

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
Київський національний університет будівництва і архітектури

ФАХОВА ІНОЗЕМНА МОВА (АНГЛІЙСЬКА)

Методичні рекомендації
до вивчення освітньої компоненти
для здобувачів першого (бакалаврського) рівня
вищої освіти за спеціальністю 075 «Маркетинг»
до вивчення освітньої компоненти

Київ 2024

УДК 802.0

I-57

Укладачі: Н.А. Дубина, старший викладач;
О.В. Дубина, старший викладач;
С.І. Марченко, старший викладач

Рецензент: В.В. Сало, старший викладач

Відповідальний за випуск С.В. Рубцова, доктор філософії

Затверджено на засіданні кафедри мовної підготовки і комунікації Київського національного університету будівництва і архітектури протокол № 5 від 04 березня 2023 р. – 27 с.

В авторській редакції.

Іноземна мова (англійська): методичні рекомендації/ уклад.:

I-57 Н.А. Дубина, О. В. Дубина, С.І. Марченко. – Київ: КНУБА, 2024 – 26 с.

Містять глосарій ключових термінів, тексти автентичного походження, які відповідають нормам сучасної англійської мови, а також розроблену систему вправ і завдань, що відповідають темам робочої навчальної програми, освітньої компоненти, «Фахова іноземна мова (англійська)»

Призначено для здобувачів освітньо-кваліфікаційного рівня «Бакалавр».

© КНУБА, 2024

Загальні положення

Складено з урахуванням методологічної концепції навчання з використанням автентичних матеріалів, а також розробленою системою вправ і завдань що спрямовані на розвиток мовленнєвої компетенції у сфері фахового спілкування і мають намір розвинути мовні навички до рівня B2+.

Мають на меті допомогти:

- послідовному засвоєнню матеріалу
- оволодінню термінології ділового спілкування
- розвитку навичок та вмінь самостійного вирішення проблем при іншомовному спілкуванні
- розвитку навичок використання мови за допомогою різного типу вправ з фахової тематики.

Методичні рекомендації мають сприяти активізації мовленнєвих, умінь і навичок а також їх практичному застосуванню під час виконання комунікативних вправ та завдань за відповідними темами.

Unit 1 Market
Glossary of key terms

I. Learn the meaning of these terms and use them when discussing topic

Market	a place where parties can gather to facilitate the exchange of goods and services
To facilitate	to make something possible or easier
To purchase	to buy something
Commodity	something that can be traded, bought, or <u>sold</u>
Legal tender	the money that can be officially used in a country
Competition	a situation in which someone is trying to win something or be more successful than someone else
Stock market	A place where parties can trade bonds and shares
Market economy	an economic system in which goods and services are made, sold, and shared and prices set by the balance of supply and demand
Perfect competition	a situation where the sellers of a product or service are free to compete fairly, and sellers and buyers have complete information

What It Means in Economics, Types and Common Features

What Is a Market?

A market is a place where parties can gather to facilitate the exchange of goods and services. The parties involved are usually buyers and sellers. The market may be physical like a retail outlet, where people meet face-to-face, or virtual like an online market, where there is no direct physical contact between buyers and sellers. There are some key characteristics that help define a market, including the availability of an arena, buyers and sellers, and a commodity that can be purchased and sold.

KEY TAKEAWAYS

- A market is a place where buyers and sellers can meet to facilitate the exchange or transaction of goods and services.
- Markets can be physical like a retail outlet, or virtual like an e-retailer.
- Other examples include illegal markets, auction markets, and financial markets.
- Markets establish the prices of goods and services that are determined by supply and demand.
- Features of a market include the availability of an arena, buyers and sellers, and a commodity.

Understanding Markets

A market is any place where two or more parties can meet to engage in an economic transaction—even those that don't involve legal tender. A market transaction may involve goods, services, information, currency, or any combination of these that pass from one party to another. In short, markets are arenas in which buyers and sellers can gather and interact.

Two parties are generally needed to make a trade. But, at minimum, a third party is required to introduce competition and bring balance to the market. As such, a market in a state of perfect competition, among other things, is characterized by a high number of active buyers and sellers.

Beyond this broad definition, the term market encompasses a variety of things, depending on the context. For instance, it may refer to the stock market, which is the place where securities are traded. It may also be used to describe a collection of people who wish to buy a specific product or service in a specific place, such as the Brooklyn housing market. Or it could refer to an industry or business sector, such as the global diamond market.

Certain decisions that help shape the market are determined by an economic system known as the market economy. In this system, factors like investments and the production, distribution, and pricing of goods and services are led by supply and demand from businesses and individuals. As such, a market economy is unplanned and is not part of a planned or command economy where the government dictates all of these factors.

II. Match the following words with their respective definitions

1. Competition	a. to buy something
2. To purchase	b. the money that can be officially used in a country

3. Stock market	an economic system in which goods and services are made, sold and shared and prices set by the balance of supply and demand
4. Market	d. the money that can be officially used in a country
5. Legal tender	e. a situation where the sellers of a product or service are free to compete fairly, and sellers and buyers have complete information
6. Market economy	f. a place where parties can gather to facilitate the exchange of goods and services
7. Legal tender	g. to make something possible or easier
8. To facilitate	h. A place where parties can trade bonds and shares
Perfect competition	a situation in which someone is trying to win something or be more successful than someone else

III. Read the text above. For each empty space chose the correct variant

1) A market is a place where parties can ____

- A) gather to facilitate the exchange of goods.
- B) meet to facilitate the exchange of goods and services.
- C) gather to facilitate the sale of goods and services.

2) The parties involved are _____.

- A) usually buyers and manufacturers
- B) not usually buyers and sellers
- C) usually consumers and sellers

3) There are some key characteristics that help define a market, _____

- A) including the accessibility of an arena, buyers and sellers, and a commodity that can be bought and sold
- B) excluding the availability of an arena, buyers and sellers, and a commodity that can be purchased and sold.
- C) including work of an arena, buyers and sellers, and a commodity that can be purchased and sold.

4) Markets _____

- A) create the prices of products and services that are determined by supply and demand
- B) establish the circulation of goods and ideas that are determined by supply and demand
- C) establish the prices of goods and services that are determined by supply and wants

5) Perfect competition, among other things, is _____

- A) characterized by a low number of active buyers and sellers.
- B) determined by a high number of active buyers and sellers.
- C) characterized by a high number of inactive buyers and sellers.

IV. Complete the following sentences using the words in a box

a) deal, b) purchasers, c) involves, d) participate, e) form
--

- 1) Beyond this broad definition, the term market _____ a variety of things, depending on the context.
- 2) A market is any place where two or more parties can _____ to engage in an economic transaction—even those that don't involve legal tender.
- 3) The parties involved are usually _____ and sellers.
- 4) Markets _____ the prices of goods and services that are determined by supply and demand.
- 5) A market _____ may involve goods, services, information, currency, or any combination of these that pass from one party to another.

Unit 2

What is content marketing

Glossary of key terms

I. Learn the meaning of these terms and use them when discussing topic

marketing	action or business of promoting and selling products or services, including market research and advertising
content relevance	refers how well the information on a website corresponds to search query
newsletter	printed or electronic document containing information about the recent

	activities of an organization, sent regularly to the organization's members
white paper	government report on a particular subject giving information and details about it
ultimately	used to emphasize the most important fact in a situation
customer	a person who buys goods or a service
competitive advantage	the conditions that make a business more successful

Text 1

II. You are going to read an extract from an article about wildlife content marketing. For questions 1–5 choose the answer (A, B, C or D) which you think fits best according to the text.

What is content marketing?

Content marketing is the development and distribution of relevant, useful content—blogs, newsletters, white papers, social media posts, emails, videos, and the like — to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action. When it's done right, this content conveys expertise and makes it clear that a company values the people to whom it sells. The consistent use of content marketing establishes and nurtures relationships with your prospective and existing customers. When your customers think of your company as a partner interested in their success and a valuable source of advice and guidance, they're more likely to choose you when it's time to buy.

Why it's important?

Content marketing is a go-to tactics that's proven to work. Also, it provides a competitive advantage. Take a look at what the data says about content marketing:

- Businesses with blogs get 67% more leads than other companies.
- Forty-seven percent of buyers view 3 to 5 pieces of content before engaging with a sales representative.
- Companies that use content marketing see approximately 30% higher growth rates than businesses not using it.
- 72% of business to business (B2B) marketers say content marketing increases engagement and the number of leads they generate.

How content marketing works?

Your business can use content marketing to attract leads, make a case for your product or service when someone is researching what to buy, and close sales.

To use it effectively, you'll need to deliver the right content at each stage of the sales cycle—from awareness through consideration to purchase.

Here's how companies use content marketing in each stage of the sales cycle to engage and sell.

Awareness stage

At the first stage of the sales process, your content should focus on the top concerns of your audience. Writing about their pain points, challenges, and questions gives you the best chance of engaging with them. Content at the awareness stage should be educational, how-to advice. Save your selling for the consideration and closing phases.

Best content for this stage: articles, blog posts, e-books, videos, newsletters

Examples:

- A restaurant writes a blog post about how to plan a menu for a graduation party in the spring.
- A bike touring company creates a short video on the topic “3 Ways to Choose the Right Bike Trip.”
- An architecture firm creates an e-book called “Questions to Ask Before Hiring an Architect.”

Consideration stage

In the consideration stage, content should offer a hybrid of helpful information and marketing. It should educate the reader about what features or functions to look for and how various features address their needs. Of course, your content should have a bent toward what your business offers.

Best content for this stage: case studies, how-to articles, how-to videos, checklists/worksheets

Examples:

- A cloud-based phone system company creates a checklist entitled “8 Ways to Improve Your Phone Customer Service” that details the features and functions that make great customer service possible.
- A landscaping company creates case studies about “The Biggest Mistakes Most People Make When They Hire a Landscaper.”

- A catering company features case studies of successful events with a focus on the benefits they offer, such as “How to Accommodate Food Allergies at Your Next Event,” or “How to Ensure Your Caterer Uses Sustainable Practices.”

The decision-making stage

Content marketing plays an important role when a prospect is close to buying. At this stage, you can focus on sales, explaining why you’re the best choice rather than just how great your services or products are.

Your central message here should be your expertise, knowledge, and the differentiating benefits of what you sell.

Best content for this stage: case studies, user-generated content, buyer’s guide, product video, research report

Examples:

- A consulting firm creates a research report proving that businesses that engage in strategic planning, assessments by outsiders, and other services—shaped by what services it offers—experience higher growth.
- A design agency creates short videos showcasing the variety in its work across different industries to demonstrate its diverse expertise.
- An orthodontist practice encourages patients to contribute testimonials about its state-of-the-art equipment and top-notch service.

Retention: The Final Stage

This is the toughest part. Finally, you have convinced your leads to buy your products, but now you need to retain them and earn their loyalty. Converting a “one-time” buyer into a regular customer and brand advocate is perhaps the most challenging part of the marketing funnel. Have you ever received emails with special offers or gift cards? We all have, and this is a part of the retention process. You cannot force customers to stay, but instead you need to convince them. Again, put yourself in your customer’s shoes and understand what they want. In this stage, it’s best to have a tight grip on your customer service and user experience because if there is a problem with your product, your customer will want it to be resolved as soon as possible.

1. According to the text context marketing:

- a) Is beneficial both for the company and customers
- b) makes it clear that a company values the people to whom it sells
- c) is aimed to attract customer
- d) all the above said

2. Content marketing provides a competitive advantage because

- a) It helps to attract more potential customers
- b) Companies that use content marketing have twice as much profit as businesses not using it.
- c) All marketers claim that content marketing increases the number of leads they generate.
- d) Almost all buyers view 3 to 5 pieces of content before engaging with a sales representative.

3. At awareness stage

- a) a combination of helpful information and marketing is offered
- b) content is informative without being pushy, and can usually be found with a simple Google search.
- c) Company should explain why they are the best choice
- d) Content involves case study and worksheets

4. Consideration stage is aimed

- a) to develop content that attracts leads and encourages these leads to become potential customers
- b) at sales, showing that you're the best choice.
- c) At converting a "one-time" buyer into a regular customer and brand advocate
- d) To teach the potential customer about what features or functions to look for and how various features fulfil their needs.

5. At retention stage

- a) The main emphasis is on your expertise, knowledge, and the differentiating benefits of what you sell.
- b) The goal of the company is to convert a "one-time" buyer into a regular customer.
- c) You should focus on sale rather than customer.
- d) The company has to outline the main concerns and needs of potential customer.

III. Answer the questions:

1. What is content marketing and what are the ways to distribute it?
2. How many more customers do businesses with blogs get?
3. Which content should be at the stage of awareness?
4. Which content is best to use at the consideration stage?
5. What should be shown to the customer first of all at the decision-making stage?
6. Why is retention stage the toughest part?
7. Give examples of each stage of content marketing.

8. What is the best content for each stage?

IV. Find equivalents:

1.	a lead	a)	a model that shows the way a potential customer goes from becoming aware of your brand to purchasing a good or service.
2.	The awareness stage	b)	the phase of the buyer's journey where you offer the target audience information that considers your product or service
3	The consideration stage	c)	a person who has shown interest in your company's product or service.
4	Retention	d)	you can focus on sales, explaining why you're the best choice rather than just how great your services or products are.
5.	A marketing funnel	e)	you need to retain your customers and earn their loyalty
6.	The decision-making stage	f)	the process of making potential customers aware of your business, its brand, and products or services.

V. Add these words to the correct lines:

relevant, useful, profitable, likely, popular, reparable, appealing, polite, reversible, interesting, affordable, probable, correct, fortunately, relatable, recognisable, obedient.

1. **UN:** uncomfortable, _____
2. **IR:** irrational, _____
3. **DIS:** dishonest, _____
4. **IM:** impossible, _____
5. **IN:** inconvenient, _____

VI. For questions 1-7, read the text below. Use the word given in capitals at the end of some of the lines to form a word that fits in the gap in the same line. There is an example at the beginning (0).

Why Content Marketing?

Perhaps more important than understand what content marketing is, is (0) understanding why content marketing is important to your business. First we need to understand the four steps of the buying cycle:	understand
(1) _____. Prior to awareness a customer may have a need, but they are not aware there is a solution.	aware
Research. Once a customer is aware there is a (2)_____, they will perform research to educate themselves. For example, a car buyer will try to find out what (3)_____ types of cars exist, and which one will fit their needs.	Solve difference
(4)_____. At this point the customer starts comparing different products from different vendors to make sure they're getting a high quality product at a fair price.	consider
Buy. Finally, the customer makes their (5)_____ and moves forward with the transaction.	Decide
(6)_____ advertising and marketing is great when it comes to the second two steps.	tradition
Content marketing taps into the first two stages of the buying process by raising awareness of solutions and educating (7)_____ about a product they may have never considered before.	consume

VII. Complete the blanks with prepositions

Adjectives	Nouns	Verbs
interested ____	a report	focus on
responsible	an opportunity	contribute to
proud	a description	Supply sb____sth
satisfied	a solution	Supply sth____sb
ready	knowledge	Provide sb____sth
typical	a rise	Provide sth____sb
known	an increase_____	engage in

Text 2

I. You are going to read a magazine article about Five Content Marketing Examples. For questions 16–30, choose from the examples (A–E). The examples may be chosen more than once.

WHICH CONTENT MARKETING EXAMPLE:

Will help to advertise yourself even if it's not much success	
Can lead to more sales of one's product	
Can be costly if you hire professionals to develop it.	
Is considered to be expensive and hard	
Is used to sell absolutely different products	
Makes a big difference as a content marketing tool	
Can cost nothing	
People are unaware of it being a part of content marketing	
Gives you a visibility	
Can live long as long as it's effective	

Five Content Marketing Examples

There are as many types of content marketing as there are types of content--far too many to cover here. My intent is to give you an introduction to content marketing and get you thinking like a content marketer so you'll see the opportunities all around you. Soon you'll be coming up with 50 content marketing ideas every day. You won't be able to stop seeing opportunities to create content. Here are five examples to help your mind start percolating.

A. Infographics. These are generally long, vertical graphics that include statistics, charts, graphs, and other information. If you need some examples, here are 197 infographics on the topic of content marketing curated by Michael Schmitz, head of Content Lab at Publicis, Munich. Infographics can be effective in that if one is good it can be passed around social media and posted on websites for years. You can get a professionally designed infographic by hiring a contractor on a site like oDesk or if you want to remove some of the risk you can go with a company like Visua.ly. A decent infographic will usually cost you at least \$1,000 to have designed, but can cost several thousand dollars if you are hiring a contractor or agency to include strategy and

planning, research, copywriting, and design. There is also the matter of promoting that infographic to bloggers and the media. Or you could set up a board on Pinterest and curate infographics on a topic related to your business. That is also a form of content marketing, and it costs nothing but your time. Hey, it worked for Michael.

- B. Webpages.** What's the difference between a normal webpage and a webpage that is content marketing? Consider *The Beginner's Guide to SEO* from Moz, a provider of SEO related tools and resources. This resource, offered for free, has been viewed millions of times, bringing in countless customers who otherwise might never have stumbled across Moz and the services they offer. Or take a look at a case study from the design firm Teehan+Lax. Most case studies are boring. Their case studies are fascinating. That's the difference between simply putting content on your website, and content marketing.
- C. Podcasts.** Michael Hyatt, author of the best-selling book *Platform: Get Noticed in a Noisy World*, practices what he preaches. His "This is Your Life" podcast is downloaded 250,000 times each month. As Hyatt elaborates on his blog post *4 Reasons You Should Consider Launching Your Own Podcast*, "A podcast gives you visibility in a completely different world—primarily iTunes. I have had scores of new people say they had never heard of me until they stumbled onto me in iTunes." Hyatt gives valuable information and advice in his podcast--all for free. But that podcast leads to more sales of his books, signups for his courses, and requests for him as a speaker.
- D. Videos.** Gary Vaynerchuk is a master of content marketing using online video, just take a look at his YouTube channel. He got his start creating videos to promote his family's wine store and through those videos and other online marketing he eventually grew it to a \$45M empire. Videos and podcasts are a largely untapped form of content marketing because people think it's expensive and hard. But with the falling cost of professional grade equipment creating high quality video and audio content is easier than ever. Amateur video content marketing has been used to sell blenders, launch new dental products, and market Hong Kong visa consulting services. What video could you throw together for your company that might change your fortunes overnight? It might be easier than you think.
- E. Books.** Like movies, people often think of books as selling themselves, but savvy marketers don't sell books just to sell books, they sell books as marketing tools. Michael Port's sales manual *Book Yourself Solid* is a great read for entrepreneurs, salespeople, and marketers, and while I'm sure Port

enjoys selling his book, the book is a tool for driving customers to his coaching and speaking services. Although with self-publishing it's easier than ever to publish a book, there is still the perception that it's difficult and that only reputable professionals can publish a business book. Publish your own, and even if people don't read it you can still use it as a form of content marketing every time you're introduced as "Author of..."

Unit 3

Social media marketing

Glossary of key terms

I. For questions 1–8, read the text below and decide which answer (A, B, C or D) best fits each gap. Mark your answers on the separate answer sheet

Social media marketing

Social media marketing means driving traffic and brand 1)_____by engaging people in discussion online. The most popular platforms for social media marketing are Facebook, Twitter, and Instagram, with LinkedIn and YouTube not far behind.

Because social media marketing 2)_____active audience participation, it has become a popular way of 3)_____attention. It's the most popular content medium for B2C marketers at 96%, and it's gaining ground in the B2B sphere as well. the 4)_____Content Marketing Institute, 61% of B2B content marketers increased their use of social media this year.

Social media marketing offers built-in engagement metrics, which are extremely useful in helping you to understand how well you're reaching your audience. You get to decide which types of interactions 5)_____ the most to you, whether that means 6)_____of shares, comments, or total clicks to your website.

Direct purchase may not even be a goal of your social media marketing strategy. Many brands use social media marketing to start dialogues with audiences rather than 7)_____them to spend money right away. This is especially common in brands that target older audiences or offer products and services not appropriate for impulse buys. It all depends 8)_____ your company's goals.

1.	a) conscience	b) awareness	c) branding	d) mind
2.	a) includes	b) contains	c) involves	d) gets
3.	a) getting	b) making	c) doing	d) having

4.	a) However	b)According to	c) Despite	d) Owing to
5.	a) mean	b) means	c) is meaning	d) meant
6.	a) the amount	b) the number	c) lot	d)much
7.	a) encourage	b) make	c) let	d) have
8.	a) on	b) at	c) in	d) of

II. For questions 1-10, read the text below and think of the word which best fits each gap. Use only one word in each gap.

There is an example at the beginning (0).

Social Media

The best social media marketing **0) platforms** for business

The best social media marketing platforms for business 1) _____ Facebook, YouTube, Instagram, LinkedIn, Twitter, TikTok, and Snapchat. Different social media marketing sites require different approaches, so here’s a brief overview on each one—its user base, main vibes, pros, cons, and content types.

YouTube

You may 2) ____ think of YouTube as a social media marketing channel, but it fits the bill: you 3)_____ post videos to your channel; share, comment 4)____, and like other videos, and follow other accounts you like. Plus, you have a curated feed in your homepage with recommended videos. The key to social media marketing on YouTube is not to try to “go viral,” 5)_____ to add value.

Instagram

Though it came onto the scene years after LinkedIn and Twitter, Instagram quickly surpassed those platforms and reached one billion monthly active users in 2018. It’s popular 6)_____ its diverse content formats, including Feed posts, Stories, Lives, Reels, and IGTV. People 7)_____ Instagram to follow influencers and brands they buy from and who support their personal values.

TikTok

TikTok is 8)_____ fastest growing social media platform of all time, taking only five years to reach one billion monthly active users. While it’s 9)_____ for dancing, there are countless popular categories on the platform that continue to grow. Businesses are finding ways to use it as a marketing channel, but just remember, the primary reason people use TikTok is for entertainment, so 10)_____ sure your videos align with that.

Unit 4
Business marketing

I. Learn the meaning of these terms and use them when discussing topic

B2B marketing	any marketing strategy or content used by one business to target and sell to another business
consumer good	goods bought and used by consumers, rather than by manufacturers for producing other goods
B2B product	the exchange of products, services or information between businesses
pricing	the level at which prices are set by a company
exchange	the act of giving something to someone and them giving you something else
promotion	activities to advertise something

II. You are going to read an extract from an article about wildlife content marketing. For questions 1–5 choose the answer (A, B, C or D) which you think fits best according to the text.

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals.

Exchange is the key term in the definition of marketing. The concept of exchange is quite simple. It means that people give up something to receive something they would rather have. Normally we think of money as the medium of exchange. We "give up" money to "get" the goods and services we want. Exchange does not require money, however. Two persons may barter or trade such items as baseball cards or oil paintings.

Five conditions must be satisfied for any kind of exchange to take place:

- There must be at least two parties.
- Each party must have something the other party values.
- Each party must be able to communicate with the other party and deliver the goods or services sought by the other trading party.
- Each party must be free to accept or reject the other's offer.
- Each party must want to deal with the other party.

Exchange will not necessarily take place even if all these conditions exist. They are, however, necessary for exchange to be possible. For example, you may place an advertisement in your local newspaper stating that your used automobile

is for sale at a certain price. Several people may call you to ask about the car, some may test- drive it, and one or more may even make you an offer. All five conditions are necessary for an exchange to exist. But unless you reach an agreement with a buyer and actually sell the car, an exchange will not take place. Notice that marketing can occur even if an exchange does not occur. In the example just discussed, you would have engaged in marketing even if no one bought your used automobile.

Business marketing is a marketing practice of individuals or organizations (including commercial businesses, governments and institutions). It allows them to sell products or services to other companies or organizations that resell them, use them in their products or services or use them to support their works.

Business marketing is also known as industrial marketing or business-to-business (B2B) marketing. Despite sharing dynamics of organizational marketing with marketing to governments, business-to-government marketing is different.

Business-to-business marketing is the marketing of goods and services to individuals and organizations for purposes other than personal consumption. The sale of an overhead projector to your college or university is an example of business-to-business marketing. Business-to-business products include those that are used to manufacture other products, that become part of another product, that aid the normal operations of an organization, or that are acquired for resale without any substantial change in form. The key characteristic distinguishing business-to-business products from consumer products is intended use, not physical characteristics. A product that is purchased for personal or family consumption or as a gift is a consumer good. If that same product, such as a microcomputer or a cellular telephone, is bought for use in a business, it is a business-to-business product.

1. According to the text marketing is:

a) the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services.

b) the process of planning, pricing, promotion, and distribution of ideas, to create exchanges that satisfy individual and organizational goals.

c) the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals.

d) the process of planning the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals.

2. For any kind of exchange to take place these conditions must be satisfied

- a) each party must have something the other party values.
- b) each party must want to deal with the other party.
- c) each party must be free to accept or reject the other's offer.
- d) all of the above

3. Business marketing is

a) a marketing practice of individuals or organizations that allows them to sell products or services to other companies or organizations that resell them, use them in their products or services or use them to support their works.

b) a marketing practice of individuals or organizations that allows them to sell products or services to other companies or organizations that resell them or use them to support their works.

c) a marketing practice of organizations that allows them to sell products or services to other individuals that resell them, use them in their products or services or use them to support their works.

d) Business marketing is a marketing practice of individuals or organizations (including commercial businesses, governments and institutions).

4. Business-to-business marketing is

a) the marketing of goods and services to individuals and organizations for personal consumption.

b) the marketing of goods and services to individuals and organizations for purposes other than personal consumption.

c) the marketing of goods to individuals and organizations for purposes other than personal consumption.

d) all of the above

5. A product that is purchased for personal or family consumption is

- a) a business-to-business product
- b) a capital product
- c) a consumer product
- d) a manufactured good

I. Answer the questions:

1. What is marketing?
2. What is key in marketing?
3. What are the five conditions for an exchange to take place?
4. what do we give up?

(We "give up" money to "get" the goods and services we want.)

5. What is business marketing?
6. How else is business marketing known?
7. What is B2B?
8. What example of marketing is given in the text?
9. What is the key characteristic distinguishing business-to-business products from consumer products?
10. What is a consumer good?

III. Find equivalents:

1.	Marketing	a)	Product that is bought for use in a business
2.	Business marketing	b)	means that people give up something to receive something they would rather have
3.	Business-to-business marketing	c)	the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational goals.
4.	a consumer good	d)	the marketing of goods and services to individuals and organizations for purposes other than personal consumption.
5.	a business-to-business product	e)	A product that is purchased for personal or family consumption or as a gift
6.	exchange	f)	a marketing practice of individuals or organizations (including commercial businesses, governments and institutions)

IV. Fill in the word formation table and then complete the text using the correct derivative.

VERB	NOUN	ADJECTIVE	ADVERB
	promotion		
satisfy			
		organizational	
communicate			
	profit	_____ / _____	_____ / _____
	consumer / _____		

sell/_____	_____/_____		-----
			necessarily
require			

V. For questions 1-7, read the text below. Use the word given in capitals at the end of some of the lines to form a word that fits in the gap in the same line. There is an example at the beginning (0). Translate the text.

Some use "marketing" as a fashionable counterpart to the word "sales. Others use the word to mean activities _____ and advertise goods and services.	promotion
Marketing is an activity that is aimed at achieving the goals of enterprises, institutions, _____ by creating demand and maximizing consumer _____.	Organize satisfy
The purpose of marketing is to attract new customers by promising them the highest _____ value, and to keep old customers by constantly meeting their changing needs.	consume
The main task of marketing is to understand market needs and select those that their company can serve better than others. This will enable the company to produce higher quality goods and thereby increase _____ and profits by better meeting the needs of their target customers.	sell
Marketing begins long before a company has a finished product. Marketing begins with managers identifying people's needs, calculating their intensity and volume, and determining the company's ability to meet them. They try to find new customers and retain existing customers by improving the customer experience and using sales and feedback reports for this purpose. If the marketing expert correctly understood the needs of the customer, created a product that meets customer _____, set a reasonable price, properly distributed the product and conducted an advertising campaign, then it will be very easy to sell such a product.	require
For business to be _____, it is necessary not just to know the needs of the customer, but to understand them correctly.	Profit necessarily

<ul style="list-style-type: none"> • It is ____ to create a product that will fully meet the expectations of customers. • The stated cost must be adequate. • The advertising campaign should be carried out using the most effective advertising tools. • It is necessary to distribute the goods thoughtfully to the points of sale (group and retail sales). • After the purchase of the client should not be forgotten, a full-fledged service should be organized. <p>A marketing campaign has no unimportant details. But if you take into account every step, and carefully approach the tasks, then the product will be sell very easily, while bringing the company the maximum profit.</p>	
---	--

**VI. Complete the sentences with the expressions given below:
 at a certain price , by check, in cash, on business, on demand, on average,
 under control, on purpose, in general, on sale**

1. Demand is defined as the willingness by consumers to buy a certain quantity of that good or service over a certain period.
2. In fact, this model is still
3. He just deposited \$20,000
4. Service available rather than on fixed schedules.
5. The market is transparent.
6. It was used to keep people
7. I travel a lot and with my family.
8. Sometimes they do it in order to blame Ukrainian troops later.
9. We can pay or PayPal when your earnings exceed \$10.
10. Optimists live 12 years longer than pessimists.

V. You are going to read an article about Four eras in the history of marketing. For questions 16–30, choose from the eras (A–D). The eras may be chosen more than once.

WHICH ERA:

<p>Manufacturers stressed production of quality products and then looked for people to purchase them.</p>	
---	--

Companies had to market goods and services, not just produce and sell them.	
marketing departments remained in subordinate positions.	
reached its peak during the early part of the 20th century.	
Businesses focus on establishing and maintaining relationships with both customers and suppliers.	
Ushered a shift in the focus from products and sales to satisfying customer needs.	
firms attempted to match their output to the potential number of customers who would want it.	
The slogan, "They can have any color they want, as long as it's black," reflected the philosophy of this era	

Use of English

MAKE/DO

1. Complete the table with the verbs MAKE or DO

Make an appointment	Make a mistake	Make sense	Do harm
Make sure	Make a suggestion	Do wrong/right	Make a profit
Make an effort	Do homework	Do a favour	Make noise
Do an exercise	Make money	Make arrangements	Make a reservation
Do an experiment	Make a difference	Make a report	Make a decision
Make friends	Do research	Do well/badly	Make an offer

1. Now, you correct me if I _____
2. Scientists have continued to _____ on its benefits.
3. People _____ all throughout their day, most of which are straightforward and don't require much thought.
4. Could you _____ and buy me some milk while you're out?
5. It _____ to leave early to avoid traffic.
6. I don't get lonely now because I _____ to see people.
7. There are many real ways to _____ at home, online or out and about.

8. Investments in projects pay off in a short time and then begin to ____
9. Modernizing historic buildings can often ___ more ___ than good.
10. The teacher asked us to ___ a lot of grammar ___ over the holidays.

Glossary of the key terms

1. SMM (Social Media Marketing) – маркетинг у соціальних мережах.
2. Direct marketing – особиста комунікація з кінцевим споживачем
3. Email-marketing – розсилки електронною поштою
4. Native advertising – природна реклама.
5. Funnel – воронка продажів.
6. Landing page – посадкова сторінка, що представляє собою точку прийому трафіку
7. Digital commerce – цифрова комерція.
8. User-generated content – контент, що генерується користувачами самостійно
9. Lead – потенційний клієнт, але не просто будь-яка людина, яка могла б купити ваш товар або послугу.
10. Paid social – лідер думки
11. a customer - покупець, споживач
12. a franchise agreement - договір франчайзингу / франшизи
13. a loss leader - популярний товар, що продається за заниженою ціною з метою залучення покупців
14. a supplier – постачальник
15. direct marketing - директ-маркетинг / прямий маркетинг

REFERENCES

1. Intermediate Market Leader Business English Flexi Course Book 1 with DVD Multi-Rom and Audio CD / David Cotton, David Falvey, Simon Kent, John Rogers - – FT Publishing, Pearson- 3rd Edition.
2. Destination B1 Grammar and Vocabulary/ Malcolm Mann, Steve Taylore-Knowles – MACMILLAN.
3. First Certificate Organiser Exam Preparation / John Flower – HEINLE CENGAGE Learning.
4. О. В. Паніна Business English for the Future Professionals: навч. посібник. – К.: КНУБА, 2021.

Режим доступу

1. <https://dictionary.cambridge.org/>
2. <https://www.wordstream.com/social-media-marketing>
3. <https://mailchimp.com/marketing-glossary/digital-marketing/>

Навчально-методичне видання

ФАХОВА ІНОЗЕМНА МОВА (АНГЛІЙСЬКА)

Методичні рекомендації
до вивчення освітньої компоненти
для здобувачів першого (бакалаврського) рівня
вищої освіти за спеціальністю 075 «Маркетинг»
до вивчення освітньої компоненти

Укладачі: **Дубина** Наталія Анатоліївна,
Дубина Ольга Володимирівна,
Марченко Світлана Іванівна

Комп'ютерне верстання *І.В. Кухарчук*

Підписано до друку . 2024. Формат 60 × 84 ^{1/16}
Ум. друк. арк. . Обл.-вид. арк. .
Електронний документ. Вид. № 19/IV–24. Зам. № 21/1-24.

Видавець і виготовлювач
Київський національний університет будівництва і архітектури

Повітрофлотський проспект, 31, Київ, Україна, 03037

Свідоцтво про внесення до Державного реєстру суб'єктів
видавничої справи ДК № 808 від 13.02.2002 р.