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PROFESSIONAL ENGLISH FOR FUTURE MARKETING SPECIALISTS



Recommended by Igor Sikorsky KPI Methodological Council as e-book for the 5th year students of specialty 075 "Marketing"

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The Study Electronic Book

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Professional English for Future Marketing Specialists

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ABSTRACT. This e-book is recommended for the 5th year students of the Faculty of Management and Marketing. The main goal of the publication is to develop English communicative skills in speaking, listening, reading, writing, as well as developing and improving translation skills. The book consists of ten units and two appendices and comprises real professional themes for teaching future marketing specialists. This e-book corresponds to the requirements of the study program of credit modules within the discipline "Foreign Language".

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PREFACE

The e-book Professional English for Future Marketing Specialists is developed for future marketing specialists who study English as a foreign language at B2 level. It presents exercises on professional English for everyday communication of marketing specialists, including key vocabulary and professional expressions enabling marketing students to cooperate in various professional situations. It is aimed to help learners improve their competence in all communication skills: speaking, reading, listening, writing, translation.

Professional English for Future Marketing Specialists consists of ten units and two appendices. Chosen authentic texts cover the important topics for marketing specialists: digital tools and their impact, marketing innovation, collaborative communities, leadership, etc. Units include authentic texts and a number of different exercises for developing speaking, listening, writing and translation skills. The appendices contain a grammar revision, key vocabulary and video scripts. All the texts are taken from online sources.

Teachers can use this book for practical professional English course at universities where foreign language takes a two-hour class per week (90 minutes). A two-hour class every two or three weeks is also an acceptable solution. Therefore, the book can be mastered within one or two semesters.

The e-book is developed for classroom activities and distant learning for the fifth-year students of the Faculty of Management and Marketing, National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute".

UNIT 1

MODERN STRATEGIES OF INDUSTRIAL MARKETING



In today's world, there is a rise in both, the number of products and the number of competitors in the market. Naturally everyone wants to be ahead of the competition. But is everyone successful? Definitely not. Any market will have one single market leader. So what is it that market leaders do correctly to ward off their competitors? Here are some of the best modern marketing strategies which are common for every market leader in any country of the world.

Covering the market globally and locally is really effective. Look at companies like Coca Cola, Microsoft, LG and others which are market leaders in their respective categories. You will find that each one of these companies have products which are widespread and are known across the world. However, the marketing strategy of each one of these products is customized according to the market that they are serving.

Thus if you have a business which has numerous competitors, it is important that you look at market expansion along with localization. Don't stay back from the global market, but more importantly, while serving the global market, do not forget your home ground. The simple supporting statistic for this statement is that each and every developing country, after exploring the global markets, is now looking at their own rural markets which will provide the maximum growth opportunities.

Expanding smartly is also one of the most important stages in the growth of a company, but expanding just for the sake of growth can become disastrous. All

strategists know that keeping an eye on the cash flow of the business is the most important thing for the growth of the organization. If your working capital is being used for expansion, this will affect even the business units which are actually showing growth thereby causing you to cut back on essential plans.

Expansion is necessary for good business but it should not come on the cost of a skewed working capital or cash flow as both can affect your survival.

Also it's impossible to reach success without **controlling costs**. Look closely at the accounts of any good company and you will find ways being implemented to manage costs. There is one basic equation for profits. Income less Expenses is equal to profit. Thus if you cut down your costs, your expenses automatically come down thereby increasing the overall profit. The important thing here is to know what are the major components in your costing. For example in a product based company, Transportation, Rentals, Labour, distribution margins, etc. are some expenses which are costlier even than the raw materials which will be used in making a product. Hence knowing each and every component of costing is crucial.

A perfect example of the importance of cost control can be seen during an economic downturn. Whenever a company faces a tough economic environment, it needs to know where it can control the costs thereby curtailing expenditure. It can be done by basic changes in raw materials, tying up with low cost transporters, transporting in bulk quantity, cutting down on labor and finally cutting down on skilled manpower. These are some methods used by companies to control costs during bad times. However, if proper methods are implemented during good times, the company will have more margins and deeper pockets to phase off the bad times instead of taking drastic measures.

The way of beating your competitors is **having your own unique position** in the mind of the consumers. This position should be highly attractive and profitable. Only then you will gain advantages over time. There needs to be a proper implementation of marketing plans. What should be the message of the company? How to change the message over time to bring more and more customers to your brand? How to alter the marketing so as to expand and gain more market

share? What should be the vehicles of marketing communications? How and in which order does the plan need to be implemented? These are some questions which your marketing plan should answer thoroughly.

At this point of time it is very important to take the competitors as a frame of reference and to have a marketing plan which is better than the competitors and helps you in achieving the numbers that you are targeting. The best way to implement a good marketing plan is to do a proper competitive analysis and see where you stand in the current market. You may not challenge the top competitor in the start. But you can definitely get rid of each competitor one by one by implementing a strong marketing plan and sticking to this strategy. In this case, proper implementation of the marketing plan is the key to marketing success.

In the services industry, you are as good as the talent you have on board. Very important is **getting the right people and retaining them**. Many software companies keep a part of their margin aside so that they don't have to lose software engineers when one project is complete. These engineers are transferred to another project when the work is complete. A customer service manager would never like to lose their best employee. A CEO will never like to lose his best performing managers. Any company would not like to let go of efficient employees. Your employees and stakeholders are your assets.

There needs to be regular action taken to keep your employees and stakeholders motivated and loyal. Take any company which has a low attrition rate and you will see a company which spends a lot in training and development of its employees. This is because when employees leave a company, they take along a part of the knowledge and experience which they have gained in that company. This knowledge and experience needs to be inculcated in the other employee over time. Thus a lot of time is wasted in training and developing new employees. This is why, the smart companies save time by retaining and motivating their best employees. And this is why they stay ahead of the competition.

Focusing on customers also can be helpful. Several companies, while making profits, forget that the prime reason they are still working is because the

customers like their products. The day a company forgets this principal, it is bound to fail. And hence, you need to be the best in this area. Know your customers in and out. Do regular market studies and consumer buying behavior analysis to determine the mindset of the customer. A new technology which was being underestimated by you, but has been implemented by a competitor, can attract your customers attention and take away even your most loyal customers.

Take an example of Facebook and Google. Google did not even catch up when Facebook rapidly expanded to be such a large social network. And by the time Google had implemented its own product (Google Plus), it was too late. The audience was no longer there to notice it. The product too was poor in its implementation. Thus at all times, know what your customers want and also know how the environment is changing and where you are losing your customers. Do not fear to experiment with your product portfolio. You are bound to fail with some products. But as long as you implement strategies with your customers in mind, you will be ahead of the competition.

One of the basics of selling against competition is to know your competitors and **be informed.** Consider the consumer durables segment. There would be a lot of different competitors in television and refrigerators segment. Furthermore, each of the competitors will have ten different product lines. You need to know your competitors and their product lines to launch product variants of your own. On the other hand, you need to know all the products of all your competitors to launch a product which is unique in the market and has the first mover advantage. Thus information is important.

https://www.marketing91.com/7-strategies-of-market-leaders/https://rismedia.com/2020/04/20/online-marketing-strategies-generate-immediate-business/

1. PREVIEW

Discuss your views with a partner:

1. Give the definition of "marketing".

- 2. What is industrial marketing?
- 3. How to be ahead of the competition in modern business world?
- 4. What are the main modern marketing strategies?
- 5. Give the main ways of motivating employees.

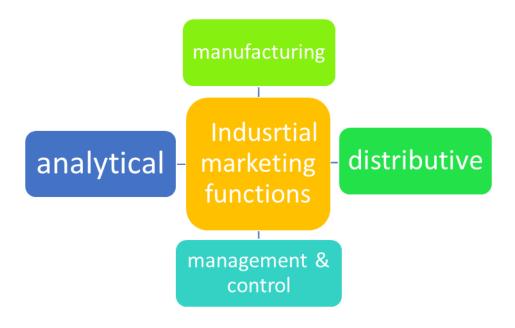
2. Read the text. Are these statements true or false?

- 1. In modern business world everyone wants to be ahead of the competition.
- 2. It is important that you look at market expansion along with localization.
- 3. One of the basics of selling against competition is to know your competitors and be informed.
- 4. Many software companies don't keep a part of their margin aside so that they don't have to lose software engineers when one project is complete.
- 5. it's impossible to reach success without controlling costs.

3. Scan the text and answer the questions:

- 1. Can one market have several market leaders? Explain if yes/no.
- 2. What are the best strategies not to stay back from the global market?
- 3. Is it important to know your customers in and out to be successful in business? Explain if yes/no.
- 4. How to be among the first sellers in tough economic situation? Give the examples.
- 5. What is the best way to implement your marketing plan?
- 6. If you are a newcomer in business, how to handle with competitors?
- 7. Fast growing popularity is it the best way to start a business?
- 8. What are the best ways to attract customers? Illustrate the examples.
- 9. Is it important to follow the changes of business environment and new trends? Explain if yes/no.
- 10. How to prevent employees from leaving a company? Give the examples.

4. Study the scheme. Read and comment on every point. Complete the table with explanations:



https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/why-tech-enabled-go-to-market-innovation-is-critical-for-industrial-companies

Industrial Marketing Functions					
Analytical	Manufacturing	Distributive	Management &		
			Control		

5. Complete the words with the synonyms:

- 1) attrition rate
- 2) competitor
- 3) consumer
- 4) stakeholder
- 5) catch up
- 6) target
- 7) market share
- 8) prime reason

- 9) to be underestimated
- 10) curtailing expenditure
- a) basic explanation
- b) reducing expenses
- c) destination
- d) rate of changing employees
- e) reach, understand
- f) client
- g) collaborator, colleague
- h) to be undervalued
- i) rival
- j) company's share of sales of product

6. Match the words with their definitions:

- 1) market leader
- 2) widespread
- 3) to determine
- 4) segment
- 5) manpower
- 6) respective
- 7) portfolio
- a) part
- b) human resources
- c) popular
- d) to govern
- e) briefcase
- f) company with the largest market share
- g) appropriate

7. Match English words/word combination with the Ukrainian translation:

- 1) distribution margins
- 2) to know in and out
- 3) to gain experience
- 4) to attract customers
- 5) to fail
- 6) to save time
- 7) regular action
- 8) mindset of a customer
- 9) to stay ahead
- 10) prime reason
- а) зацікавити покупців
- b) економити час
- с) торгова націнка
- d) періодичний захід
- е) хід думок покупця
- f) дуже добре знати
- g) бути першим
- h) отримувати досвід
- і) основна причина
- ј) зазнати поразки

8. Translate the following sentences into Ukrainian.

1. Only when you study their main principles of work, you will gain advantages over time.

- 2. If you want to reach success in business you should know your customers in and out.
- 3. As long as you implement strategies with your customers in mind, you will be ahead of the competition.
- 4. This position should be highly attractive and profitable.
- 5. No matter what business you have, really important is getting the right people and retaining them.
- 6. A new technology can attract your customers' attention.
- 7. When employees leave a company, they take along a part of the knowledge and experience which they have gained.

9. SPEAKING

Imagine you have to break into a new market with your goods/services. How will you cope with the existing competiveness and giant market leaders? How will you find your place? Describe all your actions and strategy.

10. LISTENING

Follow the link: https://learnenglish.britishcouncil.org/business-english/podcasts for-professionals/change-management

Listen to the audio about change marketing. Discuss the following:

- what kind of changes can be expected at work?
- what are the best ways to change the existing strategy of a company?
- what are the main reasons why changes are needed in business?
- is it necessary to develop a change strategy? Why?
- should management consult with staff of a company? If yes/no, explain why?

- how to implement a newly created strategy into business?

11. WRITING

Choose one successful company from any country of the world and any sphere of work and illustrate its marketing strategy. Was it changed over the years? What were the main reasons of changes? How the new strategy was implemented? Is there standard formula of becoming a market leader? Explain your opinion and give examples.

12. GRAMMAR CHECK

Complete the sentences using the appropriate form of Conditionals (0, 1, 2 or 3).

1.	She almost fell from the stairs. I'm sure that if she had fallen, she(break) her arm or something else.
	(0.00000) 1000 00000000000000000000000000
2.	If she leaves now, she(be) at the office building in an hour.
3.	If you(like), I will lend you my laptop for a few days.
4.	If they increased the price of papers, they(run) the risk of pricing themselves out of the market.
5.	If he(ask) your CEO, I'm sure she would have taken your proposal.
6.	Our printer is broken. When you turn it on, it (make)a terrible noise.
7.	I'd set him the task if he (be) more active and industrious. But I don't think he is capable of coping with it.
8.	If I had known how long the seminar was, I (take)something useful to read.

- 9. If you (not/finish)______to complete the task on time, we'll have to postpone the deal until next year.
- 10.The situation (might/not/be)_____so bad if you'd been thinking better.

13. SUPPLEMENTARY TASK

Study the scheme of marketing strategy and give your comments and examples for every point.



Resources to Unit 1

- 1. https://www.marketing91.com/7-strategies-of-market-leaders/
- 2. https://rismedia.com/2020/04/20/online-marketing-strategies-generate-immediate-business/
- 3. https://www.mckinsey.com/business-functions/mckinsey-digital/our-insights/why-tech-enabled-go-to-market-innovation-is-critical-for-industrial-companies
- 4. https://learnenglish.britishcouncil.org/business-english/podcasts-for-professionals/change-management
- 5. https://open.lib.umn.edu/exploringbusiness/chapter/9-1-what-is-marketing-3/
- 6. https://learnenglish.britishcouncil.org/business-english/podcasts for-professionals/change-management

UNIT 2

HOW TO FIND TARGET AUDIENCE?



When it comes to marketing, knowing who you're talking to is critical to brand success. If you're not yet sure how to find your target audience, this knowledge is critical for the success of your marketing campaigns.

If you don't know who you're addressing, you will inevitably have an unclear marketing strategy. You'll also struggle to refine and maintain a consistent brand voice and tone. As a result, you'll struggle to build brand awareness and get your content, products, and services seen.

So what is a target audience, and how do you find it?

The people you're talking to when you market are known as your target audience. Your target audience is, essentially, the picture of your ideal customer. You create a target audience profile by determining what behavior patterns and demographics make up your ideal customer.

If you've ever heard the term buyer persona, that's a representation of your ideal customer. Brands create their buyer personas based on a data-driven combination of demographics and user behaviors. This persona serves to define the kind of people a business wants to reach via social media or traditional marketing channels.

Your ideal customer's key demographics may include information such as: geographical location, age, gender, past behavior, buying history, similar interests, income, employment status, life stage.

If you're wondering how to find your target audience, it's not the same thing as your target market. Target market refers to the industry category you want your brand to fall under. The audience, on the other hand, is people – not other businesses.

Ultimately, your target audience informs all elements of your marketing strategy across all platforms. Your brand voice, tone, look and feel, and methods of outreach depend on a clear target. Knowing who you are addressing is also critical to effectively engaging your audience.

Having a clear audience top-of-mind helps you consistently craft the right message across all platforms. As a result, you'll deliver communication that's relevant to them, their interests, and their needs. The more relevant your content is to your target audience, the more likely you'll enjoy higher ROI (return on investment) and better conversion rates all around.

When you don't know your audience, you're more likely to try to reach as many arbitrary groups as possible. This keeps you from speaking directly to potential customers and spreads you thin. While it's possible to sell to a number of different audiences outside your target, you'll sell more by focusing on your primary, ideal customer. That way, you'll also create more loyal superfans who will spread the word about your brand to others with similar interests.

There are a number of ways to pinpoint and hone in on how to find your target audience. Let's take a look at a few of them.

Dig Into Your Data

Your analytics can tell you a lot about the people who interact with your brand on a regular basis. Take a look at key demographics of your current customers, your email list, and your social media audience. On average, find out details such as: how old they are (relative season of life), where they live (time zone for scheduling content), what language they speak, what they're interested in, whether they have kids.

Research and monitor your social media channels to find out where your target audience is spending the most time. Then, amp up your marketing efforts on

those channels. Each social media platform has its own analytics tools you can access to measure what your followers are engaging with. Tools such as third-party social media scheduling platforms, Keyhole.co and Google Analytics can help you gain a broader understanding of your audience's activities.

Create a Buyer Persona

Creating an ideal customer for your brand will help you identify your audience. There are many ways to land on your buyer persona. For example, you may want to work with a branding expert or fill out a template yourself.

Leverage your data analytics to add dimension to the buyer persona you create. Personas vary widely, and drive how you present your brand. Your buyer persona will reveal whether you need to speak to soccer moms in their mid-30s who love sustainably-sourced products, or to retirement-age men who work out regularly and interact with fitness and personal care profiles via social media. If you're struggling with how to find your target audience, a buyer persona is the first step.

Study Your Competition

Take a look at your direct competitors who have similar target audiences to yours. How are they communicating with and engaging their followers? Knowing what other companies are doing could help you determine your next steps in engaging your own audience.

Emulating your competition can boost your marketing strategy. In contrast, notice what they're not doing. You might find that there are holes in their strategy that you can fill—and fill better — in your own. Are there specific pieces of content or engaging marketing that you can leverage with your audience? You might be surprised that studying your competition can help in how to find your target audience, but it's a strong strategy.

Practice Social Listening

How is your audience communicating about your brand online? What are they saying about you? What sort of impression do you leave on the people who engage with you, both occasionally and on a regular basis?

Social listening can give you a glimpse into what kind of impression you're making on your followers and customers. It's a tool you can use to improve your marketing and customer service. It can also help you to determine which individuals resonate most with your brand, so you can adjust your strategy to market to them. Tools such as Brandwatch, Audiense, AgoraPulse, and Awario can all help you track online conversations about your brand.

Wrapping Up

Your target audience is a specific and intentional group of people you are targeting for your business or product. A clear definition of this audience will drive your marketing strategies across all platforms.

Doing your research, analysis, and staying in tune with your marketing channels will help you not only to identify your audience, but to keep your finger on the pulse of their activity. Along the way, you can make adjustments to your content and strategy to improve the customer experience.

https://www.elegantthemes.com/blog/marketing/how-to-find-your-target-audience

1. PREVIEW

Discuss your views with a partner:

- 1. What is a target audience?
- 2. What is crucially needed for brand success?
- 3. How to study the competition of a market?

2. Read the text. Are these statements true or false?

- 1. Creating an ideal customer for your brand will help you identify your audience.
- 2. Knowing who you're talking to is critical to brand success.
- 3. Social listening never gives you a glimpse into what kind of impression you're making on your followers and customers.
- 4. If you're struggling with how to find your target audience, a buyer persona is the first step.

5. Your competitors can tell you a lot about the people who interact with your brand on a regular basis.

3. Scan the text and answer the questions:

- 1. How to create a clear marketing strategy?
- 2. What are the most effective ways to attract clients?
- 3. What for brands create a target audience profile?
- 4. Is it necessary for a brand to collect analytics?
- 5. What is social listening? How does it work?
- 4. Read the text. What is the difference between target audience and persona? Write short review of the text, giving your own examples of target audience, persona, and the biggest difficulties for finding them.

MODERN APPROACHES FOR FINDING TARGET AUDIENCE



A target audience is a share of consumers that companies or businesses direct their marketing actions to drive awareness of their products or services. The intention here is to target a market with whom you will communicate with. A group of people with the same level of education, goals, interests, problems, etc. that will need the product or service you are selling. Basically, you want to target people who will buy your products or services.

If you target people who don't want to buy what you offer, you might get more traffic to your site... but it won't do much for you. And you'll be pulling out your hair trying to figure out why none of your visitors are buying from you. Now before we dive into the details on finding your target audience, let's first go over "personas" because many people confuse them with a target audience and if you do, you'll just end up wasting time.

The most commonly used data to define the *target audience* of a company are: age, gender, education background, purchasing power, social class, location, consumption habits.

Examples of a target audience: Women, 20-30 years old, living in Los Angeles, with a bachelor's degree, monthly income of \$4,000, and passionate about fashion and decor.

And here is another example. Let's say you have a business that sells educational toys. So your target audience might be children, mothers, education specialists, or teachers.

Or you have a motorcycle business. Your audience will definitely not be people younger than 18, right?

There is no point in trying to reach everyone in order to increase your chances of sales and profit. It will actually cost you more and decrease your profit margins in the long run.

In marketing, *personas* are profiles of buyers that would be your ideal customers. Personas are fictional characters with characteristics of your real customers. They're developed based on target audience research and may help you direct your marketing actions better.

A persona is a person that may be interested in what you have to offer since they're very connected to your brand and you must make an effort to make them a client and retain them.

A persona involves much deeper and more detailed research than the target audience since it includes: personal characteristics, purchasing power, lifestyle, interests, engagement in social networks, professional information.

Persona example: Mariana, 22, blogger. Lives in Miami, Florida. Has a journalism degree. Has a blog and posts makeup tutorials and tips about fashion

and decor. She always follows fashion events in the area and participates in meetings with other people in the fashion niche. As a digital influencer, she cares a lot about what people see on her social network profiles. Likes to practice indoor activities and go to the gym in her free time.

So, the target audience considers the whole, in a more general way, while the persona has a more specific form. But for now, let's focus on finding the right target audience.

Figuring out your target audience isn't rocket science. It just comes down to a few simple questions. Go through each of the questions below and you'll know the exact audience you are targeting.

Who are they? When thinking about who might be your target audience, you must consider who are the people who identify with your brand. One way to find out is to monitor who follows, likes, shares, and comments on your posts on social sites like Facebook, LinkedIn, YouTube, and Instagram. If someone is willing to engage with you, then chances are they are your target.

But in many cases, your ideal audience may not always be on the social web. They might be inactive on social media but buy from your company frequently or sign up for your services. Even those who bought from you only once must be considered a part of your target audience, as someone who bought once might buy again.

There is no point in making a great effort to sell if you don't make a similar effort to keep the customers you have already gained.

Customers like to feel special, and that is why the post-sales process is so important. Your relationship with the customer must remain even after the purchase is completed.

What are their greatest difficulties, problems, or desires? What is cool, interesting, and good for you might not be for the customer. You can't think only of yourself when it's time to define the difficulties, problems, and desires of your target audience. You must put yourself in their shoes.

Don't make offers based on what you think. Make them according to research grounded in data, previous experiences, and analysis of your potential customers' behavior. Understand the greatest difficulties your audience faces to try to help solve them.

Where do they find the information they need daily? Everyone needs information. Every day you are surrounded by tons of information on the channels that you follow, but when you need it the most, where do you go to find that information? Identify the communication channels most appropriate to your target audience and try to talk to them using a specific language from their universe.

What is the benefit of your product? Everyone wants solutions for their problems and to make their lives easier. This is a collective desire and it's no different for your target audience. Think a little about your product and the problem of your target audience. What benefits does your product or service offer? What can it do to solve those problems? What is the main value offer? With so much competition, you must try to find your competitive advantage in your niche and always try to improve your product, offering something extra that others do not.

What draws their attention negatively? Being optimistic helps a lot, but thinking about the negatives can also help, especially when we talk about target audiences. Better than considering what your audience wants, you can consider what it definitely doesn't want, what it considers negative, and what it avoids.

With this powerful information in hand, you may have more chances to captivate your potential customers. Avoiding what they consider negative is the first step to gain their approval. After that, you only need to apply other strategies to do efficient marketing.

Who do they trust? Trust is everything to your target audience. No one purchases a product or service from a company they don't know or trust. This is why reviews on Amazon are read and so important for sellers. They know it builds trust... it's also helped Amazon become a trillion-dollar company. Even though

this is the last question to define target audiences, it is one of the most important ones.

This is why the reputation of your company is so important. Taking care of the relationship with your customers is essential as they will spread information about your brand on the internet and to their friends and family. If you get good reviews, have positive comments, and garner a great reputation, this will be the base for potential customers to feel motivated to buy from you.

https://neilpatel.com/blog/target-audience/ https://www.anologix.com/how-to-define-your-target-market-target-audience/

5. Complete the words with the synonyms:

- 1) inevitable
- 2) top-of-mind
- 3) dimension
- 4) social media
- 5) to struggle with
- 6) sustainable
- 7) on a regular basis
- 8) to be relevant to
- 9) income
- 10) consistent
- a) size
- b) to make an effort
- c) periodically
- d) reliable
- e) unavoidable
- f) earnings
- g) social network

- h) constant
- i) to be in connection with
- j) the best

6. Match the words with their definitions:

- 1) target audience
- 2) strategy
- 3) outreach
- 4) buyer persona
- 5) leverage
- 6) template
- 7) to interact with
- a) a detailed description of someone who represents your target audience
- b) a physical object whose shape is used as a guide to make other objects
- c) the power to influence a person or situation
- d) primary group of people that something, usually an advertising campaign, is aimed at appealing to
- e) to surpass or exceed
- f) plan of actions designed to achieve a long-term or overall aim
- g) to behave in a certain way towards someone or something

7. Match English words/word combination with the Ukrainian

translation:

- 1) intention
- 2) service
- 3) target audience
- 4) to waste time
- 5) to be passionate about
- 6) to increase

- 7) profit
- 8) social networks
- 9) to gain an approval
- 10) potential customers
- а) отримати схвалення
- b) вигода
- с) потенційні покупці
- d) послуга
- е) намір
- f) дуже любити
- g) цільова аудиторія
- h) збільшуватися
- і) марнувати час
- ј) соціальні мережі

8. Translate the following sentences into Ukrainian.

- 1. Persona is a fictional character with characteristics of your real customer.
- 2. People never purchase products or services from a company they don't know or trust.
- 3. If you get good reviews, have positive comments, and garner a great reputation, this will be the base for potential customers to feel motivated to buy from you.
- 4. The people you're talking to when you market are known as your target audience.
- 5. Social listening can give you a glimpse into what kind of impression you're making on your followers and customers.
- 6. Trust is everything to your target audience.
- 7. Taking care of the relationship with your customers is essential as they will spread information about your brand on the internet and to their friends and family.



Choose 5 different representatives/potential customers of any sphere of goods/services and describe them with the help of the table below.

Demographics	Psychographics	
location	values	
age	lifestyle	
gender	attitudes	
marital status	behaviour	
family status	interests	
income level	everyday matters	
education level	dislikes	
occupation	superstitions	

10. LISTENING

Follow the link and listen to the audio: Reach your target audience using audio ads:

https://www.youtube.com/watch?v=PgHAhYkOkis

Answer the questions:

- 1. What is crucial for the success of any campaign?
- 2. What are the main advantages of audio ads?
- 3. Explain the notion "listening experience".
- 4. Are there any disadvantages of using audio ads, such as Zeno Ads? Give the examples, if yes.

11. WRITING

Imagine you want to expand your furniture production business and attract your target audience effectively. What are your first actions? How will you find the customers and attract their attention? What characteristics of target audience should you take into consideration?

12. GRAMMAR CHECK

Complete the sentences using the appropriate form of Modal Verbs (must, have to, can, should).

1. His flight from New York took more than 9 hours. Hebe dried after				
such a long flight.				
2. The seminar is optional. Our director said we could visit it if we needed extra				
information. But weread it if we don't want to.				
3. Secretary hear the speaker because visitors were speaking so loudly.				
4. The computer isn't working. Ithave been broken during the move.				
5. Yoube born in a famous family to become successful. Some of really				
successful and prominent people I know haven't got money at first.				
6. I've done this report at least five times, but my boss says it is wrong. The boss				
be wrong!				
7. You(couldn't) complete the task if you didn't speak German.				
8. Youworry. Either you finish the project, or you don't. If you don't,				
just take another one.				
9. Her engagement into the work is really serious! It have cost extremely				
high price.				
10. They said they would arrive right after work, so they be here by				
18.00.				

13. SUPPLEMENTARY TASK

Study the scheme of target audience & market. Give the explanation and your ideas for target audience and target market. What is the difference of attracting both of them?

Target Audience & Target Market

Target Audience

For a given media vehicle

e.g. magazine readers, radio listeners, TV viewers, social media users

Target Market

For a given product or service

e.g. adult males, upper socio-economic, households with kids

Reach

Number of persons in a defined market exposed to a message in a given medium

https://commons.wikimedia.org/wiki/File:Target_Audience_and_Target_market.jpg

Resources to Unit 2

- 1. https://www.elegantthemes.com/blog/marketing/how-to-find-your-target-audience
- 2. https://neilpatel.com/blog/target-audience/
- 3. https://www.anologix.com/how-to-define-your-target-market-target-audience/

- 4. https://commons.wikimedia.org/wiki/File:Target_Audience_and_Target_market.jpg
- 5. https://www.youtube.com/watch?v=PgHAhYkOkis
- 6. https://www.youtube.com/watch?v=PgHAhYkOkis

UNIT 3

LEADERSHIP STYLES



A leadership style is the way a leader relates to others, how they provide direction, how they implement and monitor plans, and how they motivate their teams and their organization.

In 1939, psychologist Kurt Lewin and a team of researchers determined three basic leadership styles: Authoritarian (Autocratic), Participative (or Democratic) and Delegative. They put these three leadership styles into action.

Authoritarian (Autocratic) Leadership

A leader who adopts the authoritarian style dictates policy and procedure, and directs the work done by the group without looking for any meaningful input from them. The group led by an authoritarian would be expected to complete their tasks under close supervision.

Researchers found there was less creativity under an authoritarian leadership style, but the children were still productive.

While authoritarian leadership sounds stifling, it has its place: it's best applied to situations where there is little time for group decision making, or when the leader has expertise that the rest of the group does not. When authoritarian leadership strays into areas where it's not needed, it can create dysfunctional environments where followers are the "good guys" and domineering leaders the "bad guys."

Participative (Democratic) Leadership

Group members feel engaged in the decision making process when they have a participative leader. Those leaders practicing the participative leadership style offer guidance to the group, as for their input in decision making but retain final say. Participative leaders make their group feel like they're part of a team, which creates commitment within the group.

Lewin's researchers found that the participative style of leadership yielded the most desirable results. The group of people wasn't quite as productive as the people in the authoritarian group, but their work was a higher quality.

There are drawbacks to the participative style. If roles within the group are unclear, participative leadership can lead to communication failures. If the group is not skilled in the area in which they're making decisions, poor decisions could be the result.

Delegative Leadership

Leaders practicing the delegative leadership style are very hands-off. They offer little or no guidance to their group and leave decision making up to the group. A delegative leader will provide the necessary tools and resources to complete a project and will take responsibility for the group's decisions and actions, but power is basically handed over to the group.

Kurt Lewin and his team found that the group of people trying to complete the project under the delegative leader was the least productive. They also made more demands of their leader, were unable to work independently and showed little cooperation.

The delegative style is particularly appropriate for a group of highly skilled workers, and creative teams often value this kind of freedom. On the other hand, this style does not work well for a group that lacks the needed skills, motivation or adherence to deadlines, and that can lead to poor performance.

As you might have guessed, further research has created more leadership styles than the original three that Lewin and his team identified in 1939. Still, Lewin's studies were influential in establishing a starting point for this kind of

research. Let's take a look at some additional leadership styles proposed by researchers since Lewin developed his original framework.

New leadership styles:

Transactional Leadership

Transactional leadership is a set of activities that involve an exchange between followers and leader and deal with daily tasks (Bass, 1990). Transactional leadership deals with those day-to-day tasks that get the job done. The majority of models we talked about in the last section are based on the concept of this exchange between leaders and followers. The leader provides followers with direction, resources and rewards in exchange for productivity and task accomplishment.

Charismatic Leadership

Charismatic leaders don't doubt their own decisions, they move forward unwaveringly and believe that the decisions they make are the correct ones. They move through a crowd of their followers shaking hands and lending an encouraging word. They are undeniably clear on their expectations and where they see the company going. They have mastered the art of developing images for themselves that others want to emulate.

Charismatic leaders have four common personality traits (Conger, Kanungo, 1998): high degree of confidence and lack of internal conflict, high energy and enthusiasm, good communication skills, good image and role model.

The relationship between charismatic leader and followers is an emotional one (this can sometimes go awry – just think about the relationship between the leaders and followers in a cult). In order for a charismatic leader to be effective, the situation has to be right. There are four situations required for a charismatic leader to have success: 1) organization is in a time of crisis or stress; 2) organization is in need of change; 3) there is opportunity for the organization to have new goals or direction; 4) availability of dramatic symbols (like the CEO taking a pay cut or donating his salary to charity).

Culturally speaking, those cultures with a tradition of prophetic salvation (e.g., Christianity, Islam) are more welcoming of the charismatic leader, while cultures without prophetic tradition are less likely to embrace them.

In spite of a limited amount of scientific study where charismatic leaders are concerned, researchers agree there are applications and lessons to be learned out of this type of leadership. Leaders should have belief in their own actions. They should seek to develop bonds with their followers. And they must be able to communicate their messages clearly.

Transformational Leadership

Transformational leadership takes a chapter out of the book of charismatic leadership. (Bass, 1990) Followers admire and are inspired to act. But the transformational leadership concept takes that one step further and expects intellectual stimulation from a leader, as well as individual consideration, in which a leader singles out followers and provides them with additional motivation.

Transformational leaders motivate and teach with a shared vision of the future. They communicate well. They inspire their group because they expect the best from everyone and hold themselves accountable as well. Transformational leaders usually exhibit the following traits: integrity, self-awareness, authenticity, empathy.

Measuring a leader's ability to inspire and enable is a challenge, so researchers rely on anecdotes to supply data. This makes scientific study difficult. And even though this theory emphasize leadership behavior, it's difficult to determine how a leader can learn to be charismatic and transformational.

Servant Leadership

If you've read up on the Southwest Airlines organization, then you already understand the concept of servant leadership – they profess to practice it daily. A "servant leader" is someone, regardless of their level on the corporate hierarchy, who leads by meeting the needs of the team (Greenleaf, 1970).

Values are important in the world of servant leadership, and those that lead within this network do so with generosity of spirit. Servant leaders can achieve power because of their ideals and ethics.

https://courses.lumenlearning.com/wm-organizationalbehavior/chapter/leadership-styles/ https://www.icita.net/blog/commercial/leadership-styles-we-need-to-know/

1. PREVIEW

Discuss your views with a partner:

- 1. Give the names and short descriptions of basic leadership styles.
- 2. Is it reasonable to use only one leadership style? Explain if yes/no.
- 3. What are the new leadership styles? Can they be effective? In what companies?

2. Read the text. Are these statements true or false?

- 1. Transformational leadership concept expects intellectual stimulation from a leader, as well as individual consideration, in which a leader singles out followers and provides them with additional motivation.
- 2. In 1937, psychologist Kurt Lewin and a team of researchers determined three basic leadership styles: Authoritarian, Democratic and Delegative.
- 3. Leadership style is the way leaders relate to others, how they provide direction, how they implement and monitor plans, and how they motivate their teams and their organization.
- 4. Authoritarian leadership cannot create dysfunctional environments where followers are the "good guys" and domineering leaders the "bad guys."
- 5. Those cultures with a tradition of prophetic salvation (e.g., Christianity, Islam) are more welcoming of the charismatic leader.

3. Scan the text and answer the questions:

- 1. What are the situations required for a charismatic leader to have success?
- 2. Is it true that there is less creativity under an authoritarian leadership style?

- 3. What leadership style is a set of activities that involve an exchange between followers and leader and deal with daily tasks?
- 4. In what situations authoritarian leadership has its place?
- 5. What are the drawbacks of participative style?

4. Complete the table:

LEADERSHIP STYLES			
Style	Description	Advantages vs Disadvantages	Underlying personality, Characteristics needed
Authoritarian	"Do as I say!"	De-motivates and alienates staff if used continually	Driven to achieve. Self-control needed
Democratic			
Delegative			
Transactional			
Charismatic			
Transformational			
Servant			

5. Complete the words/word combinations with their synonyms:

- 1) to provide
- 2) hand-off
- 3) deadline
- 4) stifling
- 5) domineering
- 6) to yield
- 7) desirable

8) skilled 9) failure 10) drawback a) limit b) to supply c) to stand for d) imperious e) defeat f) oppressive g) experienced h) preferable i) weakness j) having no power **6.** 1) to participate 2) to monitor

Match the words/word combinations with their definitions:

- 3) meaningful
- 4) to put into action
- 5) adherence
- 6) cooperation
- 7) productive
- a) significant
- b) to be involved actively
- c) devotion
- d) to keep an eye on
- e) beneficial
- f) partnership

g) to start

7. Match English words/word combination with the Ukrainian translation:

- 1) decision making
- 2) to stray into area
- 3) accomplishment
- 4) unwaveringly
- 5) undeniable
- 6) to emulate
- 7) to exhibit
- 8) encouraging
- 9) to emphasize
- 10) traits of character
- а) виконання
- b) непохитно
- с) розгубитися
- d) стимулюючий
- е) підкреслювати
- f) прийняття рішень
- g) беззаперечний
- h) риси характеру
- і) показувати
- ј) наслідувати

8. Translate the following sentences into English.

- 1. Авторитарний стиль керівництва іноді може бути корисним.
- 2. Ця стратегія поведінки керівника не викликає довіри.

- 3. Обрання стилю управління певним чином залежить від того, який результат хоче отримати керівництво.
- 4. Кожен із запропонованих стилів керівництва має як переваги, так і недоліки.
- 5. Директор має бути максимально чітким у формулювання завдань.
- 6. Така стратегія керівництва додасть працівникам додаткової мотивації.
- 7. Прибічникам авторитарного стилю управляння не слід очікувати креативних ідей та ініціативності від працівників.

9. SPEAKING

Imagine you are a chief manager in a company. Your team has to complete very important and difficult project in a very short term. You tried democratic leadership style but it doesn't work. The employees stay passive and lose time. What alternative leadership style will you choose? Describe all your actions and strategy to pass the project in time. Make a plan of actions with strict deadlines.

10. LISTENING

Follow the link and listen to the audio:

https://www.youtube.com/watch?v=lje3bd61SNs

Complete the sentences:

1.	has been referred as the father of modern psychology?
2.	Instead of of leaders, he advised looking at leadership styles
3.	Lewin identified three leadership styles:, Democratic and Laisser-Faire.
4.	Authoritarian style sometimes can be called
5.	Most people of an autocratic leader.

6.	Refrain fromin public.	
7.	Rather than telling, the democratic leader	
8.	An obvious drawback is that decisions	<u>_</u> .
9.	Laisser-Faire is calledapproach.	
10	O. The Laisser-Faire leader is a leader in	only.

11. WRITING

Choose any business company working in any field of industry and describe the leadership style of its current leader. What actions in leadership bring success and what cause failures? Make up a detailed leadership strategy for the company for the next 5 years.

12. GRAMMAR CHECK

Choose the right alternative:	Gerund or Infi	nitive.
-------------------------------	----------------	---------

1. Our manager enjoys	all the staff reports.
a) reading	_un one sum reports.
,	
b) to read	
2. She suggested watching series	after work.
a) to watch	
b) watching	
3. I missin the sphere	of fashion. Maybe I'll be back once.
a) to work	
b) working	
4. Where did you learn	_Japanese? Your level is really high
a) to speak	

b) speaking
5. Do you mindme complete this task?
a) to help
b) helping
6. He askedto the CEO.
a) to talk
b) talking
7. You've never said aboutin Asia.
a) to live
b) living
8. If Loren keepsto work late, she can be fired!
a) to come
b) coming
9. Our chief manager plans to train in France.
a) training
b) to train
10. They agreedher finish the schedule.
a) to help
b) helping

14. SUPPLEMENTARY TASK

Study the scheme of leadership styles. Give the explanation and your ideas for every leadership style and its characteristics. What leadership style would you choose and why?

Leadership Styles	Strengths	Under Stress	Self-Actualized
Achiever Motivation: Achievement Fear: Failure	Organized Detail-oriented Structured Thorough Analytical	Micromanager Tedious and cautions Perfectionist Critical Narrow-minded	Detailed, yet conceptual Organized, yet flexible
Affirmer Motivation: Affiliation Fear: Rejection	Friendly Helpful Trusting Trustworthy Humble Altruistic	Avoids conflict Avoids confrontation Indecisive Devalues own needs and wants Sensitive and emotional	Friendly, yet courageous Empathetic, yet candid
Asserter Motivation: Power Fear: Betrayal	Confident Decisive Competitive Courageous Strategic	Controlling Arrogant Impatient Condescending Manipulative	Confident, yet humble Competitive, yet caring

https://arudia.com/the-secret-to-being-a-rock-star-leader/leadership-styles/

Resources to Unit 3

- 1. https://courses.lumenlearning.com/wmorganizationalbehavior/chapter/leadership-styles/
- 2. https://www.icita.net/blog/commercial/leadership-styles-we-need-to-know/https://arudia.com/the-secret-to-being-a-rock-star-leader/leadership-styles/
- 3. https://www.youtube.com/watch?v=lje3bd61SNs

UNIT 4

ADVERTISEMENT: HOW TO ATTRACT CUSTOMERS?



As a marketer, you want to sell, but in order to achieve that goal, you have to consider what your potential customers want. In general, customers don't care that you want to sell them something. In fact, today's consumers have become so "sell-savvy" that when they feel they are being "sold" on a product, they are actually less likely to buy that product. So how do you cut through what you want as an advertiser, and target customers by focusing on what they want?

Selling an experience is what continues to make the alcohol and cigarette industries thrive, even in time when consumers understand entirely the dangers of over-consumption and smoking. From the very first cigarette advertisements, these companies were not really selling their cigarettes; they were selling the lifestyle that comes with their cigarettes. This means, luxury, love, and excitement. This is a lifestyle that people want, and creating the association, almost subliminally, that buying a certain brand (of cigarettes, alcohol, toilet paper, clothes) will bring you a better life is one of the best ways to market anything. After all, consumers rarely care about the specs of a particular product or the details of a service. What they want to know from an advertisement is how the product will make their life better, more luxurious, or easier. This is why companies like Swiffer are so successful. They could just tell you about how their dusters pick up dirt and hair, but instead they show the consumer how much easier their lives will be when they use a Swiffer product.

It is the same concept with the latest run of tablet commercials. While detailing all the benefits of the new Android tablet, the commercial also shows how the iPad just doesn't measure up. The companies still get all of the relevant information to the consumer, but they present it in a way that shows the consumer why buying their product, over another product is better for their life.

Making consumers your friends – this is, ultimately, the idea behind loyalty programs. Consumers love to feel that they are personally acknowledged and appreciated, especially by the companies that they patronize the most. This method has been extremely effective for restaurants and clothing stores alike, allowing them to take advantage of a willing audience to generate return customers.

This can be an objectively difficult task. After all, you, as a person within a corporation don't have time to personally acknowledge and speak to every person who spends their money on your products or services. You do, however, have the ability to set up social media presences and reward return customers with discounts and special promotions.

Everyone likes the feeling of exclusivity, and even if it is only the facade of exclusivity (for example, loyalty programs feel exclusive, but anyone who wants to participate is free to do so), it is an effective method for bringing customers back into the fold. Plus, building a personal relationship with individual customers means that they will be more likely to offer feedback, share ideas, and recommend you to their friends – word-of-mouth is still one of the best generators of new customers.

When those customers do offer feedback and ideas, it is important to make sure they feel like their words are being heard. Modcloth, the clothing store, is a new company, but is building an extremely loyal customer base because of their "listening skills." Scroll through the reviews of any garment and you will find that almost every review, whether positive or negative, has a response from a Modcloth customer service advocate. Why is this so important? Because customers are more likely to return and do business with a company when they feel their concerns have

a voice, when they feel that their words are being read and appreciated by the corporation.

Consumers have come to prefer a congenial company, over the nameless, faceless corporations of days past. They want to know who they're getting into business with, and when you listen to their needs, either through requests made on social media, or on your website, your company is marketing itself as a "friendly" place to do business.

Also it is really important to *be honest* with your customers. For many companies, they do not want to show weakness, and when a problem occurs, they want to blame it on someone else. When it is your fault, own it. Many companies, as soon as a problem occurs, will launch a campaign to counteract the negative effects they know a scandal or mistake will create in the profit margins. But if customers truly hate anything, it is feeling like they've been lied to.

Making apologies is a great way to control the story before it gets out of hand. Apple did it with the most recent release of Apple Maps – instead of letting the media continue to mock the defunct navigation app, they apologized to their loyal customers and got their name in the outlets, this time associated with a positive story.

When building a brand, the most important thing to remember is that customers are not just "customers." They are people with individual wants and desires. Those desires may be as simple as a piece of chocolate and as complicated as a happier life. Learning how to advertise your product or service to the target market so that it fulfills one of their needs (whether that need is realized or subconscious) is the basis of any great marketing campaign. Outside of this, really humanizing your interactions with customers is a great way to brand your company as friendly and a great place to spend money.

https://www.business2community.com/consumer-marketing/attract-customers-reducing-advertising-costs-0971969 http://www.aarikahrprofessionals.com/solution/selection-through-advertisement/



Discuss your views with a partner:

- 1. What are the most popular advertisement strategies?
- 2. What types of advertisement are the most efficient in our days? Explain why?
- 3. How to launch a new advertisement campaign? What should be done first?

2. Read the text. Are these statements true or false?

- 1. Consumers hate feeling that they are personally acknowledged and appreciated, especially by the companies that they patronize the most.
- 2. Building a personal relationship with individual customers means that they will be more likely to offer feedback.
- 3. For many companies, they do not want to show weakness, and when a problem occurs, they want to blame it on someone else.
- 4. When building a brand, the most important thing to remember is that customers are people with individual wants and desires.
- 5. As a marketer, you don't have to consider what your potential customers want.

3. Scan the text and answer the questions:

- 1. What is the best way to target customers?
- 2. What is "listening skill"?
- 3. What companies do the customers prefer?
- 4. How does the method "Making consumers your friends" work? Is it effective?
- 5. What does the saying "To sell a lifestyle" mean?
 - 4. Study the scheme and read the information. Comment on every marketing strategy mentioned; give your ideas about their usage. Are they effective for all kinds of businesses/companies?

The Top 4 Marketing Strategies You Probably Haven't Tried Yet

If you've tried the same old tricks and nothing's moving the needle, maybe it's time for a new approach. Try one of these affordable strategies today!

Technically these are tactics, but I'm calling them strategies because SEO @)



Direct Mail Retargeting

Direct mail retargeting allows you to extend your remarketing efforts into your prospects mailbox! ReachDynamics has no minimums, you just pay per postcard.



Programmatic Advertising

With Choozle's demand-side platform, you can use all the third-party data huge businesses have access to, with no campaign minimum! There's just a monthly fee.



Conversational Landing Pages

Conversational landing pages allows you to make your landing pages interactive, It takes chatbots to the next level! Landbot has a free plan you can try.



Ringless Voicemail Drops

Instead of interrupting your prospect with a phone call when they're busy, leave them a voicemail without so much as a single ring! You can get started with Stratics Networks for less than \$100.



https://advertoscope.com/marketing-strategies-examples/

5. Complete the words with the synonyms:

- 1) to counteract
- 2) to get out of hand
- 3) to mock
- 4) to achieve the goal

- 5) to fulfill 6) savvy 7) consumption 8) luxury
- 9) to thrive
- 10) commercial
- a) to carry out
- b) usage
- c) to resist
- d) smart
- e) to laugh at
- f) profitable
- g) to become out of control
- h) to flourish
- i) to be successful
- j) richness

6. Match the words with their definitions:

- 1) to measure up
- 2) loyalty program
- 3) request
- 4) to be acknowledged
- 5) to patronize
- 6) products
- 7) discount
- a) appeal
- b) to be accepted
- c) to handle with

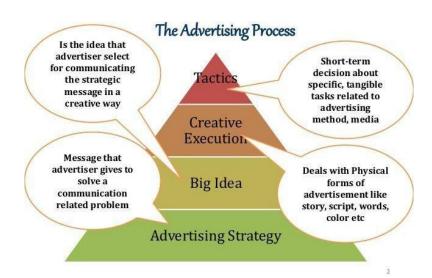
- d) reduction in price e) to act superior f) reward plan g) goods 7. Match English words/word combination with the Ukrainian translation: 1) complicated 2) interaction 3) promotion 4) subconscious 5) to humanize 6) outlet 7) release 8) to occur 9) to blame 10) corporation а) облагороджувати b) сток
 - с) об'єднання
 - d) взаємодія
 - е) випуск
 - f) звинувачувати
 - g) траплятися
 - h) просування
 - і) складний
 - ј) підсвідомий

8. Translate the following sentences into English.

- 1. Будуючи свій бренд, треба враховувати усі інтереси та вподобання потенційних клієнтів.
- 2. Шлях до успіху це постійний інтерес до покупця.
- 3. Будь-який вид реклами спрямований на те, щоб привернути увагу кожного.
- 4. Для просування предметів розкоші необхідний особливий підхід у виборі рекламної кампанії.
- 5. Реклама на телебаченні мала приголомшливий успіх серед глядачів.
- 6. Клієнт завжди зацікавлений у покупці образу, стилю життя, а не просто товару чи послуги.
- 7. Відчуття ексклюзиву, особливості товару забезпечує його подальший успіх на ринку.

9. SPEAKING

Look at the picture describing advertising process. Choose any sphere of producing goods/services and build your own scheme for the business. Describe all the stages in short.



https://www.questionpro.com/blog/disruptive-marketing-strategies-by-indian-startups/

10. LISTENING

Follow the link: https://www.youtube.com/watch?v=HzevRHUEnVI

Watch the video and listen to the speaker telling how Ads persuade people. Complete the sentences:

1. Dozens of factors can cause you	or	with a message.
2. If you recognize when you're being	, it'	s a lot easier to stop and
your opinions are actually you	ur own.	
3. People with a higher need for	tend to pa	ay close attention to
.		
4. Feeling an emotion canyou	in a bunch	of different ways depending
on the		
5. We're more likely to think harder about	<u> </u>	_if the message comes from
someone in the .		

11. WRITING

Imagine you have to develop an advertising company for a startup in the sphere of information technology. What type of advertisement will you choose? What is your target audience? What are the best ways to reach your target audience? Make and present your plan of actions.

12. GRAMMAR CHECK

Choose the right Prepositions to complete the sentences (across, along, around, through, over, at, in).

around, inrough, over, at	, m).
1. While we were hiking_	the valley, our friends saw a deer.
2. They walked	the mountain river looking for a way to get across it.
3. The opponents walked i	n a circlethe enemy before they attacked him.
4. Our car passed	seven tunnels on the way to their house.

5. They walked	the field watching the beauty of na	ture.
6. The plane flew	_the Grand Canyon on the way to it	ts destination.
7. They walked	the house three times looking for the	ne entrance.
8. All of our workers ha	ve high-speed Internet	_work, but she has a
bad connection	_ home.	
9. The old lady standing	the corner turned to the	children who were
playing the str	eet.	
10. While we were hiking.	we filmed wild animals	the woods.

13. SUPPLEMENTARY TASK

Study the schemes of advertisement strategies and major job advertisement mistakes to avoid. Make up your own plan of advertisement strategy and comment on major job advertisement mistakes.



9 MAJOR JOB ADVERTISEMENT MISTAKES TO AVOID

Not sure if you're utilizing the right techniques or strategies for your job ads? We will share with you the 9 major job advertisement mistakes to avoid.

1 NOT INCLUDING A PHOTO

It's crucial to include a photo that will connect with your target group. And don't worry, there are plenty of websites offering free stock photos so it doesn't have to wreak havoc on your budget.

2 NOT CONDUCTING KEYWORD RESEARCH

You should actively search to see what common job titles are being used and searched for. This can easily be done via a keyword research tool.

3 NOT OPTIMIZING FOR SEO

Alongside of keyword research, SEO is also a critical element to your job ads. Many people do not take the time to make sure that their advertisements are optimized for SEO, costing them potential free reach.

4 NOT ANALYZING THE PERFORMANCE OF THE AD

The only way to improve the success of your job ads is by evaluating them. Analytics can help you to understand which advertisements are bringing you the highest quality applicants.

5 NOT HIGHLIGHTING YOUR EMPLOYER BENEFITS

Your employer benefits are what set you apart from other companies. These are the important points that should be convincing enough to make potential applicants submit their application.

6 NOT EASY TO READ

Some job ads are extremely difficult to read. With no images, icons or even bold text, it looks like one long, boring novel. Applicants aren't going to be driven to take the time to read these types of job ads.

7 NOT LINKING TO SOCIAL MEDIA

Your job ads should be linked to social media so that applicants can easily share the position online. Even if the position is not the right fit for that particular person, they might be willing to share it with their colleagues or friends

8 NOT WRITING A RELEVANT JOB DESCRIPTION

Rather than using the same copy or requirements for every position, the description should be unique and only include the most vital information.

9 NOT HAVING AN ATS

Having an ATS that has features relevant to job advertisements can be extremely helpful. For example, you can create job ads that are SEO optimized, conduct keyword research, find stock photos, build the advertisement in an easy to read way, and link to social.



FREE E-BOOK: JOB ADS

In this e-Book, we would like to give you an overview of the most important topics pertaining to job advertisements. https://www.talention.com/e-book-job-ads

Resources to Unit 4

- 1. https://www.business2community.com/consumer-marketing/attract-customers-reducing-advertising-costs-0971969
- 2. http://www.aarikahrprofessionals.com/solution/selection-through-advertisement/
- 3. https://advertoscope.com/marketing-strategies-examples/
- 4. https://www.questionpro.com/blog/disruptive-marketing-strategies-by-indian-startups/
- 5. https://www.talention.com/blog/infographic-9-major-job-advertisement-mistakes-to-avoid
- 6. https://www.youtube.com/watch?v=HzevRHUEnVI
- 7. https://www.youtube.com/watch?v=HzevRHUEnVI

UNIT 5 PRICE FORMATION



In some activities, especially in the retail trade, the products sold are the same among several competitors. It is therefore necessary that the sales price formation is made in a very dynamic way, especially considering what is being practiced by the competition and the general changes of the market.

The activity of pricing involves defining mathematical and also strategically, viable pricing and the method of charging for your products or services. In general, the issues involving pricing are fixed costs, variable costs, definition of contribution margine point of equilibrium, competition analysis and positioning.

Market-Based pricing is the type of pricing almost exclusively based on competitive intelligence information, but for everything to make sense, let's first remember the general structure of a well-made pricing: cost raising, point of equilibrium analysis, business model definition, competition analysis, positioning and strategy.

When pricing according to the market, you will pretty much completely ignore the 3 first points, as they are very simple or irrelevant and focus deeply on the 4 point, taking into consideration the 5 point. In other words:

- a) your cost is standardized because you are usually reselling. Remembering that this is very common in retail trade, although it can also be seen in online services such as ticket sale area:
- b) your equilibrium point fluctuates a lot, as its price also varies with market changes;

- c) typically, this model only works with more traditional retail, not common in new business models:
 - d) accompanying competition is the critical success factor;
- e) adjustments can be made according to positioning, but what will really dictate is the market.

Today, every major retailer also owns an e-commerce. In Brazil, this is well known with American stores, cold spot, Bahia homes among many others. In these cases, for example, the pricing of the products is done in a super dynamic way, taking into consideration, inventory and competitive price.

This works simply, there are services today like the Sieve, which monitor your competitors in real time, constantly mapping your websites, to help you give the best price in real time.

Another classic case of a service company is Uber with its dynamic tariff. The higher the demand for cars, the more expensive the race is.

Of course, physical retailing is much more difficult to track real-time competition pricing. Anyway, there are two well-known strategies you should know:

- a) cover the competition. This is a classic method of getting the customer to search the price of the competition. Thus, you make few sales at a price below yours, but you end up finding out in which products you have lost selling by price and fixing;
- b) hidden customer / market research: these are classic services, usually offered by consultancies, that we actually send consultants to their clients to make an inventory and price list of their main products.

Typically, companies that work with this type of market-based pricing work with many stock keeping units and also with considerable operating complexity. Therefore, it is important to be careful not to fall into some errors:

1. Do not lock the minimum value. When the price is done automatically or dynamically, even if manual, you must set the minimum price acceptable for no loss. This prevents competing errors or manipulations from affecting you.

- 2. Do not adjust according to your positioning. Although the most important is the market price, you should not rule out its positioning. That is, if you are seen as a premium company, you should always seek to sell 20% above the competition, you cannot simply copy.
- 3. Stop looking for differential. It can be tempting to be taking orders without seeking differentiation. But, as we said in the post pricing by value, it is essential to continue innovating to achieve higher margins.
- 4. Just follow instead of being followed. Another factor that should be avoided is to guide all your decisions around the competition. If you do this, you will end up being led to paths that do not work for you and completely ignoring your particular growth strategy.
- 5. Keep processes inefficient. The critical success factor of this pricing is to report quickly and reliably about the market. So if your process is bad, it should be changed immediately because your outcome will be affected whenever you get behind the competition.

Market-based price formation aims to maintain products that are identical at the same price level and, in a dynamic way, increase the competitiveness of the business. However, it poses significant operational challenges and must be used seriously. In case you want to deepen your price analyzes, be sure to test our spreadsheets for pricing.

> https://blog.luz.vc/en/o-que-e/market-based-sales-price-formation/ http://www.fxtradermagazine.com/forex-market/forex-stock-price-formation.php

1. PREVIEW

Discuss your views with a partner:

- 1. What does the activity of pricing involve?
- 2. Give the definition of "e-commerce". What is the role of "e-commerce" in a modern market?
- 3. What are the best ways to monitor a competitor's activities?

2. Read the text. Are these statements true or false?

- 1. Market-Based pricing is the type of pricing almost exclusively based on your intelligence information.
- 2. The general structure of a well-made pricing includes 3 components: cost raising, point of equilibrium analysis and business model definition.
- 3. In the retail trade, the products sold are the same among several competitors.
- 4. Market-based price formation aims to maintain products that are identical at the same price level and, in a dynamic way, increase the competitiveness of the business.
- 5. The activity of pricing involves defining mathematical and also strategically, viable pricing and the method of charging for your products or services.

3. Scan the text and answer the questions:

- 1. What are the main features of retail trade?
- 2. Is it necessary to make the sales price formation in a dynamic way? If yes/no, why?
- 3. What is the definition of market-based pricing?
 - 4. Read the abstract from the article about market price formation model with both supply-demand and trend-following for global food prices. Write a plan and a summary of the text. Explain the meaning of the words/word combinations in italics.



Recent increases in basic food prices are severely affecting vulnerable populations worldwide. Proposed causes such as shortages of grain due to adverse weather, increasing meat consumption in China and India, conversion of corn to ethanol in the United States, and investor speculation on commodity markets lead to widely differing implications for policy. A lack of clarity about which factors are responsible reinforces policy inaction. Here, for the first time to our knowledge, we construct a dynamic model that quantitatively agrees with food prices. The results show that the *dominant* causes of price increases are *investor* speculation and ethanol conversion. Models that just treat supply and demand are not *consistent* with the actual price dynamics. The two sharp peaks in 2007/2008 and 2010/2011 are specifically due to investor speculation, whereas an underlying upward trend is due to increasing demand from ethanol conversion. The model includes investor trend following as well as shifting between commodities, equities, and bonds to take advantage of increased expected returns. Claims that speculators cannot influence grain prices are shown to be invalid by direct analysis of price-setting practices of granaries. Both causes of price increase, speculative investment and ethanol conversion, are promoted by recent regulatory changes – deregulation of the commodity markets, and policies promoting the conversion of corn to ethanol. Rapid action is needed to reduce the impacts of the price increases on global hunger.

> https://www.pnas.org/content/112/45/E6119 https://buildfire.com/value-based-pricing/

5. Complete the words with the synonyms:

- 1) competitor
- 2) retail
- 3) price
- 4) fixed costs
- 5) variable costs
- 6) steadiness

- 7) irrelevant
- 8) to ignore
- 9) to fluctuate
- 10) to accompany
- a) overhead costs
- b) rival
- c) changeable costs
- d) to differ
- e) to go hand in hand with
- f) equilibrium
- g) cost
- h) distribute
- i) unrelated
- j) to shut one's eyes to

6. Match the words with their definitions:

- 1) competitive intelligence
- 2) to make sense
- 3) market change
- 4) adjustment
- 5) to dictate
- 6) stock-keeping unit
- 7) to fall into error
- a) any change in the International Organization for Standardization tariff
- b) to rule
- c) the ability to gather, analyze, and use information collected on competitors, customers, and other market factors
- d) a scannable bar code, most often seen printed on product labels in a retail store

- e) to be clear and easy to understand
- f) a small alteration or movement made to achieve a desired fit, appearance, or result
- g) to begin to misbehave

7. Match English words/word combination with the Ukrainian translation:

- 1) hidden customer
- 2) contribution margine
- 3) reselling
- 4) to increase
- 5) commodity
- 6) trend following
- 7) dominant causes
- 8) to take advantage of
- 9) price dynamics
- 10) to shift
- а) маржинальний прибуток
- b) продукція
- с) перепродаж
- d) той, що слідкує за трендами
- е) таємний покупець
- f) динаміка зміни цін
- g) змінювати
- h) головні причини
- і) скористатися перевагами
- ј) підвищувати

8. Translate the following sentences into English.

- 1. За нагоди він може скористатися усіма перевагами роботи у цьому проекті.
- 2. Ви повинні подумати над підвищенням ефективності роботи нашого підприємства.
- 3. Якщо прослідкувати динаміку зміни цін, то ви побачите, що фірма знаходиться у скрутному становищі.
- 4. Його взяли на роботу у якості таємного покупця.
- 5. Зміни на ринку це чинник, на який ми не можемо впливати.
- 6. Ринок товарів та послуг зростає кожного дня.
- 7. Результат перевірки виявив безліч порушень у роботі компанії.

9. SPEAKING

How you understand the term "price formation"? What are the main stages and rules of this process? Give examples, using any sphere of production goods and services.

10. LISTENING



 ${\it https://optinmonster.com/how-to-price-a-product/}$

Follow the link: https://www.youtube.com/watch?v=0YkQySdR9VU

Watch the video and listen to the speaker telling about how to price an online course. Answer the questions:

- 1. How not to underprice your online course?
- 2. What is the easy pricing formula, proposed by the speaker?

- 3. Should you take into consideration and plan your monthly revenue? If yes/no, explain why?
- 4. What is the role of social media in the process of price formation?
- 5. What is conversion rate?
- 6. Does the pricing depend on content type?
- 7. Explain the term "inspirational content". What other types of content were mentioned by the speaker? Are they important?

11. WRITING

Write an essay: How do different trade products of the same commodity influence each other's price formation? Use the examples of price formation mechanisms of Ukraine and other countries.

12. GRAMMAR CHECK

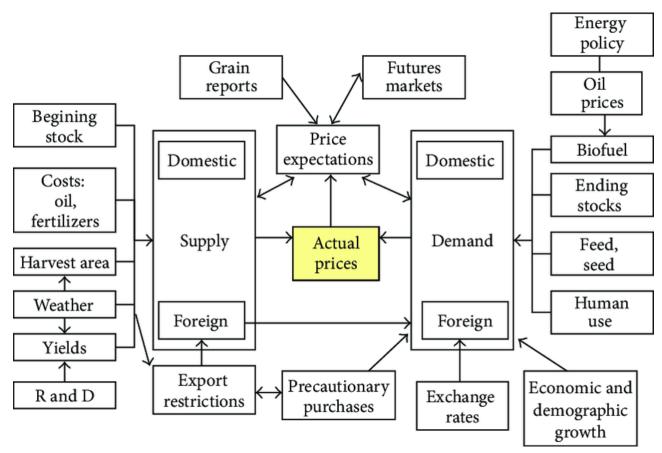
Choose the right Articles to complete the sentences (a, an or the).

1. Did you seetutorial? It wasamazing experience.
2. I likegood movie about travelling. I thought "Wild" was good. And Reese
Witherspoon was great infilm.
3. I want to takeluxury journey next year toexotic location.
4. He did not appreciatetrip to Russia because it was too cold and frosty. He
doesn't want to have such a trip once more.
5. Let's findplace where we can stay forcouple of days, drink some vine,
and have good time.
6. This is the place where he saw her for the first time. Isn't thatbeautiful
landscape?
7. We realized thatpassword Abroad always used to log in to his email didn't
work for the moment. Somebody hacked in and changedpassword.
8. When he was on holiday, he sawlion hunting prey. He took some photos
of lion.

9. Did you like____film I recommended you? Wasn't that____exciting video?
 10. I have to buy____smartphone which allows me to check my website and use Instagram.

13. SUPPLEMENTARY TASK

Study the scheme of actual price formation. What is the sphere where the scheme can be used for? Explain the order of stages and comment on the issue.



 $https://www.researchgate.net/figure/The-nature-of-grain-commodity-price-formation-Source-9_fig10_256054499$

Resources to Unit 5

- https://blog.luz.vc/en/o-que-e/market-based-sales-price-formation/ http://www.fxtradermagazine.com/forex-market/forex-stock-price-formation.php
- 2. https://www.pnas.org/content/112/45/E6119

- 3. https://buildfire.com/value-based-pricing/
- 4. https://optinmonster.com/how-to-price-a-product/
- 5. https://www.researchgate.net/figure/The-nature-of-grain-commodity-price-formation-Source-9_fig10_256054499
- $6. \ https://www.youtube.com/watch?v=0YkQySdR9VU$

UNIT 6

CONSUMER DECISION MAKING PROCESS



For many products, the purchasing behaviour is a routine affair in which the aroused need is satisfied in a habitual manner by repurchasing the same brand. That is, past reinforcement in learning experiences leads directly to buying, and thus the second and third stages are bypassed. This is called simple or routine decision making.

However, if something changes appreciably (price, product, availability, services), the buyer may re-enter the full or extended decision making process and consider alternative brands. Whether complex or simple, the first step is need recognition.

When consumers make purchasing decisions out of habit, we call this inertia. This habitual form of purchasing involves little complex decision making once considering they recognized a need. These types of purchases require little effort on the consumer's side and brands are easily substituted for others if the purchasing experience can be made to be more convenient. In contrast, brand loyalty occurs when consumers go out of their way to repeatedly purchase a brand that they favour above all others. Consumers are unlikely to substitute the brand for another one and usually form a bond or connection with the brand over time.

The consumer or buyer decision making process is the method used by marketers to identify and track the decision making process of a customer journey from start to finish. It is broken down into 5 individual stages which we have

decided to demonstrate with our latest decision making journey surrounding some rather sorry looking trainers.

1 – Problem Recognition (I need new trainers)

The first stage of the process is working out what exactly you or the customer needs. The customer feels like something is missing and needs to address it to get back to feeling normal. If you can determine when your target demographic develops these needs or wants, it would be an ideal time to advertise to them.

In our case we noticed our running trainers were looking a little worse for wear and we acknowledged the need for a new pair.

2 – *Information search (What trainers are out there?)*

This is the search stage of the process. One that is continually changing from old fashioned shopping around to the new shop front which is Google (other search engines are available – apparently). Information is not only gathered about stuff and on things but from people via recommendations and through previous experiences we may have had with various products.

In this stage a customer is beginning to think about risk management. A customer might make a pro's vs. con's list to help make their decision. People often don't want to regret making a decision so extra time being put into managing risk may be worth it.

In our case we googled trainer reviews, and searches such as "what is the best trainer for dirt running?" among other searches as well as remembering that we didn't like Gola or Dunlop shoes and had a nasty experience with a pair of Filas in the 90's.

3 - Evaluation of Alternatives (Do I need trainers and if so which ones?)

This is the time when questions start being asked. Is this really the right product for me do? Do I need a different product? If the answers are either "No it's not right" or "yes I need a different product" then stage 2 may recommence. The stage 3 to 2 transition may happen several times before stage 4 has been reached.

Once the customer has determined what will satisfy their want or need they will begin to seek out the best deal. This may be based on price, quality, or other factors that are important to them. Customers read many reviews and compare prices, ultimately choosing the one that satisfies most of their parameters.

In line with our example we started questioning if we actually needed running shoes: are there alternatives out there? Were our original trainers that bad? The answers were Yes/Yes but none I liked/Yes they really were. So the process was able to continue.

4 – Purchase (Buying the trainers)

The customer has now decided based on the knowledge gathered what to purchase and where to purchase what they desire.

At this stage a customer has either assessed all the facts and come to a logical conclusion, made a decision based on emotional connections/experiences or succumbed to advertising/marketing campaigns, or most likely a combination of all of these has occurred.

In our customer journey we purchased some rather nice Asics runners as we had a wonderful experience with them previously, they were well priced on the market and the marketing around Asics trainers has always linked them to being the best option for "real athletic trainers". The positioning of the product also lent itself to where they were purchased, a sport shop rather than a shoe shop.

5 – Post Purchase satisfaction or dissatisfaction

(Were they the right trainers for us?)

The review stage is a key stage for the company and for the customer likewise. Did the product deliver on the promises of the marketing/advertising campaigns? Did the product match or exceed expectations?

If customers find that the product has matched or exceeded the promises made and their own expectations they will potentially become brand ambassadors influencing other potential customers in their stage 2 of their next customer journey, boosting the chances of your product being purchased again. The same

can be said for negative feedback which, if inserted at stage 2, can halt a potential customer's journey towards your product.

To finish our customer journey – we very much like the trainers we have chosen – we would recommend them to a friend, and on purchasing our next set of trainers would probably make a similar brand or product choice. Our satisfaction has made us a brand ambassador for the company who created our wonderful trainers.

https://www.professionalacademy.com/blogs-and-advice/marketing-theories---explaining-the-consumer-decision-making-process

https://kpu.pressbooks.pub/introconsumerbehaviour/chapter/consumer-decision-making/
https://salespromotions.org/introduce-sales-promotion-into-the-consumer-decision-making-process-including-3-touchpoint-strategies/

1. PREVIEW

Discuss your views with a partner:

- 1. Describe the notion "purchasing behaviour".
- 2. How do the customers make their choice about a purchase?
- 3. What is risk management?

2. Read the text. Are these statements true or false?

- 1. Sellers read many reviews and compare prices, ultimately choosing the one that satisfies most of their parameters.
- 2. People often don't want to regret making a decision so extra time being put into managing risk may be worth it.
- 3. If customers find that the product has matched or exceeded the promises they will potentially become brand ambassadors.
- 4. Decision making process of a customer journey is broken down into 10 individual stages.
- 5. The habitual form of purchasing involves little complex decision making once considering a client recognized a need.

3. Scan the text and answer the questions:

- 1. How does the routine decision making work?
- 2. What are the situations when person can become a brand ambassador?
- 3. How to determine the actual need of purchase?
 - 4. Study the scheme of the consumer buying process. Comment on every stage.



5. Complete the words with the synonyms:

1) routine

2) habitual

3) to bypass

5) to purchase

4) out of habit 5) substitute 6) availability 7) to determine 8) to evaluate 9) positioning 10) extended a) to ignore b) continued c) frequent d) vacancy e) equivalent f) unusual g) ordinary h) placing i) to set a price j) to distinguish Match the words with their definitions: **6.** 1) to compare 2) to be available 3) regret 4) alternative

- 6) ambassador
- 7) satisfaction
- a) concern
- b) another
- c) to buy
- d) to set against
- e) happiness
- f) to be in stock
- g) regret

7. Match English words/word combination with the Ukrainian translation:

- 1) purchasing decision
- 2) expectation
- 3) to boost
- 4) negative feedback
- 5) best option
- 6) nasty experience
- 7) emotional connection
- а) негативна реакція
- b) розширювати
- с) рішення зробити покупку
- d) жахливий досвід
- е) найкращий варіант
- f) емоційний зв'язок
- g) очікування

8. Translate the following sentences into Ukrainian.

- 1. Customers read many reviews and compare prices, ultimately choosing the one that satisfies most of their parameters.
- 2. The review stage is a key stage for the company and for the customer likewise.
- 3. For many products, the purchasing behaviour is a routine affair.
- 4. If something changes appreciably (price, product, availability, services), the buyer may re-enter the full or extended decision making process and consider alternative brands.
- 5. Once the customer has determined what will satisfy their want or need they will begin to seek out the best deal.
- 6. The choice of customers may be based on price, quality, or other factors that are important to them.
- 7. The principles of old fashioned shopping vary from modern ones.

9. SPEAKING

Imagine you own a small family business and face with a crisis. Try to gather a meeting and plan a survival strategy for one-year period. Describe all your actions.

10. LISTENING



 ${\it https://risk-academy.ru/a-good-meeting-needs-a-clear-decision-making-process/}$

Follow the link: https://www.youtube.com/watch?v=1f5LD6V_Gb0

Watch the video about consumer decision making process. What can you say about the pronunciation of a speaker? Answer the questions:

- 1. What does consumer decision making process include?
- 2. Give the example of "need recognition" stage.
- 3. How is the stage of information stage realized?
- 4. How to make a customer purchase decision faster?
- 5. Give the main characteristics of a satisfied customer.

11. WRITING

Choose any product or service and describe it up to the next decision making process steps:

- 1. Framing the decision.
- 2. Listing all the possible advantages and disadvantages.
- 3. Evaluating the importance of advantages and disadvantages.
- 4. Assessing possibility of advantages and disadvantages.
- 5. Reviewing and reflecting.

12. GRAMMAR CHECK

Choose	the right	t Pronouns	to complete	the sentences	(this,	that,	these,	those)	•
	0				` /	,	,	,	

1children over there are waiting for the school bus.
2. The first day I came to Kyiv was wonderful. I will rememberday for all
my life.
3week I'm very busy.
4. I'm working as a secretarydays.
5were the years!
6. Do you remembersummer when we all went to the seaside?
7. Hello!is chief sales manager. Can I speak to our supplier, please?
8 is a new department and one over there was built 10
years ago.

9. Will you come at six p.m.? I'll be in the office attime.
10. The winter of 2019 I spent in the country. I remember we had a lot of
snowyear.
11are my colleagues. They have just arrived from Odessa.
12. Who waswoman I saw you with at the party?
13. Do you want to sit on sofa here or on one?
14papers you gave me last night were very useful.
15. Look atbeautiful colours!
16. They decided to buy a flatyear.
17tasks were completed by the workers of our group.
18houses were built in the 19th century.
19. Hello, Jane!is Steve from ABC Group speaking.
20. I wish I would have boughthouse in the countryside.
21. You'd better take The others are not so good.
22. I couldn't remember the name ofrude client I had met in the office
23. Do you knowcustomer? He says he forgot his package.
24. Can you pass medocuments on the top shelf?

13. SUPPLEMENTARY TASK

Study the table of consumer decision making process. Explain and comment on every stages. Choose any sphere of industry and illustrate the stages with the actual examples.



Resources to Unit 6

- 1. https://www.professionalacademy.com/blogs-and-advice/marketing-theories---explaining-the-consumer-decision-making-process
- 2. https://kpu.pressbooks.pub/introconsumerbehaviour/chapter/consumerdecision-making/
- 3. https://salespromotions.org/introduce-sales-promotion-into-the-consumer-decision-making-process-including-3-touchpoint-strategies/
- 4. https://www.professionalacademy.com/blogs-and-advice/marketing-theories---explaining-the-consumer-decision-making-process
- 5. https://www.youtube.com/watch?v=1f5LD6V_Gb0
- 6. picture adopted from: https://risk-academy.ru/a-good-meeting-needs-a-clear-decision-making-process/
- 7. http://www.businessstudynotes.com/wp-content/uploads/2016/06/Consumer-Decision-Making-Process.png

UNIT 7

IMPACT OF COVID-19 ON THE GLOBAL GOODS AND SERVICES OF INDUSTRIAL MARKET



Due to the COVID-19 crisis, all the companies and businesses, irrespective of their size, are facing issues and challenges with a real risk of substantial declines in revenue and job losses in particular sectors. Millions have already been laid-off as global fashion companies cancel or suspend their orders in Bangladesh. Many other countries are also facing similar situations.

The goods and services market is likely to be impacted severely. Many developing countries are expected to see a sharp decline in the domestic consumer demand in the short term. Demand for essential goods and medical assistance may increase, but a lower demand is expected for non-essential goods such as apparel and various services.

Quarantine measures around the world have already hit the service sector hard, particularly areas such as retail trade, leisure and hospitality, recreation, and transport services. Consumer durables companies are afraid to lose out on peak summer sales amid lockdowns. The outbreak has affected the sales of luxury goods; however, sanitary and health care and personal care products are in demand. Online sales are further expected to increase post lockdowns as people would be still hesitant to leave their homes.

It is necessary to explore the outbreak of COVID-19, its impact on the global and regional economies, and its implications on the goods and services sector. Marketing specialists should study the impact of the crisis on the global

economy by assessing parameters like consumption, GDP, business investment, residential investment, inventory, and governmental policies and decisions.

Not only did demand for professional products shrink due to school closures, suspension of work and remote work, but demand for cosmetics and other luxury products also shrank as opportunities to get out of the house dropped dramatically. On the other hand, increasing awareness of stay-at-home and COVID-19 infection prevention has increased the demand for hygiene products such as instant foods and other stored foods and masks to the extent that inventories are tight. In response to these demand trends, food and consumer goods manufacturers produced various financial statements showing that some companies that were able to cover the decline in cosmetics sales with hygiene products, while other companies that had high ratios of professional products suffered a negative impact on business performance. From the perspective of monetization of management resources, there is no doubt that there have been differences in the business and product mixes, and that portfolio composition has been shown to impact business performance.

With a focus on helping business leaders navigate through the shifting landscape, it is also important to propose some key short and medium to long term policies that look towards future growth while minimizing the economic damage.

The status of COVID-19 infections continues to be unreadable. It is certain, however, that there will be no complete return to the pre-COVID-19 state of affairs, and companies and consumers will move stepwise toward the new normal. Furthermore, there is a possibility that a new emergency will occur in the future. Based on these lessons, we would like you to face the future as a management agenda regarding preparations for the future. It seems to us that areas that food and consumer goods manufacturers had been aware of but had not been able to tackle in the past have become clearer as management agenda components due to COVID-19.

Finally, the fight against COVID-19 is not yet over. On the other hand, some food and consumer goods manufacturers have already started to re-plan their business strategies and investments with an eye to the future.

https://hromadske.ua/ru/posts/izbavitsya-ot-korony-skolko-stoit-perebolet-covid-19
https://www.expertmarketresearch.com/reports/impact-of-covid-19-goods-and-services-market
https://www.abeam.com/vn/en/topics/insights/covid19_fc

1. PREVIEW

Discuss your views with a partner:

- 1. Challenges in business and industry due to the COVID-19 all over the world.
- 2. Ways of covering the decline.
- 3. Is it possible to re-plan business strategy? Explain if yes/no.

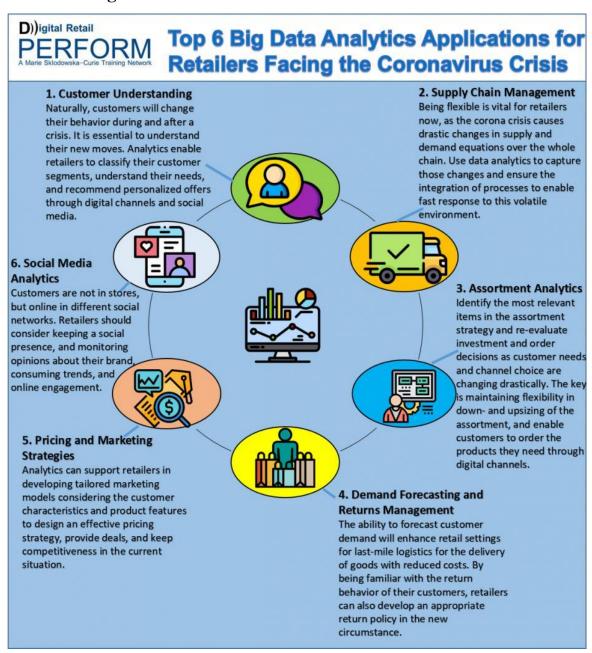
2. Read the text. Are these statements true or false?

- 1. Because of COVID-19 crisis, all the companies and businesses are facing challenges with a real risk of declines in revenue and job losses.
- 2. Many developing countries are expected to see a sharp decline in the domestic consumer demand.
- 3. Quarantine measures around the world haven't hit the service sector hard.
- 4. Increasing awareness of stay-at-home and COVID-19 infection prevention has increased the demand for hygiene products.
- 5. The outbreak has affected the sales of luxury goods, and all the sanitary and health care and personal care products aren't in demand.

3. Scan the text and answer the questions:

- 1. Demand for what goods and services may increase in short perspective because of COVID-19?
- 2. What is the impact of COVID-19 on the industry of developing countries?

- 3. What is the result of increasing awareness of stay-at-home and COVID-19 infection prevention?
- 4. Are there any ways to cover the decline in cosmetics sales because of COVID-19?
- 5. What are the ways marketing specialists should study the impact of the crisis on the global economy?
 - 4. Study the scheme. Read and comment on every point. What other challenges do retailers face?



5. Complete the words with the synonyms:

1) to cover a decline

2) challenge

4) consumer

7) damage

8) to suffer

5) performance

6) manufacturer

3) impact

9) emergency			
10) agenda			
a) influence			
b) producer			
c) to complain			
d) program			
e) threat			
f) to solve nega	ative consequences		
g) harm			
h) extremity			
i) productivity			
j) client			
6.	Match the words with their definitions:		
1) lockdown			
2) to tackle			
3) consumer goods			
4) shrink			

- 5) strategy
- 6) monetization
- 7) investment
- a) durables
- b) plan
- c) the process of converting something into money
- d) putting money for profit
- e) reduce
- f) quarantine
- g) to catch

7. Match English words/word combination with the Ukrainian translation:

- 1) substantial decline
- 2) economic damages
- 3) emergency
- 4) personal care products
- 5) consumer goods
- 6) governmental policies
- 7) business performance
- 8) outbreak
- 9) real state of affairs
- 10) services
- а) надзвичайна ситуація
- b) продукти особистої гігієни
- с) державна політика
- d) дійсний стан справ
- е) спалах

- f) послуги
- g) економічні збитки
- h) підприємницька діяльність
- і) суттєве зниження
- ј) споживчі товари

8. Translate the following sentences into English.

- 1. Навіть після кризового періоду поведінка покупців вже не буде такою, як раніше.
- 2. Завжди існує небезпека, що після вирішення однієї нагальної проблеми з'явиться інша.
- 3. Перепланування стратегій роботи дасть можливість підприємцям врятувати бізнес.
- 4. Останнім часом кількість покупок засобів особистої гігієни зросла втричі.
- 5. Економіка країн усього світу знаходиться у складному стані.
- 6. Суттєве зниження робочих місць спричинило зміни у плануванні діяльності компанії на наступні 5 років.
- 7. Було доведено ефективність заходів з упередження поширення інфекції.

9. SPEAKING

Imagine you own a small family business and face with a crisis. Try to gather a meeting and plan a survival strategy for one-year period. Describe all your actions.

10. LISTENING

Listen to five different people talking about modern communication in the digital world. Express their main ideas on the issue:

https://learnenglishteens.	britishcouncil.org.	g/skills/listening	:/advanced-c1-
listening/living-online			

-	Speaker 1
_	Speaker 2_
	Speaker 3
	Speaker 4
	Speaker 5_

11. WRITING

Because of the current situation of education in the world distant education becomes more and more important every day. Make main tips for such kind of learning and explain how to study from home without losing efficiency.

12. GRAMMAR CHECK

Change the sentences using Reported speech. Start all your sentences with 'he', and use the past simple of 'ask', 'say' or 'tell'.

ne, and use the past simple of ask, say of ten.
1. He got this job last year.
He
2. We went to the party and then to the caffee.
He
3. I'll come and help you at six.
He
4. Would you mind coming to my place?
He
5. I've never been to Japan.
He

13. SUPPLEMENTARY TASK

Read the summary from the article of United nations Department of economic and social affairs about the collapse of global trade. Take the summary as an example and write your own one about the economic and social affairs in your country.

SUMMARY

- » The COVID-19 pandemic has compressed global trade by magnitudes last seen during the 2008 global financial crisis. Trade has dropped sharply in developing countries, though with differences between regions. While projections point to a limited recovery in 2021, there are questions about the longer-run climate for trade.
- The outbreak exacerbated an already subdued trade environment, both globally and among developing countries. Besides COVID-19, trade has been weakened in recent years by more systemic issues, such as slow economic growth and protectionist policies.
- » However, the deterioration of trade in the medium-term has economic implications for investment and productivity growth, especially in developing countries relying on trade-led growth strategies.
- » As a policy option, a turn to more regional trade and regional value chains is gaining traction and might become an essential component of developing countries' exit strategies out of crisis.

Resources to Unit 7

- 1. https://hromadske.ua/ru/posts/izbavitsya-ot-korony-skolko-stoit-perebolet-covid-19 https://www.expertmarketresearch.com/reports/impact-of-covid-19-goods-and-services-market
- 2. https://www.abeam.com/vn/en/topics/insights/covid19_fc
- 3. http://www.perform-network.eu/coronavirus-and-retail-top-6-big-data-analytics-applications/
- 4. https://learnenglishteens.britishcouncil.org/skills/listening/advanced-c1-listening/living-online
- 5. https://www.un.org/development/desa/dpad/publication/world-economic-situation-and-prospects-september-2020-briefing-no-141/

UNIT 8

TYPES OF COMPANIES



The growth of an economy is characterized by vibrant business activities and for the development of a good economy or nation, there has to be a regulatory framework that aims to carry out activities of an economy in a pre-determined manners, so that the development takes place throughout the length and breadth of the country in an orderly manner to bring about a positive change in the standard of living of the people.

The word Company indicates as an entity formed under the Companies Act, 2013. Most people connect word with a Private Limited Company; however, there are also various other types of companies.

From time immemorial, enterprising individuals have been carrying on businesses in different ways. The most common form of organization are the Proprietorship concern, and Partnership firms, which are presently suffering from various constrains. For example, a partnership firm has no legal existence as an entity separate from its partners. The partnership firm is not distinct from the partners who form a partnership firm and the partners may have many limitations on their own.

At any point of time, they may find it very difficult to meet the increasing financial requirement of business. As the liability of the partners of the firm is unlimited, the creditors of a firm are creditors of the partners themselves.

As per Section 69 of the Indian Partnership Act, 1932, a registered firm can be treated as a separate legal entity for the purpose of suing and being sued, unlike unregistered firm. Apart from this, there are not many advantages of being a partnership firm except that there is no codified law that keeps a close watch over the affairs of the firm. A partnership firm is always susceptible to events like death of a partner, which may result in dissolution of a firm. Further, there is no ceiling on the maximum number of members or partners an association or a partnership firm can have.

The Supreme Court of Haryana held that "the essential characteristic of a firm is that each partner is a representative of the other partners. Each of the partners is an agent as well as a principal. He is an agent in so far as he can bind the other partner by his acts within the scope of the partnership agreement. He is a principal to the extent that he is bound by the acts of the firm." Section 2(a) of the Partnership Act defines as "act of the firm" to mean any act or omission by all the partners, by any partner or agent of the firm which give rise to a right enforcement by or against the firm.

An unregistered firm has certain other limitation. Section 69 of the Indian Partnership Act, 1932 does not permit unregistered firms and partners from instituting suits in certain cases.

Hence, limited liability is a major attractive for the formation of companies in India. There will be substantial differences between a partnership firm constituted under the Indian Partnership Act 1932 and a private limited company incorporated under the Companies Act, 1956 or 2013. The main attraction is that a company has its own legal entity status and a perpetual succession and mostly companies are formed as limited liability companies only.

A company formed and registered under the Act is known as a Company for the purpose of the act. A company may be formed and registered as a private limited or public limited, whether with or without share capital, whether with or without limited liability. Even a one person company is treated as a private company only, though it will have only one member. The hallmark of a company is the concept of limited liability of its members and therefore, there are not many companies with unlimited liability.

Generally Companies are classifies on the basis of:

- incorporation (statutory company, registered company);
- liability of members (limited by shares, limited by guarantee, unlimited);
- of members (by 7 or more persons public company; by 2 or more persons private limited company; by 1 person one person company (OPC);
- ownership (government company, non-government company);
- size (small sized company, other than small sized company);
- control (holding company, subsidiary company).

We came to conclude that corporate form of business is more acceptable, more continent and having limited liability with perpetual succession are a major advantageous to the entrepreneurs.

https://taxguru.in/company-law/corporate-business-types-companies.html

1. PREVIEW

Discuss your views with a partner:

- 1. What are the characteristics companies are classified of?
- 2. What are the disadvantages of an unregistered firm?
- 3. Describe the role of a partner in a partnership firm.

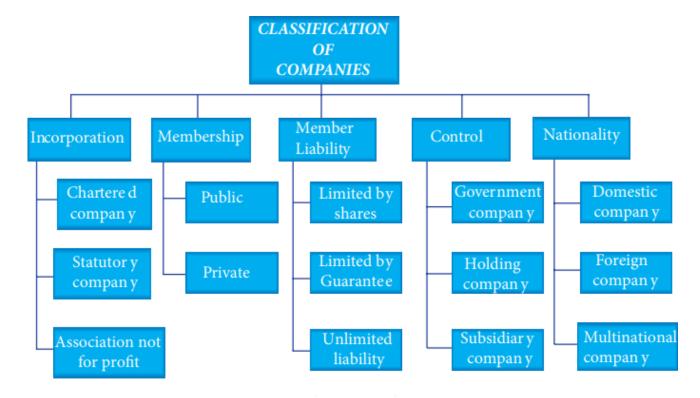
2. Read the text. Are these statements true or false?

- 1. The essential characteristic of a firm is that each partner is a representative of the other partners.
- 2. Limited liability is a major attractive for the formation of companies in India.
- 3. The hallmark of a company is the concept of limited liability of its members and therefore, there are not many companies with unlimited liability.
- 4. The growth of an economy is characterized by stable business activities.

5. A partnership firm has legal existence as an entity separate from its partners.

3. Scan the text and answer the questions:

- 1. What are the factors characterizing the growth of an economy?
- 2. What is the main problem of a partnership firm?
- 3. What are the main advantages of being a partnership firm?
 - 4. Study the scheme. Read and comment on every point. What are the most popular types of companies in Ukraine/all over the world? (give names of the countries and examples)



http://www.brainkart.com/article/Types-of-Companies_34853/

5. Complete the words with the synonyms:

- 1) continent
- 2) growth
- 3) vibrant
- 4) to carry out
- 5) pre-determined

- 6) to indicate
- 7) immemorial
- 8) entity
- 9) separate
- 10) limitation
- a) stable
- b) modest
- c) agreed
- d) unconnected
- e) institution
- f) to perform
- g) to specify
- h) ancient
- i) restriction
- j) widening

6. Match the words with their definitions:

- 1) to meet the requirement
- 2) to deal with
- 3) to keep a close watch over
- 4) susceptible
- 5) dissolution
- 6) ceiling
- 7) principal
- a) top
- b) likely or liable to be influenced or harmed by a particular thing
- c) the action of formally ending or dismissing an assembly, partnership, or official body

- d) leading in something
- e) to monitor closely
- f) to have business with
- g) completely fulfill or satisfy the conditions required for something

7. Match English words/word combination with the Ukrainian translation:

- 1) omission
- 2) legal entity
- 3) acceptable
- 4) perpetual
- 5) share capital
- 6) hallmark
- 7) multinational
- 8) government
- 9) domestic
- 10) subsidiary
- а) акціонерний капітал
- b) внутрішній
- с) багатонаціональний
- d) виключення
- е) додатковий
- f) постійний
- g) прийнятний
- h) уряд
- і) юридична особа
- ј) істотна ознака

8. Translate the following sentences into English.

- 1. Робота у багатонаціональній компанії дає можливості для подальшого кар'єрного зростання.
- 2. Така поведінка ϵ неприйнятною серед співробітників ці ϵ ї фірми.
- 3. Треба ретельно стежити за сучасними маркетинговими тенденціями.
- 4. Зазвичай компанії класифікують за декількома ознаками.
- 5. Істотною ознакою роботи їхньої фірми завжди була стабільність.
- 6. Цей випадок був виключенням, а не правилом.

9. SPEAKING

Imagine you want to create a company. Mind that there are different types of businesses to choose from when forming a company, each with its own legal structure and rules. Typically, there are four main types of businesses: Sole Proprietorships, Partnerships, Limited Liability Companies (LLC), and Corporations. Before creating a business, consider carefully which type of business structure is best suited to your enterprise and why. Make a plan of your actions.

10. LISTENING

Follow the link: https://www.youtube.com/watch?v=AUDy57BK-rU

Watch and listen the video, then answer the questions:

- 1. What are the 4 types of business entities?
- 2. What is the simplest form of business entities?
- 3. What is the name of business with 1 owner?
- 4. Give the main advantages of a company.
- 5. Give the full name for LLP.
- 6. What are the main risks of being a general partner in a company?

11. WRITING

Describe all the risks and future possibilities of starting a sole proprietorship

– company owned by one person. In what sphere of goods and services it is the
best? Is it reasonable to start such a company in Ukraine/abroad?

12. GRAMMAR CHECK

Change the sentences using the right Participle Constructions.

1. Our chief organized the meeting and didn't realize they would become the best clients.
2. She was nervous. He broke her telephone.
3. When George was ill he often had a terrible headache.
4. I hate crowded places, so I don't want to go to this square.
5. She had been working there for 9 years and then she quitted.
6. I am shy. I have never visited karaoke.
7. When he turned 50 my father moved to Lviv.
8. When she was looking for the office she stumbled upon a beautiful hotel.
9. He is finishing his training at this firm and working fulltime.
10. She stopped eating ready-made food after she had started a healthy diet.

13. SUPPLEMENTARY TASK

Pay attention to the general classification of the types of companies and company types in Bulgaria. Make the scheme of Ukrainian companies, taking the materials as the example.

Different Typ	es of Company
Based On The Number Of Members	 Public Limited Company Private Limited Company One Person Company
Based On The Liability Of The Members	 Companies Limited By Shares Companies Limited By Guarantee Unlimited Company
Based On The Mode of Incorporation	 Chartered Or Royal Chartered Companies Registered Or Incorporated Companies Unregistered Company
Other Types	 Limited Liability Company (LLC) Business Corporation Foreign Company Government Company Holding Company Subsidiary Company Associate Company Listed Company Unlisted Company Dormant Company Nidhi Company

 ${\it https://www.iedunote.com/types-of-companies}$

COMPANY TYPES IN BULGARIA



Limited liability companies

GREAT BUSINESS ENTITY

Limited liability companies in Bulgaria can be established with a minimum share capital of EUR 1 or 2 BGN. This is the most used business structure in Bulgaria.



Joint stock companies

FAST REGISTRATION

A joint stock company can be established for a minimum share capital of BGN 50,000 and at least 3 members part of the management board. One of our company formation agents in Bulgaria can help you with the registration of a joint stock company.



Limited & general partnerships

GREAT BUSINESS STRUCTURES

Limited and general partnerships can be easily established in Bulgaria, under the rules of the Company Act. These are excellent business structures adopted by foreign investors in Bulgaria.



Branches & subsidiaries in Bulgaria

FOR LARGE COMPANIES

Large companies from abroad can establish branches and subsidiaries and register them with the Bulgarian Trade Register. Subsidiaries can run under the rules of limited liability companies.



Sole proprietorships

SOLE TRADERS IN BULGARIA

A sole proprietorship is the simplest business form available in Bulgaria and chosen by entrepreneurs wanting to act on their own. Please talk to our agents and ask for support and assistance.

CONTACT US

Resources to Unit 8

- 1. https://taxguru.in/company-law/corporate-business-types-companies.html
- 2. adopted from: http://www.brainkart.com/article/Types-of-Companies_34853/
- 3. https://www.youtube.com/watch?v=AUDy57BK-r
- 4. https://www.iedunote.com/types-of-companies
- 5. https://www.companyformationbulgaria.com/company-types-bulgaria

UNIT 9 MARKET COMPETITION



A market can be defined as a place where two or more parties comes together to exchange goods or services or any other information. Generally, a market is called a place where sellers sell their goods and service in exchange for money.

The market can differ on the basis of products or services sold or on the basis of other factors like government regulation, taxes, legality of exchange, price ceiling, buyers target, etc. and the simplest meaning of word competition is when two or more parties try to gain competitive gain or win over one another.

In competition when one party wins then automatically another party loses. By understanding the terms market and competition, we can deduce that market competition is where two or more companies or organization strive to gain profit by competing with one another using various tactics.

Knowing who your competitors are, and what they are offering, can help you to make your products, services and marketing stand out. It will enable you to set your prices competitively and help you to respond to rival marketing campaigns with your own initiatives.

You can use this knowledge to create marketing strategies that take advantage of your competitors' weaknesses, and improve your own business performance. You can also assess any threats posed by both new entrants to your market and current competitors. This knowledge will help you to be realistic about how successful you can be.

Let's find out how to analyze who your competitors are, how to research what they're doing and how to act on the information you gain.

Who are your competitors?

All businesses face competition. Even if you're the only restaurant in town you must compete with cinemas, bars and other businesses where your customers will spend their money instead of with you. With increased use of the Internet to buy goods and services and to find places to go, you are no longer just competing with your immediate neighbours. Indeed, you could find yourself competing with businesses from other countries.

Your competitor could be a new business offering a substitute or similar product that makes your own redundant.

Competition is not just another business that might take money away from you. It can be another product or service that's being developed and which you ought to be selling or looking to license before somebody else takes it up.

And don't just research what's already out there. You also need to be constantly on the lookout for possible new competition.

You can get clues to the existence of competitors from:

- local business directories:
- advertising;
- press reports;
- exhibitions and trade fairs;
- questionnaires;
- searching on the Internet for similar products or services;
- information provided by customers;
- flyers and marketing literature that have been sent to you quite common if you're on a bought-in marketing list;
- searching for existing patented products that are similar to yours;
- planning applications and building work in progress.

What you need to know about your competitors

Monitor the way your competitors do business. Look at:

- the products or services they provide and how they market them to customers;
- the prices they charge;
- how they distribute and deliver;
- the devices they employ to enhance customer loyalty and what back-up service they offer;
- their brand and design values;
- whether they innovate business methods as well as products;
- their staff numbers and the calibre of staff that they attract;
- how they use IT for example, if they're technology-aware and offer a website and email;
- who owns the business and what sort of person they are;
- their annual report if they're a public company;
- their media activities check their website as well as local newspapers, radio, television and any outdoor advertising.
 - Find out as much as possible about your competitors' customers, such as:
- who they are;
- what products or services different customers buy from them;
- what customers see as your competitors' strengths and weaknesses;
- whether there are any long-standing customers;
- if they've had an influx of customers recently.

Try to go beyond what's happening now by investigating your competitors' business strategy, for example:

- what types of customer they're targeting;
- what new products they're developing;
- what financial resources they have.

Learning about your competitors

Read about your competitors. Look for articles or ads in the trade press or mainstream publications. Read their marketing literature. Check their entries

in directories and phone books. If they are an online business, ask for a trial of their service.

Are they getting more publicity than you, perhaps through networking or sponsoring events?

If your competitor is a public company, read a copy of their annual report.

Go to exhibitions

At exhibitions and trade fairs check which of your competitors are also exhibiting. Look at their stands and promotional activities. Note how busy they are and who visits them.

Go online

Look at competitors' websites. Find out how they compare to yours. Check any interactive parts of the site to see if you could improve on it for your own website. Is the information free of charge? Is it easy to find?

Business websites often give much information that businesses haven't traditionally revealed – from the history of the company to biographies of the staff.

Use a search engine to track down similar products. Find out who else offers them and how they go about it. Websites can give you good tips on what businesses around the globe are doing in your industry sector.

If you're sure your competitors are doing something better than you, you need to respond and make some changes. It could be anything from improving customer service, assessing your prices and updating your products, to changing the way you market yourself, redesigning your literature and website and changing your suppliers.

Try to innovate not imitate. Now you've got the idea, can you do it even better, add more value?

https://www.infoentrepreneurs.org/en/guides/understand-your-competitors/ https://www.marketing91.com/market-competition/

1. PREVIEW

Discuss your views with a partner:

- 1. What are the sources where you can find information about your competitors?
- 2. What do you need to know about your competitors?
- 3. What is the right way to set prices for goods and services?

2. Read the text. Are these statements true or false?

- 1. With increased use of the Internet to buy goods and services and to find places to go, you could find yourself competing with businesses from other countries.
- 2. Competition is just another business that might take money away from you.
- 3.It is important to know about your competitors how they provide products or services and how they market them to customers.
- 4. Websites can give you good tips on what businesses around the globe are doing in your industry sector.
- 5. It is not appropriate to use a search engine to track down similar products.

3. Scan the text and answer the questions:

- 1. What are the main characteristics of the world's market competition?
- 2. How not to be lost in the great worldwide competition of goods and services?
- 3. Is it necessary to keep an eye on a competitor's promotional activities?
 - 4. Study the pictures. Pay attention to all the symbols of brands and competition types. Choose any trademark from the picture and try to suggest its competitors from all over the world. Describe their activities and marketing strategies. What type of competition do they have? What characteristics should they work at to be successful at the world market?



http://wadhwarakesh.com/competition-is-pivotal-to-the-sustenance-of-free-markets/

Marketing 101: Define your competition



https://sherpablog.marketingsherpa.com/marketing/competition-types-to-watch/

5. Complete the words with the synonyms:

- 1) party
- 2) exchange
- 3) funds
- 4) taxes
- 5) regulation
- 6) rivalry
- 7) to deduce
- 8) to strive to
- 9) to gain profit
- 10) tactics

a) to work toward b) competition c) approach d) side e) barter f) to conclude g) to earn money h) order i) assets j) fee **6.** Match the words with their definitions: 1) license 2) respond 3) initiative 4) performance 5) entrant 6) current 7) realistic a) enthusiasm b) newcomer in a company c) official paper, certificate d) realization of something e) reaction on something, somebody f) contemporary g) rational

7. Match English words/word combination with the Ukrainian translation:

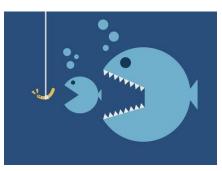
- 1) to implement into life
- 2) on the lookout for
- 3) solution
- 4) provide
- 5) similar products
- 6) supplier
- 7) staff
- 8) strengths and weaknesses
- 9) calibre
- 10) directory
- а) вирішення
- b) схожі товари
- с) втілювати в життя
- d) штат працівників
- е) у пошуках чогось, когось
- f) кваліфікація
- g) довідник
- h) сильні та слабкі сторони
- і) постачальник
- ј) забезпечувати

8. Translate the following sentences into English.

- 1. Останнім часом у сфері надання освітніх послуг дуже велика конкуренція.
- 2. Кваліфікація працівників цієї компанії просто дивовижна, порівняно з іншими компаніями у цій галузі.
- 3. У пошуках найкращих варіантів для проекту народилася нова ідея.
- 4. Сучасні підходи до ведення бізнесу дуже часто бувають жорстокими.
- 5. Оптимізація сайту бренду дала приріст клієнтів.

- 6. Якщо конкуренти роблять щось краще, ніж ви це значить, що прийшов час змінити старі принципи роботи.
- 7. Забезпечення достойних умов роботи важлива складова для продуктивності працівників.

9. **SPEAKING**



https://greenallianceblog.org.uk/2013/12/11/green-levy-cuts-could-threaten-good-energy-market-competition/

Imagine you are a producer of online courses. You have to develop and present a business plan of the company for the next 2 years. Try to take into consideration all the needed information, using the questions for help:

- how many firms do you have in competition?
- what are your main strength and weaknesses?
- what is your target audience?
- why is your product/service better than others?

10. LISTENING

Follow the link: https://www.youtube.com/watch?v=dj-U9TDRNsA

Watch and listen the video, then answer the questions:

- 1. What is competition?
- 2. Can competition improve daily life of people? Explain why if yes/no.
- 3. What are the main difficulties facing new competitor of the market?

11. WRITING

Write a short essay on how to solve conflict situation characterized by aggressive competitors, where the objective is to force out competitors from the marketplace by price cutting.

12. GRAMMAR CHECK

Change the sentences us whom, when, that, why,	sing the right Relative Clawhich, what).	ause form (who, whose,
1. The peoplewe	re injured in an accident ar	re now in the hospital.
2. The officewas	destroyed in the fire has b	een rebuilt.
3. Did you hears	he told?	
4. What is the name of yo	our colleaguetele	phone you borrowed?
5. What is the position of	the worker toyo	u spoke?
6. He will tell them	he's so late.	
7. The resortsh	e spent a holiday was cheap	p.
8. This course is just for j	peoplefirst langu	age is not English.
9. This is the main reasor	he doesn't like	flying.
10. Who was that man	was standing ins	ide?
13. SUPPLEMENTARY	Y TASK	
Read the abstract from	the article Trade Policy a	and Competition Policy.
What is the main idea	of the abstract? Compl	lete the table below with the
professional vocabulary	from the text.	
NOUNS	VERBS	ADJECTIVES

Giornale degli Economisti e Annali di Economia Volume 56 - N. 1-2 (Giugno 1997) pp. 67-97

TRADE POLICY AND COMPETITION POLICY

by Massimo Motta and Fabrizio Onida*

Received: October 1996; accepted: February 1997

Despite the reduction in trade barriers which has followed successive GATT agreements, national governments still affect trade flows by using instruments such as quantitative restrictions to imports, anti-dumping actions, state subsidies, preferential procurement policies, and definitions of standards. The use of these instruments for protectionist purposes is also in conflict with competition policy objectives in the home markets, since a decrease in the competitive pressure of imports enhances market power of the domestic firms.

Governments should avoid the temptation to resort to such instruments for protectionist purposes. In particular, a reform of anti-dumping laws, to which governments have increasingly resorted over the recent years, is necessary. Besides unilateral reforms, more international cooperation should be fostered to control that the use of the aforementioned instruments does not degenerate in protectionist spirals which would result in welfare losses for all the countries involved.

We also point out that different domestic competition laws might in turn have an effect on trade. However, the danger that governments might use competition policy as a "strategic trade" device to help the national industry should probably not be emphasised, since in many cases lax rules would be as detrimental to national as to foreign welfare. Harmonisation of competition policies is probably not necessary, but in any case would be a very difficult objective to reach. This is because there often exists little consensus on the policies which should be followed, since countries genuinely differ in their evaluations about such policies.

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Resources to Unit 9

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- 4. https://sherpablog.marketingsherpa.com/marketing/competition-types-to-watch/
- 5. https://greenallianceblog.org.uk/2013/12/11/green-levy-cuts-could-threaten-good-energy-market-competition/
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- 7. https://www.jstor.org/stable/23248278?seq=1

UNIT 10

ANALYZING THE POTENTIAL OF A NEW MARKET



Growth is an important element of long-term success, particularly in the tech industry. To survive in an increasingly competitive global marketplace, it is not enough to just retain most of your existing customers. You need to leverage the possibilities of new markets as well — and that means scaling internationally. However, premature expansion can have disastrous consequences. Before you make the move, you need to assess the potential opportunities and risks in the new market to ensure the success of your expansion.

ASSESSING OPPORTUNITIES: ASKING THE RIGHT QUESTIONS

Companies that fail to ask the right questions before expanding into a new market will invariably face challenges that can slow or outright impede their growth efforts. If your company fails to do its homework, your growth strategy will be doomed before you even begin to execute it. To avoid this outcome, software firms must consider several vital factors before committing to any expansion efforts. The following questions will help you assess the opportunities and size of the market you're attempting to enter and ultimately determine whether you should take the next step in your development plans.

WHO ARE YOUR TARGET CLIENTS?

First of all, you need to be able to identify your target audience. Who are those ideal customers? The answer to this critical question can help you to define the availability of the market and allow you to focus your sales and marketing

efforts in the right areas. The best place to start is by analyzing your current customer base. What traits do they share? Which clients provide the most revenue for your company? Who are the decision makers?

By examining your existing customers, you can get the insights you need to develop a customer profile that can help you narrow down your client focus for any new market. Your company is most likely to succeed when it targets an audience that shares the same needs and interests as your current clientele.

HOW BIG IS THE MARKET?

Naturally, it is not enough to just identify the type of client who might be willing to purchase your product. To appropriately assess the potential for revenue in the chosen market, you also need to determine how many of those ideal customers exist. There must be a large enough net of prospects for you to target for your offering to be viable. This particular question is not straightforward to answer and requires market research. Look for primary and secondary resources that can provide you with the information you need, such as Google Trends and other sites.

WHAT ARE POTENTIAL CLIENTS IN THAT MARKET CURRENTLY USING?

Once you've identified a pool of likely customers, you then need to know whether your product will be right for them for it to be a success. To do so, you will need to know more about the types of software that your target market currently uses. What does their software stack consist off? What is it lacking? Research those customers' needs and find out how the programs they are using meet their demands.

You can then evaluate that information against your own products' capabilities. Can your software provide benefits that these customers are not currently receiving? How is your solution better than the products that they are using? Are you addressing a gap in the market? The answers to these questions are vital in determining whether there's a viable market for your offerings.

WHO ARE MY COMPETITORS IN THAT MARKET?

Lastly, take note of your competition. Unless you have a revolutionary product that has no peers, the chances are that there will be competitors in your target market who are already offering a similar product to your potential clients. Learn everything that you can about those competitors so that you can assess your opportunity for success. Research their products, business practices, service history and if possible reviews, to identify their strengths and weaknesses. You also need to consider the following:

provide insight about your potential competitiveness and can give you some valuable clues about their customers' spending, and what they're willing to pay. How are they positioned within the market? What is their market share? What are their customers saying? Are there areas in which they are failing to address customers' real needs? Examine reviews to identify potential areas of

How does their pricing strategy compare to yours? This information will

A general level of dissatisfaction, or a sense that current offerings are mediocre, can serve as a clear indication that your competitors may not be as entrenched in the market as it might otherwise seem.

opportunity or challenges they may be facing.

Learning this information about your competitors can help you determine whether you can reasonably compete in the desired market. You may also glean insight that allows you to narrow down your target audience or provides inspiration for new or modified product offerings. This will all enable you to properly tailor your offerings and message or ultimately provide the early warning you need to delay or cancel your planned entry into that new marketplace.

The bottom line is clear: to give your company the best chance of succeeding internationally; first, you need to analyze the size and value of your new market. Carry out the necessary research, either yourself or through a specialized agency. Use the information to examine how critical factors might impact your odds of achieving a successful expansion. Your analysis will reveal the market as a viable opportunity, or it may expose challenges that need to be addressed before moving forward with your plans. In some instances, you may just

discover that your offering is simply not a good fit for that given market. The important thing is that you find out before you commit to your expansion.

https://www.marketing-logic.com/sales/assess-opportunities-new-market/#

1. PREVIEW

Discuss your views with a partner:

- 1. What actions should be done before enrolling into the new market?
- 2. At what stage of starting a business is it needed to identify the target audience?
- 3. What are the most effective ways for any business to succeed internationally?

2. Read the text. Are these statements true or false?

- 1. Unless you have a revolutionary product that has no peers, the chances are that there will be competitors in your target market who are already offering a similar product to your potential clients.
- 2. To survive in an increasingly competitive global marketplace, it is not enough to just retain most of your existing customers.
- 3. Naturally, it is not enough to just identify the type of client who might be willing to purchase your product.
- 4. Companies that fail to ask the right questions before expanding into a new market will never face challenges that can slow or outright impede their growth efforts.
- 5. The worst place to start is by analyzing your current customer base.

3. Scan the text and answer the questions:

- 1. What is the formula of long-term success of a business?
- 2. Is it possible to extend into a new market without assessing the potential opportunities and risks? If yes/no, why?
- 3. What are the factors influencing a growth strategy of a brand?

- 4. How to work out a pricing strategy of any business?
- 5. Is it necessary to examine reviews of clients for identifying potential areas of opportunity or possible challenges? If yes/no, why?
 - 4. Study the scheme, paying attention to the six main environmental spheres of the company. Choose any multinational company from any country of the world and describe its activities, answering the questions in each sphere.

Political environment

- How stable is the political environment?
- What are local taxation policies and how do these affect your business?
- Is the government involved in trading agreements such as EU, NAFTA, ASEAN, or others?
- What are the foreign-trade regulations?
- What are the social-welfare policies?

Technological environment

- What is the level of research funding in government and industry and are those levels changing?
- What is the government and industry's level of interest and focus on technology?
- How mature is the technology?
- What is the status of intellectualproperty issues in the local environment?
- Are potentially disruptive technologies in adjacent industries creeping in at the edges of the focal industry?

Economic environment

- What are the current and the projected GDP and GDP per capita?
- What are current and projected interest rates?
- What is the level of inflation, what is it projected to be, and how does this projection reflect the growth of your market?
- What are local employment levels per capita and how are they changing?
- What are the long-term prospects for gross domestic product per capita and so on?
- What are exchange rates between critical markets and how will they affect production and distribution of your goods?

Ecological environment

- •What are local environmental issues?
- Are there any pending ecological or environmental issues relevant to your industry?
- •How do the activities of international pressure groups affect your business?
- Are there environmental-protection laws?
- What are the regulations regarding waste disposal and energy consumption?

Sociocultural environment

- What are local lifestyle trends?
- What are the current demographics and how are they changing?
- What is the level and distribution of education and income?
- What are the dominant local religions and what influence do they have on consumer attitudes and opinions?
- What is the level of consumerism and what are popular attitudes toward it?
- What are the attitudes toward work and leisure?

Legal environment

- •What are the regulations regarding monopolies and private property?
- Does intellectual property have legal protections?
- Are there relevant consumer laws?
- What is the status of employment, health, and product-safety laws?

5. Complete the words with the synonyms:

1) global market

2) to leverage

3) premature

4) expansion	
5) doom	
6) revenue	
7) invariable	
8) clientele	
9) to narrow do	own
10) disastrous o	consequences
a) rewards	
b) beforehand	
c) to involve	
d) customers	
e) death	
f) international	trade
g) to decrease	
h) changeless	
i) growth	
j) negative resu	ılts
6.	Match the words with their definitions:
1) exhibition	
2) questionnair	e
3) flyer	
4) patent	
5) application	

- 6) capability
- 7) software
- a) an exclusive right for
- b) ability to do something
- c) presentation of something
- d) the action of putting something into operation
- e) a small handbill advertising an event, product of service
- f) instructions that control what a computer does; computer programs
- g) research instrument consisting of a series of questions

7. Match English words/word combination with the Ukrainian translation:

- 1) viable
- 2) distribution
- 3) social welfare
- 4) product safety
- 5) lifestyle
- 6) distribution of goods
- 7) to reflect
- 8) local
- 9) per capita
- 10) consumer attitude and opinion
- а) реалізація товарів
- b) життєздатний
- с) безпечність виробів
- d) розподіл
- е) стиль життя
- f) соціальний благоустрій

- g) на душу населення
- h) ставлення споживачів
- і) місцевий
- ј) відображатися

8. Translate the following sentences into English.

- 1. Рівень невдоволення працівників зростає з кожним роком.
- 2. Попит на товари цього сегменту перевищив пропозицію.
- 3. На даному етапі роботи слід зменшити залучення іноземних компаній.
- 4. Організація вийшла на новий рівень міжнародне співробітництво.
- 5. Наразі це відділення займається соціальним благоустроєм.
- 6. Сьогодні відбудеться семінар, присвячений стратегіям ціноутворення.
- 7. Основною причиною їх поразки було неправильне визначення цільової аудиторії, тому рекламна кампанія не мала жодних результатів.

9. SPEAKING

Explain the notion "marketing strategy". Describe all the advantages and disadvantages of building a long-term marketing strategy. What can you gain and lose?

10. LISTENING

Follow the link: https://www.youtube.com/watch?v=p2AboI8Pzp4

Watch and listen the video How to identify my Target Market? Answer the questions:

- 1. What is total addressable market?
- 2. Explain the meaning of served available market.
- 3. How to find a target market?

4. What is the best way of saving time, money and valuable resources while starting a new business?

11. WRITING

Wtite a short review of the article. Mind using professional vocabulary.

COGNIZANT



Leveraging Anonymized Patient Level Data to Detect Hidden Market Potential

By collecting and analyzing aggregate patient data across the life sciences and healthcare value chains, pharma companies can derive and apply deeper insights to deliver better patient experiences and outcomes, and discover new market segments for incremental revenue generation.

Executive Summary

As the blockbuster drug era comes to a close, pharmaceuticals companies face a host of new challenges as a result of shifting industry sands. These include:

- Market: Decision-making in primary care has shifted. Accountable care organizations (ACOs) and payers are limiting access to physicians based on price, especially in genericized markets, and also to new drugs to curb the explosion in care costs. These rules even apply to specialty medicines, where selling costs are significantly lower due to the fewer number of physicians to be targeted (as the number of physicians prescribing specialty medicines is relatively lower).
- Regulatory: The introduction of the Affordable Care Act (ACA) has forced the bealthcare industry to shift to a value-driven model; pharmaceuticals companies and healthcare providers are all marching toward producing efficient and effective health outcomes.
- Therapy adherence: Patients' nonadherence to treatment can be detrimental to health

outcomes and is believed to cost the healthcare system up to \$290 billion annually. As a result, it is imperative for healthcare providers and physicians to better ensure patient adherence to treatment therapies and regimens that improve outcomes and reduce avoidable healthcare expenses.

Data: Given the above challenges, there is a
greater need for a more accurate and consistent
view of the market. For instance, companies
need to understand patient behavior as well
as the potential within the untreated segment
as treatment outcomes become the primary
driver for differentiation. Patient benefit needs
to be a primary focus, as well as the related
cost-effectiveness, which requires robust and
accurate data acquisition.

Regulations such as the ACA and Health Information Technology for Economic and Clinical Health (HITECH) can introduce the health care triple aim of better health outcomes at an improved cost and patient experience.³ For this reason, the industry needs to deliver a better patient experience. To get there, industry players need to understand the patient medical journey and explore avenues for

cognizant 20-20 insights | october 2015



12. GRAMMAR CHECK

Complete the sentences using the appropriate form of Passive Voice constructions.

1. They were inte	rviewing her for the job.
She	for the job.
a) was being inter	rviewed
b) was interviewe	ed
c) has been interv	riewed
2. Manager is wri	iting the letter.
The letter	by manager.
a) was written	
b) is being writte	en
c) has been writt	en
3. Everyone unde	erstands English.
English	by everyone.
a) is understood	
b) has been under	rstood
c) was understood	d
4. The employees	s brought up this issue during the meeting.
This issue	by the employees during the meeting.
a) has been brou	ght up
b) is brought up	
c) was brought u	p
5. The director as	ked him not to talk.
Не	by the director not to talk

a) has been asked	
b) was asked	
c) was being asked	
6. They say that women ar	re smarter than men.
Women	to be smarter than men.
a) were being said	
b) were said	
c) are said	
7. The fire has destroyed the	he office.
The office	
a) has been destroyed	oy the me.
b) was being destroyed	
c) is destroyed	
e) is desiroyed	
8. She would have told yo	u.
Youb	by her.
a) would have been told	
b) would be told	
c) were being told	
9. She would reject the off	`er
The offer	by her.
a) will have been rejected	
b) would be rejected	
c) will be rejected	
10. This arranges	
10. This surprises me.	
Iby tl	118.

- a) would have been surprised
- b) will be surprised
- c) am surprised

13. SUPPLEMENTARY TASK

Study the scheme and explain the importance of making a detailed market research. Comment on the stages of making such type of research.



https://product tribe.com/marketing-amp-partnerships/market-research-guide

Resources to Unit 10

- 1. https://www.marketing-logic.com/sales/assess-opportunities-new-market/#
- 2. https://link.springer.com/chapter/10.1007/978-3-662-53123-5_9
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- 17. http://www.aarikahrprofessionals.com/solution/selection-through-advertisement/
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- 19.https://www.questionpro.com/blog/disruptive-marketing-strategies-by-indian-startups/
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- 37. https://www.abeam.com/vn/en/topics/insights/covid19_fc
- 38.http://www.perform-network.eu/coronavirus-and-retail-top-6-big-data-analytics-applications/
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- 56. https://www.slideshare.net/cognizant/leveraging-anonymized-patient-level-data-to-detect-hidden-market-potential
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APPENDIX A GRAMMAR REVISION

UNIT 1 CONDITIONALS

Type of conditional	The usage of conditional	If-clause	Main-clause
1	possible condition + probable result	Present Simple	will + base verb
2	hypothetical condition + possible result	Past Simple	would + base verb
3	expired past condition + possible past result	Past Perfect	would have + Past Participle
0	real condition + inevitable result	Present Simple	Present Simple

https://www.slideshare.net/wistifaction/conditionals-theory and exercises with key 1

UNIT 2 MODAL VERBS

TYPE and USE	Modal Verb	Examples
ABILITY	Can, Could	 I can speak English. He could run 10 km, now he has lost practise.
PERMISSION	Can, Could, May	You can't go out tonight.May I sit here?Could you help me?
ADVICE	Should	You should do your homework.I shouldn't drink alcohol.
OBLIGATION	Must, Have to	 People mustn't smoke in class. We don't have to go to the party if we don't want to.
POSSIBLITY	Might, May, Could, Can	 It might rain today. Rachel may come to the party if she feels better.

https://learnenglishwith a frica.com/short-story-a 2-b 1-b 2-dont-go-there-with-audio-modal-verbs-the-imperative-form-and-much-more/story-a 2-b 1-b 2-dont-go-the-imperative-form-and-much-more/story-a 2-b 1-b 2-dont-go-the-imperative-form-and-much-more/story-a 2-b 1-b 2-dont-go-the-imperative-form-and-go-the-imperative-

UNIT 3 GERUND AND INFINITIVE

verus rollowed	by an Infinitive	7	
agree	decide	leave	remember
aim	deserve	like	say
appear	detest	long	shoot
arrange	dislike	love	start
ask	expect	mean	stop
attempt	fail	neglect	strive
be able	forget	offer	swear
beg	get	ought	threaten
begin	happen	plan	try
care	have	prefer	use
choose	hesitate	prepare	wait
condescend	hope	proceed	want
consent	hurry	promise	wish
continue	intend	propose	THE PROPERTY OF THE PROPERTY O
dare	leap	refuse	
Verbs Followed	by an Object and	an Infinitive	
advise	dare	lead	prepare
allow	direct	leave	promise
ask	encourage	let	remind
beg	expect	like	require
bring	forbid	love	send
build	force	motivate	teach
buy	have	order	tell
challenge	hire	pay	urge
choose	instruct	permit	want
command	invite	persuade	warn
command	linvice	persuade	waiii
Verbs Followed	by a Gerund		
admit	detest	imagine	Resent
advise	dislike	mind	resist
appreciate	enjoy	miss	resume
avoid	escape	permit	risk
can't help	excuse	postpone	spend (time)
complete	finish	practice	suggest
consider	forbid	quit	tolerate
delay	get through	recall	waste (time)
deny	have	report	, rusto (time)
delly	nave	report	
Verbs Followed	by a Preposition a	and a Gerund	
admit to	concentrate on	feel like	talk about
approve of	confess to	forget about	think about
100000 101	depend on	insist on	worry about
argue about			
argue about believe in	disapprove of	object to	from
argue about believe in care about	disapprove of discourage from	object to plan on	refrain from

UNIT 4

PREPOSITIONS

Prepositions

The following table contains rules for some of the most frequently used prepositions in English:

Prepositions - Time

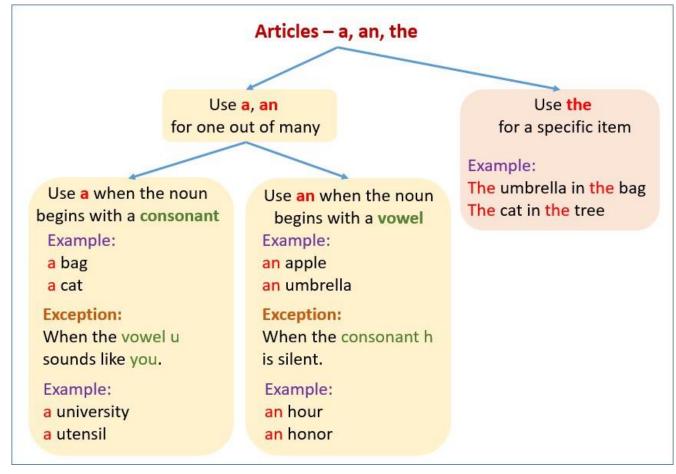
English	Usage	Example
on	days of the week	on Monday
in	months / seasons time of day year after a certain period of time (when?)	in August / in winter in the morning in 2006 in an hour
at	for night for weekend a certain point of time (when?)	at night at the weekend at half past nine
since	from a certain point of time (past till now)	since 1980
for	over a certain period of time (past till now)	for 2 years
ago	a certain time in the past	2 years ago
before	earlier than a certain point of time	before 2004
to	telling the time	ten to six (5:50)
past	telling the time	ten past six (6:10)
to / till / until	marking the beginning and end of a period of time	from Monday to/till Friday
till / until	in the sense of how long something is going to last	He is on holiday until Friday.
by	in the sense of at the latest up to a certain time	I will be back by 6 o'clock. By 11 o'clock, I had read five pages.

Prepositions - Place (Position and Direction)

English	Usage	Example
in	room, building, street, town, country book, paper etc. car, taxi picture, world	in the kitchen, in London in the book in the car, in a taxi in the picture, in the world
at	meaning next to, by an object for table for events place where you are to do something typical (watch a film, study, work)	at the door, at the station at the table at a concert, at the party at the cinema, at school, at work

 $https://busyteacher.org/classroom_activities-grammar/prepositions_and_conjunctions-worksheets/$

UNIT 5 ARTICLES



https://www.online mathlearning.com/articles-grammar.html

UNIT 6 PRONOUNS

Subject (also called nominative)	Object (also called accusative)	Possessive	(also known as genitive)	Reflexive and intensive
		Determiner	Independent	
I	me	my	mine	myself
you	you	your	yours	yourself
she	her	her	hers	herself
he	him	his	his	himself
it	it	its	its	itself
we	us	our	ours	ourselves
you	you	your	yours	yourselves
they	them	their	theirs	themselves

https://common ground international. com/learning-english/using-english-pronouns-subjects-objects-show-possession/learning-english/using-english-pronouns-subjects-objects-show-possession/learning-english-pronouns-subjects-objects-show-possession/learning-english-pronouns-subjects-objects-show-possession/learning-english-pronouns-subjects-objects-show-possession/learning-english-pronouns-subjects-objects-show-possession/learning-english-pronouns-subjects-objects-show-possession/learning-english-pronouns-subjects-objects-show-possession/learning-english-pronouns-subjects-objects-show-possession/learning-english-pronouns-subjects-objects-show-possession/learning-english-pronouns-subjects-objects-show-possession/learning-english-pronouns-subjects-objects-show-possession/learning-english-pronouns-subjects-objects-show-possession-learning-english-pronouns-subjects-objects-show-possession-learning-english-pronouns-subjects-objects-show-possession-learning-english-pronouns-subjects-show-possession-learning-english-pronouns-subjects-show-possession-learning-english-pronouns-subjects-show-possession-learning-english-pronouns-subjects-show-possession-learning-english-pronouns-subjects-show-possession-learning-english-pronouns-subjects-show-possession-learning-english-pronouns-subjects-show-possession-learning-english-pronouns-subjects-show-possession-learning-english-pronouns-subjects-show-possession-learning-english-pronouns-subjects-show-possession-learning-english-pronouns-subjects-show-possession-learning-english-pronouns-subjects-show-possession-learning-english-pronouns-show-possession-learning-english-pronouns-subjects-show-possession-learning-english-pronouns-show-possession-learning-english-pronouns-show-possession-learning-english-pronouns-show-possession-learning-english-pronouns-show-possession-learning-english-pronouns-show-possession-learning-english-pronouns-show-possession-learning-english-pronouns-show-possession-learning-english-pronouns-show-possession-learning-english-pronouns-show-possession-learnin

UNIT 7

REPOSTED SPEECH

DIRECT SPEECH	REPORTED SPEECH
Present simple	Past Simple
He said, "I want to watch a film"	He said (that) he wanted to watch a film
Present Continuous	Past Continuous
He said, " Jane is sleeping."	He said (that) Jane was sleeping.
Present Perfect	Past Perfect
She said,"I have bought a new dress."	She said (that) she had bought a new dress.
Past Simple	Past Perfect
Alex said, " I finished my homework."	Alex said (that) he had finished his homework.
Will	Would
She said, "I will always love Tom."	She said (that) she would always love Tom.
Can	Could
Tom said, "I can carry 50 kg."	Tom said (that) he could carry 50 kg.
May	Might
Ben said " It may rain."	Ben said (that) it might rain.
Must	Had to
He said, " Everybody must obey the rules."	He said (that) everybody had to obey the rules.
Have to	Had to
She said, " I have to go home."	She said (that)she had to go home.

 ${\it https://www.eslbuzz.com/tense-changes-when-using-reported-speech-in-english/}$

UNIT 8

PARTICIPLE CONSTRUCTIONS

Participle clauses enable us to say information in a more economical way. They are formed using present participles (going, reading, seeing, walking, etc.), past participles (gone, read, seen, walked, etc.) or perfect participles (having gone, having read, having seen, having walked, etc.).

We can use participle clauses when the participle and the verb in the main clause have the same subject. For example,

Waiting for Ellie, I made some tea. (While I was waiting for Ellie, I made some tea.)

Participle clauses do not have a specific tense. The tense is indicated by the verb in the main clause.

Participle clauses are mainly used in written texts, particularly in a literary, academic or journalistic style.

Present participle clauses

Here are some common ways we use present participle clauses. Note that present participles have a similar meaning to active verbs.

- To give the result of an action
 The bomb exploded, destroying the building.
- To give the reason for an action
 Knowing she loved reading, Richard bought her a book.
- To talk about an action that happened at the same time as another action **Standing in the queue**, I realised I didn't have any money.
- To add information about the subject of the main clause
 Starting in the new year, the new policy bans cars in the city centre.

Past participle clauses

Here are some common ways that we use past participle clauses. Note that past participles normally have a passive meaning.

- With a similar meaning to an if condition
 Used in this way, participles can make your writing more concise. (If you use participles in this way, ...)
- To give the reason for an action
 Worried by the news, she called the hospital.
- To add information about the subject of the main clause Filled with pride, he walked towards the stage.

Perfect participle clauses

Perfect participle clauses show that the action they describe was finished before the action in the main clause. Perfect participles can be structured to make an active or passive meaning.

Having got dressed, he slowly went downstairs.

Having finished their training, they will be fully qualified doctors.

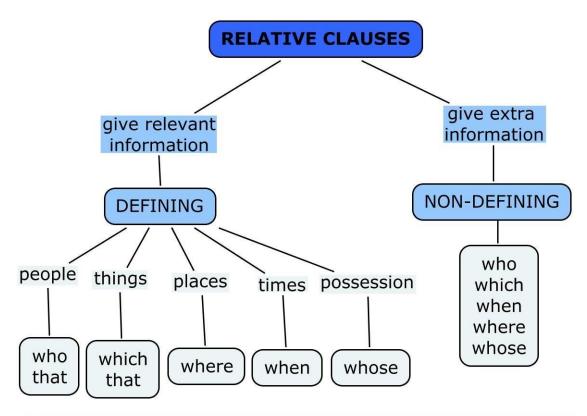
Having been made redundant, she started looking for a new job.

Participle clauses after conjunctions and prepositions

It is also common for participle clauses, especially with -ing, to follow conjunctions and prepositions such as before, after, instead of, on, since, when, while and in spite of.

Before cooking, you should wash your hands.
Instead of complaining about it, they should try doing something positive.
On arriving at the hotel, he went to get changed.
While packing her things, she thought about the last two years.
In spite of having read the instructions twice, I still couldn't understand how to use it.

UNIT 9
RELATIVE CLAUSES



	Relative pronour	
Relative pronoun	Use	Example
Who	Subject or object for people.	I told you about the woman who lives next door.
Which	Subject or object pronoun for animals and things.	Do you see the cat <i>which</i> is lying on the roof?
Which	Referring to a whole sentence.	He couldn't read which surprised me.
Whose	Possession for people animals and things.	Do you know the boy whose mother is a nurse?
Whom	Object pronoun for people, especially in non-defining relative clauses.	I was invited by the professor whom i met at the conference.
That	Subject or object pronoun for people, animals and things in defining clauses.	I don't like the table <i>that</i> stands in the kitchen.

UNIT 10 PASSIVE VOICE

to be (in a right form) + Past Participle				
Tens	e	Active Voice	Passive Voice	
	Present	He writes a new report every time his boss asks for it.	A new report is written by him every time the boss asks for it.	
Simple	Past	He wrote a new report last month.	A new report was written by him last month.	
	Future	He will write a new report someday.	A new report will be written by him someday.	
	Present	He is writing a new report now.	A new report is being written by him now.	
Continuous	Past	report when we came to see him.	A new report was being written by him when we came to see him.	
	Future	He will be writing a new report on Monday.	Is not used	
	Present		A new report has just been written by him.	
Perfect	Past	He had written a new report by then.	A new report had been written by him by then.	
	Future	He will have written a new report by the end of the year.	A new report will have been written by him by the end of the year.	
	Present	He has been writing a new report since last Wednesday.	Is not used	
Perfect Continuous	Past	He had been writing a new report for a month when he fell ill.	Is not used	
	Future	He will have been writing a new report for 1 year by 2022.	Is not used	

APPENDIX B

KEY VOCABULARY

UNIT 1

	• , •	
attr	ition	ı rate

competitor

consumer

stakeholder

target

market share

to be underestimated

curtailing expenditure

reducing expenses

destination

rate of changing employees

collaborator

to be undervalued

rival

market leader

segment

portfolio

human resources

to govern

UNIT 2

top-of-mind

dimension

social media

to struggle with

sustainable

on a regular basis

to be relevant to

income

to make an effort

earnings

social network

UNIT 3

to supply

hand-off

deadline

stifling

domineering

to yield

desirable

skilled

failure

drawback

to monitor

to put into action

adherence

partnership

productive

UNIT 4

to counteract

to get out of hand

to mock

to achieve the goal

to fulfill

savvy

consumption

luxury

to thrive

commercial

loyalty program

request

to be acknowledged

to patronize

discount

reward plan

UNIT 5

competitor

fixed costs

variable costs

equilibrium

irrelevant

to ignore

to fluctuate

to accompany

overhead costs

competitive intelligence

to make sense

market change

adjustment

stock-keeping unit

to fall into error

UNIT 6

to bypass

out of habit

substitute

availability

to determine to evaluate positioning extended to set a price to distinguish to purchase ambassador **UNIT 7** to cover a decline challenge impact consumer performance manufacturer damage to suffer emergency agenda UNIT 8 vibrant to carry out pre-determined to indicate immemorial entity separate limitation stable agreed

to specify	
restriction	
to meet the requirement	
to keep a close watch over	
susceptible	
dissolution	
	UNIT 9
party	
exchange	
funds	
taxes	
regulation	
rivalry	
to deduce	
to strive to	
to gain profit	
tactics	
competition	
approach	
barter	
fee	
license	
entrant	
	UNIT 10
global market	
to leverage	
premature	
expansion	
doom	
revenue	

invariable

clientele

to narrow down

disastrous consequences