divide	H	unimportant

Task XI. Translate the following attributive chains:

campaign strategy, technology shifts, industry changes, market environment analyses, customer engagement strategies, customer expectations, company culture, customer behavior, employee dynamics, climate concerns, market share growth, customer journey analysis, market intermediaries, business operations, the consumer market, customer trends, target customers.

Task XII. Fill in the gaps with appropriate prepositions:

by (2), into (3), for (2), from, of (2), on (1), out of, to (3), with (2), within

9. A company's branding, pricing, and customer engagement strategies need to be created _____ an in-depth understanding of the marketing environment.

10. A business that operates in a bubble will miss opportunities, react _____ threats and issues too late, and generally not do nearly as well as it could.
11. These factors shape everything _____ campaign strategy _____ daily operations.
12. The *internal* environment includes factors _____ the company that can be controlled and managed.
13. The external environment consists _____ factors outside the company that it cannot control but must adapt to.
14. _____ keeping a vigilant eye _____ the marketing environment, marketing managers can make more informed decisions.
15. Keeping up _____ these changes and how they impact target customers, marketing campaigns, and the business environment is a complex but critical task for marketing teams.
16. _____ integrating eco-friendly practices and sustainability _____ their marketing operations and highlighting these efforts in their marketing campaigns, businesses can tap _____ the growing consumer demand _____ environmentally responsible products.
17. The marketing environment is divided _____ two main categories.
18. A company's sustainability and profitability are directly proportional to its awareness _____ the marketing environment.
19. Staying attuned _____ these changes helps businesses remain agile and responsive.
20. This adaptability to the natural environment can lead to a stronger connection _____ the target market and open up new opportunities _____ market share growth.

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

1. Trying to manage _____ (*to expect*) the corporation is saying publicly that its only purpose is to match its performance from the previous quarter.
2. The business is attempting to gauge how large a share of a new and largely _____ (*to define*) market it can seize.

3. In order to keep valuable employees, you need to give them possibilities for growth and _____ (*to advance*).
4. The governor refuses to be _____ (*to influence*) by public opinion.
5. A team of corporate _____ (*to execute*) and politicians met Spanish trade minister to negotiate the issue.
6. Most energy _____ (*to supply*) are doing well in the current state of affairs in the economy.
7. Water transport reduces energy _____ (*to consume*), cuts congestion and, on the whole, costs less than road transportation.
8. The water samples will be _____ (*to analyze*) for the presence of polluting chemicals.
9. It can be rather _____ (*to challenge*) to find self-access tools and activities that will engage pupils and help them improve their speaking abilities.
10. As an active member of the Women's Institute, she is always _____ (*to organize*) seminars for her local group.

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

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

<https://www.youtube.com/watch?v=tsUWuLs9Oqw>

Unit 6

Market Segmentation

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

1. What is *market segmentation*?
2. Why is it essential for businesses to enhance their competitive edge to segment the market?
3. How can market segmentation help a company improve its customer service?
4. How can technologies promote enhancing market segmentation?
5. Are there any limitations of market segmentation?

Task II. Read the text *Market Segmentation* paying attention to the words in bold:

Market Segmentation

Market segmentation is the process of dividing a larger market into smaller groups of consumers with similar characteristics, needs, or behaviors. By identifying and targeting specific segments, businesses can **tailor their products, services, and marketing efforts better to meet the needs and preferences** of their **target audience**, leading to increased efficiency and effectiveness.

Market segmentation is crucial for businesses to develop the right *client profile* and effectively target their desired audience and tailor their marketing efforts. By breaking down a larger market into smaller groups, companies can create more **personalized messaging, improve customer satisfaction**, and ultimately **increase sales and revenue**. The main benefits of market segmentation are: 1) *targeted marketing*: allows businesses to focus their marketing resources on specific segments, maximizing impact and return on marketing investment (ROI); 2) *product differentiation*: helps in developing products and services that **cater to the unique needs and preferences** of different segments; 3) *competitive advantage*: enables businesses **to gain a competitive edge by understanding and addressing the specific demands** of their target market; 4) *improved customer acquisition and*

retention: by understanding customer segments, businesses can better **attract and retain loyal customers**; 5) **effective resource allocation:** facilitates efficient allocation of marketing resources by focusing on segments with the highest potential.

There are four broad types of marketing segmentation based on unique attributes. Each is subdivided into smaller categories to serve them better. These four types are:

- **demographic segmentation:** the simplest and most generalized segmentation category. It creates large groups of people **in reference to** age, gender, religion, location, income, education, occupation, and family size;
- **geographic segmentation:** the division of the market according to location, such as country, region, city. Besides geographic location, factors like climate, cultural preferences, and urban-suburban-rural divides are also possible;
- **psychographic segmentation:** dividing the market based on psychological factors like lifestyle, values, interests, attitudes, personality, and social class;
- **behavioral segmentation:** dividing the market based on **consumers' patterns of behavior**, such as **purchase frequency**, brand loyalty, usage rate, and product benefits sought, **website interaction**, engagement on an app or website.

The market segmentation process typically involves the following steps: 1) **define the overall market:** identify the broad market you want to target; 2) **collect data:** gather information about potential customers through **market research**, surveys, and **data analysis**; 3) **identify segmentation variables:** **determine the relevant factors** for dividing the market into segments (demographics, geography, psychographics, behavior); 4) **develop segment profiles:** create detailed descriptions of each segment, including their characteristics, needs, behaviors; 5) **evaluate segment attractiveness:** **assess the profitability, accessibility, and growth potential** of each segment; 6) **select target segments:** choose the segments that best align with your business objectives and resources; 7) **develop marketing strategies:**

create tailored marketing campaigns for each target segment, dealing with their specific needs and preferences.

Implementing market segmentation effectively can be challenging due to factors such as: 1) *defining segments*: identifying clear and distinct segments that are meaningful and measurable; 2) *data collection*: gathering **accurate and comprehensive data** about consumer segments; 3) *resource allocation*: balancing the costs of segmentation with the **potential benefits**; 4) *cannibalization*: avoiding the situation where different segments compete with each other for the same customers; 5) *changing consumer behavior*: adapting to **dynamic customer preferences** and **shifting market trends**.

It is necessary to **distinguish market segmentation and target marketing**. Market segmentation is the process of dividing a broad target market into smaller, more defined groups of consumers who **share similar characteristics or needs**. Target marketing, on the other hand, is the process of **selecting specific segments of the market** to focus marketing efforts on. So, segmentation is the process of dividing the market, while target marketing is the process of choosing which segments to focus on.

Carrying out market segmentation a business needs to choose a proper a market segmentation strategy, considering: *business objectives* (the company's goals and the ways how segmentation can help achieve them); *resource availability* (financial and human resources); *market characteristics* (needs, preferences, and behaviors of different customer segments); *competitive landscape* (the analysis of competitors actions in terms of segmentation and targeting); *data availability* (if there is enough data to support the chosen segmentation variables).

Additionally, market segmentation can **improve customer retention** by: *personalized communication* (segmenting customers allows businesses to send targeted messages and offers based on their needs and preferences, **fostering stronger relationships**); *customized customer service* (segmenting allows businesses to **provide more tailored service experiences**); *loyalty programs*: (segmented loyalty programs that **reward different customer groups** based on their value and behavior); *proactive engagement*: (by understanding customer segments,

businesses can proactively address potential issues and **anticipate future needs, preventing churn**).

Thus, segmenting markets can give businesses **a competitive advantage** by helping them **define target markets**. They can then **design and market products and services** to those specific groups. By dividing the larger market into **well-defined and deeply researched segments**, companies can create **more effective marketing strategies, improve customer experience, and maximize profits**. They can also take what they've learned back to the product design stage to tailor their offerings to other distinct groups.

Task III. Answer the questions to the text:

1. How can *market segmentation* be defined?
2. Why is marketing segmentation important?
3. How can businesses benefit from market segmentation?
4. How can product differentiation aid in developing goods and services?
5. What advantages does the targeted marketing offer to companies?
6. How can businesses create more customized messaging?
7. What are the different types of market segmentation?
8. What steps are included in the process of market segmentation?
9. What are ways of collecting information about potential customers?
10. What are some of the challenges of market segmentation?
11. What distinguishes target marketing from market segmentation?
12. How can market segmentation increase client retention?
13. What are some of the main considerations when choosing a market segmentation strategy?
14. What does the consideration of market characteristics involve?
15. How can businesses foster stronger relationships with their clients by means of personalized communication?
16. What is implied by loyalty programs in market segmentation?

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

1. The process of dividing a bigger market into smaller groups of customers with different characteristics, requirements, or habits is known as market segmentation.
2. Businesses can better customize their goods, services, and marketing initiatives to the requirements and preferences of their target market by identifying and targeting specific segments.
3. Four main categories of marketing segmentation can be distinguished according to general features.
4. Data collection and resource allocation are the only factors causing challenges for implementing market segmentation effectively.
5. The selection of target segments implies a choice of the segments that bear no resemblance to goals and resources of the business.
6. Market segmentation is carried out according to a chosen strategy encompassing a number of factors.
7. Segmenting the market helps increase client retention.
8. Implementing market segmentation effectively business should experience situations where different segments compete with each other for the same customers.
9. Geographic segmentation is the simplest and most generalized segmentation category.
10. There is a significant difference between market segmentation and target marketing.
11. Value and behavior are the factors that underlie loyalty programs rewarding different customer groups.
12. Businesses can develop more successful marketing strategies, enhance consumer satisfaction, and increase profitability by breaking down the broader market into well-defined and thoroughly studied segments.

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

to meet the needs and preferences of the target audience, to break down a larger market into smaller groups, to improve customer satisfaction, to increase sales and revenue, attract and retain loyal customers, customer acquisition and retention, to gain a competitive edge, to understand and address the specific demands, to facilitate efficient allocation of marketing resources, to assess the profitability, accessibility, and growth potential of each segment, the segments that best align with your business objectives and resources, specific segments of the market, to reward different customer groups, proactive engagement, to maximize profits.

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

основні переваги сегментування ринку, визначення та таргетування певних сегментів, зосередження на сегментах з найбільшим потенціалом, максимізація впливу та рентабельності маркетингових інвестицій, збирати інформацію за допомогою маркетингових досліджень, опитувань та аналізу даних; наявність даних, створювати індивідуальні маркетингові кампанії для кожного цільового сегмента, сприяти міцнішим стосункам, мати схожі характеристики або потреби, визначення чітких та окремих сегментів, які є значущими та вимірюваними; передбачати майбутні потреби, розробляти та просувати продукти та послуги для цих конкретних груп, чітко визначені та глибоко досліджені сегменти.

Task VII. Match the words and their definitions:

1	to cater to	A	a measure of how happy clients feel when they do business with a company
2	loyalty	B	the regular way in which something happens or is done

3	to anticipate	C	the work of collecting information about what people buy and why
4	customer satisfaction	D	to make a judgement about the nature or quality of somebody/something
5	a pattern	E	to encourage something to develop
6	to assess	F	to satisfy a need or to provide what is wanted or needed by a particular person or group
7	to align with	G	the quality of being constant in your support of somebody/something
8	to foster	H	the number of customers who decide to stop using a service offered by one company and to use another company, usually because it offers a better service or price
9	market research	I	to imagine or expect that something will happen
10	churn	J	to be the same or similar, or to agree with each other; to make two things do this

Task VIII. Match the synonyms:

1	to tailor	A	accessibility
2	impact	B	to implement
3	allocation	C	to define
4	to carry out	D	extensive
5	availability	E	to adapt
6	an objective	F	individual
7	to determine	G	quick to respond
8	personalized	H	influence
9	a profile	I	a goal
10	comprehensive	J	distribution

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

1	to meet	A	the situation
2	to gather	B	market segmentation
3	to give	C	steps
4	to implement	D	segment attractiveness
5	to determine	E	the needs and preferences
6	to tailor	F	data
7	to evaluate	G	segmentation variables
8	to avoid	H	advantage
9	to involve	I	factors
10	to identify	J	marketing campaigns

Task X. Match the opposites:

1	specific	A	to initiate
2	to improve	B	to collect
3	an advantage	C	general
4	meaningful	D	different
5	to prevent	E	a drawback
6	to share	F	resemblance
7	similar	G	to worsen
8	differentiation	H	insignificant

Task XI. Translate the following attributive chains:

target audience, market segmentation product differentiation, effective resource allocation, customer satisfaction, most generalized segmentation category, website interaction, market research, data analysis, segment attractiveness, growth potential target segments, data collection, consumer segments, resource allocation, consumer behavior, shifting market trends, a market segmentation strategy, customer preferences, business objectives, resource availability, market

characteristics, data availability, customer retention, customized customer service, loyalty programs, tailored service experiences, different customer groups, customer segments, target markets, market products, product design stage.

Task XII. Fill in the gaps with appropriate prepositions:

about (1), by (1), in (3), into (2), for (2), of (1), on (3), out (1), to (5), through (1), with (3)

1. Market segmentation is crucial _____ businesses to develop the right *client profile* and effectively target their desired audience and tailor their marketing efforts.

2. Targeted marketing allows businesses to focus their marketing resources _____ specific segments, maximizing impact and return _____ marketing investment.

3. Product differentiation helps _____ developing products and services that cater _____ the unique needs and preferences of different segments.

4. Market segmentation is the process of dividing a larger market _____ smaller groups of consumers with similar characteristics, needs, or behaviors.

5. _____ breaking down a larger market _____ smaller groups, companies can create more personalized messaging, improve customer satisfaction, and ultimately increase sales and revenue.

6. Demographic segmentation creates large groups of people _____ reference _____ age, gender, religion, location, income, education, occupation, and family size.

7. Geographic segmentation implies the division of the market according _____ location, such as country, region, city.

8. Gather information _____ potential customers _____ market research, surveys, and data analysis

9. There are four broad types of marketing segmentation based _____ unique attributes.

10. Choose the segments that best align _____ your business objectives and resources.

11. Carrying _____ market segmentation a business needs to choose a proper a market segmentation strategy.
12. Cannibalization implies avoiding the situation where different segments compete _____ each other for the same customers.
13. They can also take what they've learned back to the product design stage to tailor their offerings _____ other distinct groups.
14. Competitive landscape means the analysis of competitors actions _____ terms _____ segmentation and targeting.
15. Create tailored marketing campaigns _____ each target segment, dealing _____ their specific needs and preferences.
16. Implementing market segmentation effectively can be challenging due _____ a number of factors.

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

1. The _____ (*accurate*) of quotations, tabular data, and references is the author's responsibility.
2. Leading global healthcare investors back the local business, which is run by an _____ (*to experience*) management team with a successful track record.
3. In societies characterized by excessive inequality, the consequences of unequal citizen participation may actually worsen the unequal _____ (*to provide*) of public security.
4. The network should be able to reproduce the learnt behavior after the training, during which the synaptic weights _____ (*to evaluate*).
5. Also, qualitative research is _____ (*frequent*) used in psychology as a way of generating informed hypotheses about a certain subject.
6. However, the configurations of important _____ (*to interact*) effects, were intricate and further analysis is necessary to understand their significance for child outcomes.
7. Additional _____ (*to refer*) were identified by looking through bibliographies of related publications and by contacting with relevant topic experts and industry.

8. Depending on the particular issue and the current stage of development of a given science, one type may _____ (*to prefer*) to another.

9. As an _____ (*to assess*), the tester looks at each applicant's writing to identify its advantages and disadvantages.

10. For example, researchers might influence outcomes by _____ (*to anticipate*) desired outcomes and quietly creating favorable conditions for their growth.

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

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

<https://www.youtube.com/watch?v=LbYv2RWE4Tk>

PART II. TEXTS FOR ADDITIONAL READING

Text 1

Economic and Social Aspects of Marketing

Sometimes criticized for its impact on personal economic and social well-being, marketing has been said to affect not only individual consumers but also society as a whole. This section briefly examines some of the criticisms raised and how governments, individuals, and marketers have addressed them.

Marketing and individual welfare

Criticisms have been leveled against marketers, claiming that some of their practices may damage individual welfare. While this may be true in certain circumstances, it is important to recognize that, if a business damages individual welfare, it cannot hope to continue in the marketplace for long. As a consequence, most unfavourable views of marketing are criticisms of poor marketing, not of strategically sound marketing practices.

Others have raised concerns about marketing by saying that it increases prices by encouraging excessive markups. Marketers recognize that consumers may be willing to pay more for a product – such as a necklace from Tiffany & Co. – simply because of the associated prestige. This not only results in greater costs for promotion and distribution, but it allows marketers to earn profit margins that may be significantly higher than industry norms. Marketers counter these concerns by pointing out that products provide not only functional benefits but symbolic ones as well. By creating a symbol of prestige and luxury, Tiffany offers a symbolic benefit that, according to some consumers, justifies the price. In addition, brands may symbolize not only prestige but also quality and functionality, which gives consumers greater confidence when they purchase a branded product. Finally, advertising and promotions are often very cost-effective methods of informing the general public about items and services that are available in the marketplace.

A few marketers have been accused of using deceptive practices, such as misleading promotional activities or high-pressure selling. These deceptive practices have given rise to legislative and administrative remedies, including guidelines

offered by the Federal Trade Commission (FTC) regarding advertising practices, automatic 30-day guarantee policies by some manufacturers, and «cooling off» periods during which a consumer may cancel any contract signed. In addition, professional marketing associations, such as the Direct Marketing Association (now the Data & Marketing Association), have promulgated a set of professional standards for their industry, including a requirement that marketers provide consumers with the opportunity to modify or decline future mail or e-mail solicitations.

Marketing and societal welfare

Concern also has been raised that some marketing practices may encourage excessive interest in material possessions, create «false wants» or promote the purchase of nonessential goods. For example, in the United States, children's Saturday morning television programming came under fire for promoting materialistic values. The Federal Communications Commission (FCC) responded in the early 1990s by regulating the amount of commercial time per hour. In many of these cases, however, the criticisms overstate the power of marketing communications to influence individuals and portray members of the public as individuals unable to distinguish between a good decision and a bad one. In addition, such charges cast marketing as a cause of social problems when often the problems have much deeper societal roots.

Marketing activity also has been sometimes criticized because of its control by strong private interests and its neglect of social and public concern. For example, while companies in the oil and alcohol industries may have significant influence on legislation, media, and individual behaviour, organizations that focus on environmental, health, or education concerns are not able to wield such influence and often fail to receive appropriate recognition for their efforts. While there is clearly an imbalance of power between private interests and public ones, since the late 20th century private companies have received more praise for their marketing efforts for social causes.

Marketing's contribution to individuals and society

Although some have questioned the appropriateness of the marketing philosophy in an age of environmental deterioration, resource shortages, world hunger and poverty, and neglected social services, numerous firms are commendably satisfying individual consumer demands as well as acting in the long-term interests of the consumer and society. These dual objectives of many of today's companies have led to a broadening of the «marketing concept» to become the «societal marketing concept». Generating customer satisfaction while at the same time attending to consumer and societal well-being in the long run are the core concepts of societal marketing.

In practicing societal marketing, marketers try to balance company profits, consumer satisfaction, and public interest in their marketing policies. Many companies have achieved success in adopting societal marketing. Two companies that were among the pioneers of societal marketing are The Body Shop International PLC, based in England, and Ben & Jerry's Homemade Inc., which produces ice cream and is based in the U.S. state of Vermont. Body Shop's cosmetics and personal hygiene products, based on natural ingredients, are sold in recycled packaging. The products are formulated without animal testing, and a percentage of profits each year is donated to animal rights groups, homeless shelters, Amnesty International, rain-forest preservation groups, and other social causes. Ben & Jerry's donates a percentage of its profits to help alleviate social and environmental problems. The company's corporate concept focuses on «caring capitalism», which involves the product as well as social and economic missions.

Marketing has had many other positive benefits for individuals and society. It has helped accelerate economic development and create new jobs. It has also contributed to technological progress and enhanced consumers' choices.

(Encyclopedia of Britannica)

Text 2

The Marketing Actors

The elements that play a role in the marketing process can be divided into three groups: customers, distributors, and facilitators. In addition to interacting with one another, these groups must interact within a business environment that is affected by a variety of forces, including governmental, economic, and social influences.

Customers

In order to understand target customers, certain questions must be answered: Who constitutes the market segment? What do they buy and why? And how, when, and where do they buy? Knowing who constitutes the market segment is not simply a matter of knowing who uses a product. Often, individuals other than the user may participate in or influence a purchasing decision. Several individuals may play various roles in the decision-making process. For instance, in the decision to purchase an automobile for a small family business, the son may be the initiator, the daughter may be an influencer, the wife may be the decider, the purchasing manager may be the buyer, and the husband may be the user. In other words, the son may read on a Web site that businesses can save money and decrease tax liability by owning or leasing company transportation. He may therefore initiate the product search process by raising this issue at a weekly business meeting. However, the son may not be the best-qualified person to gather and process information about automobiles, because the daughter worked for several years in the auto industry before joining the family business. Although the daughter's expertise and research efforts may influence the process, she may not be the key decision maker. The mother, by virtue of her position in the business and in the family, may make the final decision about which car to purchase. However, the family uncle may have good negotiation skills, and he may be the purchasing agent. Thus, he will go to different car dealerships in order to buy the chosen car at the best possible price. Finally, despite the involvement of all these individuals in the purchase process, none of them may actually drive the car. It may be purchased so that the father may use it for his frequent sales calls. In other instances, an individual may handle more than one of these purchasing functions and may even be responsible for all of them. The key is that a marketer must recognize that different people have different

influences on the purchase decision, and these factors must be taken into account in crafting a marketing strategy.

In addition to knowing to whom the marketing efforts are targeted, it is important to know which products target customers tend to purchase and why they do so. Customers do not purchase “things” as much as they purchase services or benefits to satisfy needs. For instance, a conventional oven allows users to cook and heat food. Microwave oven manufacturers recognized that this need could be fulfilled – and done so more quickly – with a technology other than conventional heating. By focusing on needs rather than on products, these companies were able to gain a significant share in the food cooking and heating market.

Knowledge of when, where, and how purchases are made is also useful. A furniture store whose target customers tend to make major purchases in the spring may send its mailings at the beginning of this season. A food vendor may set up a stand near the door of a busy office complex so that employees must pass the stand on their way to lunch. And a jeweler who knows that customers prefer to pay with credit cards may ensure that all major credit cards are accepted at the store. In other cases, marketers who understand specifics about buying habits and preferences also may try to alter them. Thus, a remotely situated wholesale store may use deeply discounted prices to lure customers away from local shopping malls or online stores.

Customers can be divided into two categories: consumer customers, who purchase goods and services for use by themselves and by those with whom they live; and business customers, who purchase goods and services for use by the organization for which they work. Although there are a number of similarities between the purchasing approaches of each type of customer, there are important differences as well.

(from Encyclopedia Britannica)

Text 3

Consumer Customers

Factors influencing consumers

Four major types of factors influence consumer buying behaviour: cultural, social, personal, and psychological.

Cultural factors

Cultural factors have the broadest influence, because they constitute a stable set of values, perceptions, preferences, and behaviours that have been learned by the consumer throughout life. For example, in Western cultures consumption is often driven by a consumer's need to express individuality, while in Eastern cultures consumers are more interested in conforming to group norms. In addition to the influence of a dominant culture, consumers may also be influenced by several subcultures. In Quebec the dominant culture is French-speaking, but one influential subculture is English-speaking. Social class is also a subcultural factor: members of any given social class tend to share similar values, interests, and behaviours.

Social factors

A consumer may interact with several individuals on a daily basis, and the influence of these people constitutes the social factors that affect the buying process. Social factors include reference groups – that is, the formal or informal social groups against which consumers compare themselves. Consumers may be influenced not only by their own membership groups but also by reference groups of which they wish to be a part. Thus, a consumer who wishes to be considered a successful white-collar professional may buy a particular kind of clothing because the people in this reference group tend to wear that style. Typically, the most influential reference group is the family. In this case, family includes the people who raised the consumer (the “family of orientation”) as well as the consumer's spouse and children (the “family of procreation”). Within each group, a consumer will be expected to play a specific role or set of roles dictated by the norms of the group. Roles in each group generally are tied closely to status.

Personal factors

Personal factors include individual characteristics that, when taken in aggregate, distinguish the individual from others of the same social group and culture. These include age, life-cycle stage, occupation, economic circumstances,

and lifestyle. A consumer's personality and self-conception will also influence his or her buying behaviour.

Psychological factors

Finally, psychological factors are the ways in which human thinking and thought patterns influence buying decisions. Consumers are influenced, for example, by their motivation to fulfill a need. In addition, the ways in which an individual acquires and retains information will affect the buying process significantly. Consumers also make their decisions based on past experiences – both positive and negative.

Consumer buying tasks

A consumer's buying task is affected significantly by the level of purchase involvement. The level of involvement describes how important the decision is to the consumer; high involvement is usually associated with purchases that are expensive, infrequent, or risky. Buying also is affected by the degree of difference between brands in the product category. The buying task can be grouped into four categories based on whether involvement is high or low and whether brand differences are great or small.

High-involvement purchases

Complex buying behaviour occurs when the consumer is highly involved with the purchase and when there are significant differences between brands. This behaviour can be associated with the purchase of a new home or a personal computer. Such tasks are complex because the risk is high (significant financial commitment), and the large differences between brands or products require gathering a substantial amount of information prior to purchase. Marketers who wish to influence this buying task must help the consumer process the information as readily as possible. This may include informing the consumer about the product category and its important attributes, providing detailed information about product benefits, and motivating sales personnel to influence final brand choice. For instance, realtors' Web sites typically offer extensive photographs and videos and full descriptions of each available home. And a computer sales representative is likely to spend time providing information to customers who have questions.

Dissonance-reducing buying behaviour occurs when the consumer is highly involved but sees little difference between brands. This is likely to be the case with the purchase of a lawn mower or a diamond ring. After making a purchase under such circumstances, a consumer is likely to experience the dissonance that comes from noticing that other brands would have been just as good, if not slightly better, in some dimensions. A consumer in such a buying situation will seek information or ideas that justify the original purchase.

Low-involvement purchases

There are two types of low-involvement purchases. Habitual buying behaviour occurs when involvement is low and differences between brands are small. Consumers in this case usually do not form a strong attitude toward a brand but select it because it is familiar. In these markets, promotions tend to be simple and repetitive so that the consumer can, without much effort, learn the association between a brand and a product class. Marketers may also try to make their product more involving. For instance, toothpaste was at one time purchased primarily out of habit, but Procter & Gamble introduced a brand, Crest toothpaste, that increased consumer involvement by raising awareness about the importance of good dental hygiene.

Brand differences

Variety-seeking buying behaviour occurs when the consumer is not involved with the purchase, yet there are significant brand differences. In this case, the cost of switching products is low, and so the consumer may, perhaps simply out of boredom, move from one brand to another. Such is often the case with frozen desserts, breakfast cereals, and soft drinks. Dominant firms in such a market situation will attempt to encourage habitual buying and will try to keep other brands from being considered by the consumer. These strategies reduce customer switching behaviour. Challenger firms, on the other hand, want consumers to switch from the market leader, so they will offer promotions, free samples, and advertising that encourage consumers to try something new.

The consumer buying process

The purchase process is initiated when a consumer becomes aware of a need. This awareness may come from an internal source such as hunger or an external source such as marketing communications. Awareness of such a need motivates the consumer to search for information about options with which to fulfill the need. This information can come from personal sources, commercial sources, public or government sources, or the consumer's own experience. Once alternatives have been identified through these sources, consumers evaluate the options, paying particular attention to those attributes the consumer considers most important. Evaluation culminates with a purchase decision, but the buying process does not end here. In fact, marketers point out that a purchase represents the beginning, not the end, of a consumer's relationship with a company. After a purchase has been made, a satisfied consumer is more likely to purchase another company product and to say positive things about the company or its product to other potential purchasers. The opposite is true for dissatisfied consumers. Because of this fact, many companies continue to communicate with their customers after a purchase in an effort to influence post-purchase satisfaction and behaviour.

For example, a plumber may be motivated to consider buying a new set of tools to replace tools that are getting rusty. To gather information about what kind of new tool set to buy, this plumber may examine the tools of a colleague who just bought a new set, read advertisements in plumbing trade magazines, and visit different stores to examine the sets available. The plumber then processes all the information collected, focusing perhaps on durability as one of the most important attributes. In making a particular purchase, the plumber initiates a relationship with a particular tool company. This company may try to enhance post-purchase loyalty and satisfaction by sending the plumber promotions about new tools.

(from Encyclopedia Britannica)

Text 4

Business Customers

Business customers, also known as industrial customers, purchase products or services to use in the production of other products. Such industries include

agriculture, manufacturing, construction, transportation, and communication, among others. They differ from consumer markets in several respects. Because the customers are organizations, the market tends to have fewer and larger buyers than consumer markets. This often results in closer buyer-seller relationships, because those who operate in a market must depend more significantly on one another for supply and revenue. Business customers also are more concentrated; for instance, in the United States more than half of the country's business buyers are concentrated in only seven states. Demand for business goods is derived demand, which means it is driven by a demand for consumer goods. Therefore, demand for business goods is more volatile, because variations in consumer demand can have a significant impact on business-goods demand. Business markets are also distinctive in that buyers are professional purchasers who are highly skilled in negotiating contracts and maximizing efficiency. In addition, several individuals within the business usually have direct or indirect influence on the purchasing process.

Factors influencing business customers

Although business customers are affected by the same cultural, social, personal, and psychological factors that influence consumer customers, the business arena imposes other factors that can be even more influential. First, there is the economic environment, which is characterized by such factors as primary demand, economic forecast, political and regulatory developments, and the type of competition in the market. In a highly competitive market such as airline travel, firms may be concerned about price and therefore make purchases with a focus on saving money. In markets where there is more differentiation among competitors – e.g., in the hotel industry – many firms may make purchases with a focus on quality rather than on price.

Second, there are organizational factors, which include the objectives, policies, procedures, structures, and systems that characterize any particular company. Some companies are structured in such a way that purchases must pass through a complex system of checks and balances, while other companies allow purchasing managers to make more individual decisions. Interpersonal factors are more salient among business customers, because the participants in the buying

process – perhaps representing several departments within a company – often have different interests, authority, and persuasiveness. Furthermore, the factors that affect an individual in the business buying process are related to the participant’s role in the organization. These factors include job position, risk attitudes, and income.

The business buying process

The business buying process mirrors the consumer buying process, with a few notable exceptions. Business buying is not generally need-driven and is instead problem-driven. A business buying process is usually initiated when someone in the company sees a problem that needs to be solved or recognizes a way in which the company can increase profitability or efficiency. The ensuing process follows the same pattern as that of consumers, including information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. However, in part because business purchase decisions require accountability and are often closely analyzed according to cost and efficiency, the process is more systematic than consumer buying and often involves significant documentation. Typically, a purchasing agent for a business buyer will generate documentation regarding product specifications, preferred supplier lists, requests for bids from suppliers, and performance reviews.

(from Encyclopedia Britannica)

Text 5

Marketing Intermediaries: the Distribution Channel

Many producers do not sell products or services directly to consumers and instead use marketing intermediaries to execute an assortment of necessary functions to get the product to the final user. These intermediaries, such as middlemen (wholesalers, retailers, agents, and brokers), distributors, or financial intermediaries, typically enter into longer-term commitments with the producer and make up what is known as the marketing channel, or the channel of distribution. Manufacturers use raw materials to produce finished products, which in turn may be sent directly to the retailer, or, less often, to the consumer. However, as a general rule, finished goods flow from the manufacturer to one or more wholesalers before they reach the retailer and, finally, the consumer. Each party in the distribution channel usually

acquires legal possession of goods during their physical transfer, but this is not always the case. For instance, in consignment selling, the producer retains full legal ownership even though the goods may be in the hands of the wholesaler or retailer – that is, until the merchandise reaches the final user or consumer.

Channels of distribution tend to be more direct – that is, shorter and simpler – in the less industrialized nations. There are notable exceptions, however. For instance, the Ghana Cocoa Board collects cacao beans in Ghana and licenses trading firms to process the commodity. Similar marketing processes are used in other West African nations. Because of the vast number of small-scale producers, these agents operate through middlemen who, in turn, enlist sub-buyers to find runners to transport the products from remote areas. Japan's marketing organization was, until the late 20th century, characterized by long and complex channels of distribution and a variety of wholesalers. It was possible for a product to pass through a minimum of five separate wholesalers before it reached a retailer.

Companies have a wide range of distribution channels available to them, and structuring the right channel may be one of the company's most critical marketing decisions. Businesses may sell products directly to the final customer, as is the case with most industrial capital goods. Or they may use one or more intermediaries to move their goods to the final user. The design and structure of consumer marketing channels and industrial marketing channels can be quite similar or vary widely.

The channel design is based on the level of service desired by the target consumer. There are five primary service components that facilitate the marketer's understanding of what, where, why, when, and how target customers buy certain products. The service variables are quantity or lot size (the number of units a customer purchases on any given purchase occasion), waiting time (the amount of time customers are willing to wait for receipt of goods), proximity or spatial convenience (accessibility of the product), product variety (the breadth of assortment of the product offering), and service backup (add-on services such as delivery or installation provided by the channel). It is essential for the designer of the marketing channel – typically the manufacturer – to recognize the level of each service point that the target customer desires. A single manufacturer may service several target

customer groups through separate channels, and therefore each set of service outputs for these groups could vary. One group of target customers may want elevated levels of service (that is, fast delivery, high product availability, large product assortment, and installation). Their demand for such increased service translates into higher costs for the channel and higher prices for customers.

Channel functions and flows

In order to deliver the optimal level of service outputs to their target consumers, manufacturers are willing to allocate some of their tasks, or marketing flows, to intermediaries. As any marketing channel moves goods from producers to consumers, the marketing intermediaries perform, or participate in, a number of marketing flows, or activities. The typical marketing flows, listed in the usual sequence in which they arise, are collection and distribution of marketing research information (information), development and dissemination of persuasive communications (promotion), agreement on terms for transfer of ownership or possession (negotiation), intentions to buy (ordering), acquisition and allocation of funds (financing), assumption of risks (risk taking), storage and movement of product (physical possession), buyers paying sellers (payment), and transfer of ownership (title).

Each of these flows must be performed by a marketing intermediary for any channel to deliver the goods to the final consumer. Thus, each producer must decide who will perform which of these functions in order to deliver the service output levels that the target consumers desire. Producers delegate these flows for a variety of reasons. First, they may lack the financial resources to carry out the intermediary activities themselves. Second, many producers can earn a superior return on their capital by investing profits back into their core business rather than into the distribution of their products. Finally, intermediaries, or middlemen, offer superior efficiency in making goods and services widely available and accessible to final users. For instance, in overseas markets it may be difficult for an exporter to establish contact with end users, and various kinds of agents must therefore be employed. Because an intermediary typically focuses on only a small handful of specialized

tasks within the marketing channel, each intermediary, through specialization, experience, or scale of operation, can offer a producer greater distribution benefits.

Management of channel systems

Although middlemen can offer greater distribution economy to producers, gaining cooperation from these middlemen can be problematic. Middlemen must continuously be motivated and stimulated to perform at the highest level. In order to gain such a high level of performance, manufacturers need some sort of leverage. Researchers have distinguished five bases of power: coercive (threats if the middlemen do not comply), reward (extra benefits for compliance), legitimate (power by position – rank or contract), expert (special knowledge), and referent (manufacturer is highly respected by the middlemen).

As new institutions emerge or products enter different life-cycle phases, distribution channels change and evolve. With these types of changes, no matter how well the channel is designed and managed, conflict is inevitable. Often this conflict develops because the interests of the independent businesses do not coincide. For example, franchisers, because they receive a percentage of sales, typically want their franchisees to maximize sales, while the franchisees want to maximize their profits, not sales. The conflict that arises may be vertical, horizontal, or multichannel in nature. When the Ford Motor Company comes into conflict with its dealers, this is a vertical channel conflict. Horizontal channel conflict arises when a franchisee in a neighbouring town feels a fellow franchisee has infringed on its territory. Finally, multichannel conflict occurs when a manufacturer has established two or more channels that compete against each other in selling to the same market. For example, a major tire manufacturer may begin selling its tires through mass merchandisers, much to the dismay of its independent tire dealers.

(from Encyclopedia Britannica)

Text 6

Marketing Evaluation and Control

No marketing process, even the most carefully developed, is guaranteed to result in maximum benefit for a company. In addition, because every market is

changing constantly, a strategy that is effective today may not be effective in the future. It is important to evaluate a marketing program periodically to be sure that it is continuing to achieve its objectives.

Marketing control

There are four types of marketing control, each of which has a different purpose: annual-plan control, profitability control, efficiency control, and strategic control.

Annual-plan control

The basis of annual-plan control is managerial objectives—that is to say, specific goals, such as sales and profitability, that are established on a monthly or quarterly basis. Organizations use five tools to monitor plan performance. The first is sales analysis, in which sales goals are compared with actual sales and discrepancies are explained or accounted for. A second tool is market-share analysis, which compares a company's sales with those of its competitors. Companies can express their market share in a number of ways, by comparing their own sales to total market sales, sales within the market segment, or sales of the segment's top competitors. Third, marketing expense-to-sales analysis gauges how much a company spends to achieve its sales goals. The ratio of marketing expenses to sales is expected to fluctuate, and companies usually establish an acceptable range for this ratio. In contrast, financial analysis estimates such expenses (along with others) from a corporate perspective. This includes a comparison of profits to sales (profit margin), sales to assets (asset turnover), profits to assets (return on assets), assets to worth (financial leverage), and, finally, profits to worth (return on net worth). Finally, companies measure customer satisfaction as a means of tracking goal achievement. Analyses of this kind are generally less quantitative than those described above and may include complaint and suggestion systems, customer satisfaction surveys, and careful analysis of reasons why customers switch to a competitor's product.

Profitability control

Profitability control and efficiency control allow a company to closely monitor its sales, profits, and expenditures. Profitability control demonstrates the

relative profit-earning capacity of a company's different products and consumer groups. Companies are frequently surprised to find that a small percentage of their products and customers contribute to a large percentage of their profits. This knowledge helps a company allocate its resources and effort.

Efficiency control

Efficiency control involves micro-level analysis of the various elements of the marketing mix, including sales force, advertising, sales promotion, and distribution. For example, to understand its sales-force efficiency, a company may keep track of how many sales calls a representative makes each day, how long each call lasts, and how much each call costs and generates in revenue. This type of analysis highlights areas in which companies can manage their marketing efforts in a more productive and cost-effective manner.

Strategic control

Strategic control processes allow managers to evaluate a company's marketing program from a critical long-term perspective. This involves a detailed and objective analysis of a company's organization and its ability to maximize its strengths and market opportunities. Companies can use two types of strategic control tools. The first, which a company uses to evaluate itself, is called a marketing-effectiveness rating review. In order to rate its own marketing effectiveness, a company examines its customer philosophy, the adequacy of its marketing information, and the efficiency of its marketing operations. It will also closely evaluate the strength of its marketing strategy and the integration of its marketing tactics.

Marketing audit

The second evaluation tool is known as a marketing audit. This is a comprehensive, systematic, independent, and periodic analysis that a company uses to examine its strengths in relation to its current and potential market(s). Such an analysis is comprehensive because it covers all aspects of the marketing climate (unlike a functional audit, which analyzes one marketing activity), looking at both macro-environment factors (demographic, economic, ecological, technological, political, and cultural) and micro- or task-environment factors (markets, customers,

competitors, distributors, dealers, suppliers, facilitators, and publics). The audit includes analyses of the company's marketing strategy, marketing organization, marketing systems, and marketing productivity. It must be systematic in order to provide concrete conclusions based on these analyses. To ensure objectivity, a marketing audit is best done by a person, department, or organization that is independent of the company or marketing program. Marketing audits should be done not only when the value of a company's current marketing plan is in question; they must be done periodically in order to isolate and solve problems before they arise.

(from Encyclopedia Britannica)

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