

Marketing the product – Worksheet 1

1.1 Reading

DEFINITION

Marketing is a process which determines what products or services are interesting to customers. Another definition says that it is a human activity directed at satisfying needs and wants through exchange. It is also seen as a strategy which influences sales techniques, business communication and development of products. It can also be defined as a "war" between competitors. Marketing also involves activities which try to attract profitable demand for a product. The aim of marketing is to identify, satisfy and keep the customer. Marketing helps to anticipate the needs of customers in order to sell products/services to as many buyers as possible.

COMPONENTS OF MARKETING

Marketing is a process which includes:

- carrying out market research to find out what goods and services people want
- new product development
- product life cycle management
- testing new products
- pricing
- channel management and providing goods to customers
- sales promotion and advertising
- distributing goods to final consumers

MARKETING MIX – THE FOUR P's

It is a concept which includes many aspects of marketing so that customers could get satisfied and demand for products would be strengthened. It is also a combination of four basic marketing tools: product, price, promotion and place. They are used by a company to reach its goals.

PRODUCT

It satisfies the needs of customers. Product management and product marketing deal with specifications of goods or services and how they relate to the end-user's needs and wants. Firms have to think about the design of goods (shape, size, colour, label, brand name, packaging).

PRICE (PRICING)

It is the process of setting a price for a product, including discounts. Price is the value of a product for the customer. It must be attractive to customers, must cover the cost of production and provide a profit for the firm.

PROMOTION

It is targeted communication activities performed by a company in order to approach the customer. It refers to various methods of promoting the product, brand, or company. It includes: advertising, selling and public relations.

PLACE (PLACEMENT)

It refers to how products get to the customer so that they can be purchased, that means which channels of distribution are best to choose (retail, wholesale, the Internet, etc.). It is also sometimes called PLACE, referring to "where" a product or service is sold, e.g. in which geographic region or industry, to which segment (young adults, families, business people, women, men, retired people, etc.).

1.2 Match together.

- | | |
|-----------------------------|--------------------------|
| 1 sales techniques | a) oceňování |
| 2 components of marketing | b) náklady na výrobu |
| 3 advertising | c) prodej |
| 4 market research | d) prodejní metody |
| 5 pricing | e) obchodní značka |
| 6 sales promotion | f) složky marketingu |
| 7 marketing tools | g) distribuční kanály |
| 8 brand name | h) inzerce, reklama |
| 9 production costs | i) potřeby uživatele |
| 10 selling | j) podpora prodeje |
| 11 channels of distribution | k) marketingové nástroje |
| 12 user's needs | l) průzkum trhu |

- 1 2 3 4 5 6
7 8 9 10 11 12

1.3 Make phrases and translate.

satisfy attract reach perform set cover promote

provide influence identify determine carry out

- 1 profitable demand.....
2 a profit
3 what people want.....
4 the needs of customers.....
5the costs of production
6 sales techniques
7 the brand
8 one's goals
9 the target audience.....
10 a market research
11.....communication activities.....
12the price of a product.....



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INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

Marketing the product – Worksheet 2

2.1 Reading

MARKET RESEARCH

It is the work of **finding out** what goods consumers want, what they **are willing to spend** money on and how to **persuade** them to make a purchase. **Manufacturers** use the information before they produce a new product and **introduce it to the market**. The research involves **collecting** and analysing various kinds of **information** about products and market. The findings then help firms to **produce goods**, which people demand, and to know how to persuade consumers to buy them. During the research, data are collected about consumers' age, sex, income, job, preferences, place of living, hobbies, etc.

MARKET SEGMENTS

It is a term used for large groups of people who **have similar** or the same **needs** because they are like each other in many ways, such as age, sex, income, job, leisure activities, life style, household structure (single, one parent family, family with children, etc.), culture **tastes** and many others.

ADVERTISING

In order to inform **potential customers** about a new product and to **attract** them to buy it, companies invest a lot of money in various types of advertising. It helps to sell goods in mass market and it is used to **launch a new product**. Advertising is also used to **keep** brand names **in the public eye** and to **compete with** other producers. Firms **advertise** in order to inform (to tell potential customers about goods and services they produce) and to persuade (to **increase sales** by making people buy a certain type of goods or at a particular shop). To advertise, companies very often use **mass media**, that is: television (making TV **commercials**), the national press (newspapers, magazines, printing **adverts**), the radio (making radio commercials), billboards or posters, the Internet or social network.

TARGET AUDIENCE

It is a group of people who companies try to **reach** through their **advertising campaigns**. People in the target group share some interests, age, profession or demand.

2.2 Find the words in the text and translate.

- | | |
|-----------------------------------|--|
| 1 mít podobné potřeby | 13 hromadné sdělovací prostředky |
| 2 uvést nový produkt na trh | 14 vkus |
| 3 utratit peníze za něco | 15 zvýšit prodej |
| 4 konkurovat někomu | 16 být přitažlivý, upoutat |
| 5 představit na trhu | 17 udržet na očích veřejnosti |
| 6 inzerát, reklama v tisku | 18 inzerovat |
| 7 zjistit | 19 televizní reklama |
| 8 případný zákazník | 20 shromažďovat informace |
| 9 reklamní kampaň | 21 tržní segment |
| 10 vyrábět zboží | 22 cílové publikum |
| 11 výrobce | 23 oslovit, zasáhnout někoho |
| 12 průzkum trhu | 24 být ochotný udělat..... |

2.3 Answer the questions.

- 1 What do companies use market research for?
- 2 What activities does market research involve?
- 3 Think about market segments. Give examples for every similarity mentioned in Reading 1.1.
- 4 Are you influenced by any form of advertising? Which do you prefer the most/the least? Why?
- 5 What would you change about TV commercials if you could? Why?
- 6 What are advantages and disadvantages of advertising over social networks?
- 7 Discuss current commercials. What target audience do they want to reach? How do they do it?

Marketing the product – Worksheet 3

3.1 Reading

SALES PROMOTION

It is the work of selling products by various methods. The aim is to maintain and increase sales of goods; to compete with other sellers; to keep the customer interested or to attract new consumers; and to provide a profit for the seller.

METHODS OF SALES PROMOTION

- **advertising**
- **personal persuasion** of potential customers by a personal visit, phone or email/message
- **exhibitions, displays** (mainly in shop-windows), **demonstrations** (showing how the product works)
- **competitions for prizes**
- **price promotion** – involves various ways of reducing the price of goods or services, offering **discounts** on items which sellers need to **clear off stock** (a few pieces are left/ food nearly past its expiration date/ room for new clothes collection is needed, etc.), **seasonal sales**, special discounts on last year's collection, weekly reduced prices on a number of chosen goods people often buy (food products), product sets (one more expensive item is sold with two or three cheaper items as a set for a better price), etc.
- **loss leader** – it is an item which is sold below its price, sometimes for less than production costs in order to attract customers
- **free samples** – they are given in order to attract new customers; to introduce a new product; to let regular customers know there are new products and persuade them to buy them. They can also be given at demonstrations in various shops (e. g. in-store tasting of wine, salamis, pâtés, cheese; free samples of cosmetic products, etc.) or at exhibitions.
- **free gifts** – when purchasing some product, the customer **gets** another item **for free**, for example buy 2 get 1 free, special time-limited bigger packaging for the same price (yogurts, shampoos), product sets (buy a bed, get pillows as a gift), etc.
- **collecting trading stamps** – customers collect small printed papers or stickers bearing some value or points, these are collected in a special book which is then exchanged for cash, some chosen goods or goods for reduced price

PACKAGING

The term is used in two ways. First, it means the process of putting goods into **wrappers** or **containers** in which they will be sold to the public. These wrappers or containers must protect the product so that it reaches the final customer in good order. Secondly, it is the process of planning and **designing** these **wrappers** to make the goods look attractive, easy to remember, and different from competitor's goods.

3.2 Find in the text and translate.

| | |
|------------------------------|--|
| 1 soutěž o ceny | 9 výstava, ukázka |
| 2 sleva | 10 cenová propagace |
| 3 předváděcí akce | 11 podpora prodeje |
| 4sezónní výprodej | 12 produkt prodávaný pod cenou |
| 5 reklamní vzorek | 13 přehlídka, vyložení zboží ve výloze |
| 6 inzerce, reklama | 14 reklamní dárek |
| 7 dostat zadarmo | 15 vyprodat zásoby |
| 8 osobní přesvědčování | 16 sbírat kupóny..... |
| | 17 balení |

3.3 Answer the questions.

- 1 What ways of price promotion do you personally find interesting? Why?
- 2 Do you like receiving free samples? Of what products? Why yes/no?
- 3 Have you ever collected any trading stamps? What kind of sellers offer them the most and why?
- 4 How important is packaging for you when you are choosing what you will buy?