

Unit 2 Marketing

■ Marketing

Many businesses face tough **competition**, so if a company wants to become the market leader, it needs to analyze **consumption habits** by doing some effective market research. Some companies do their research in-house while others pay an agency to do it. Their findings help companies choose the best way to **promote** their product range to potential customers and can also help identify a target market for new **products**. Promotion is usually done through an advertising campaign, and companies might decide to make special offers, give out free samples, and even hold competitions. The company may also produce an online or paper catalog within their market segment and creates an image that helps the consumer to distinguish its trademark from those of competitors.

- 1 marketing [ˈmɑːkɪtɪŋ] (n) (市場的) 交易、銷售；行銷學

Ex. The company will increase its budget for marketing.

word family:

- The manufacturers say the device will be on the market by August.
- A supplier that charges significantly more than its rivals is likely to lose market share.
- These products are being marketed to teenagers through TV commercials.
- The engineers are trying to turn their invention into a marketable product.

- 2 competition [ˌkɑːmpəˈtɪʃən] (n) 競爭

Ex. Prices are lower when there is competition among stores.[U]

word family:

- She's entered a crossword competition.
- The company is known for its quality products and competitive price.

OPP:

- He competed **against** students from around the country.
- We offer better rates than our competitors.

synonyms:

- The company's main _____ announced an increase in profits last year.
- The team's _____ haven't lost a game this season.
- His political _____ tried to prevent him from winning the nomination.

3 consumption [kən`ʌmpfən] (n) 消費、消耗量

Ex. The jet's high fuel consumption makes it expensive to operate. [U]

word family:

- The new lights consume less electricity.
- She's making an effort to live more simply and consume less.
- Hundreds of books were consumed in the fire.
- Producing a dictionary is a very time-consuming job.
- Tax cuts will boost consumer confidence after the recession.

4 promote [prə`mɒt] (v) 宣傳

Ex. The marketing department is busy promoting the new line of men's clothes for summer.

word family:

- Helen was promoted to senior editor. **OPP:**
- He's one of the promoters of solar energy.
- The company is offering a special promotion to increase sales.
- A promotional video successfully caught shoppers' attention.

word roots: 表「現象」 mot, mob =

emotion (out+move+n)

automobile (self+move+n)

immobilize (not+move+v)

remove (away+move)

5 product [ˈprɒdʌkt] (n) 產品

Ex. They do a range of skin-care products.

word family:

- The new model will be **in production** by the end of the year.
- The management had a highly productive meeting last night.
- We've always said that long hours working can reduce productivity.
- He works for a company that produces electrical goods.
- Australia is one of the world's main producers of wool.
- Consumers are buying more organic produce. [U]

word roots: 表「行為動作」 duct, duc =

abduct (away+lead)

conductor (together+lead+n=sb)

reduce (back+lead)

induce (in+lead)

■ Advertising [U]

Advertising is an essential part of business. Businesses advertise in order to make potential customers aware of the products and services that they offer. Small companies may not be able to pay for commercials on TV or other national or international media, but they can place ads in local media, such as in the classified ad sections of local newspapers, or they can buy air time on commercial radio stations. They can also produce posters or flyers relatively cheaply or even place ads on the Internet. Large companies often have a special budget to pay advertising agencies that specialize in designing and producing ads. These agencies create commercials with slogans and jingles aimed at a particular target audience as part of a promotional campaign to gain **publicity** and create brand **recognition**.

6 publicity [pʌbˈlɪsəti] (n) 宣傳 (品)、名聲

Ex. His public appearances are good publicity for the new movie.[U]

word family:

- She keeps her public and private lives very separate. **OPP:**
- The house was first opened to the public in the 1950s.
- The company neglected to publicize the side effects of the new drug.

7 recognition [ˌrɛkəgˈnɪʃən] (n) 認可、認出

Ex. His work has never gained the international **recognition** it deserves.

word family:

- I didn't recognize you at first with your new haircut.
- The Eiffel Tower in Paris is an instantly recognizable landmark.

■ Customer service

Every business that wants to be successful must support the products or services that they offer with courteous, helpful, and friendly customer service. Customer service involves building a relationship with your **customers** or clients, where you guarantee to repair or replace **defective** products and listen to their feedback. In fact, one of the most important parts of customer service is dealing with complaints. Complaints are an opportunity to learn about mistakes, and if you deal with them carefully, you have the chance to regain the trust of that customer. Customers whose **expectations** are satisfied and who understand your commitment to quality and reliability are most likely to return and do business with you in the future.

8 customer [ˈkʌstəmə] (n) 顧客

Ex. Many large shopping chains issue loyalty cards to regular customers.

word family:

- It's a custom for the bride to wear a white dress on her wedding day.
- We went through customs at the airport without any difficulty.
- Henry's family has run a custom furniture business for a decade.
- The telephone company has offered to customize a plan for our business.
- The company specializes in customized computer systems.

word choice: customer

- She advises clients on their investments.
- The street was crowded with shoppers.
- Consumers have a right to know what they buy.
- This car park is for the use of patrons only.

9 defective [dɪˈfektɪv] (a) 不完美的 **OPP:**

Ex. The computer is defective, and I want my money back.

word family:

- Vanity and pride were his two worst character defects.
- The reporter defected to another TV network.

word roots: 表「行為動作」fect, fact, fic =
affect (to+do)
manufacture (hand+make+n)
artificial (skill+make+adj)
sufficient (under+do+adj)

10 expectation [ˌɛkspekˈteɪʃən] (n) 期待、預期

Ex. The holiday **lived up to** our expectations.

word family:

- Good things sometimes happen when you least expect them.
- Kate and Don **are expecting** a baby.
- an expectant mother/father
- In Japan, the average **life expectancy** for women is 86.[U]

word roots: 表「感官動作」spect, spic =
spectacles (look+n)
inspect (in+look)
retrospect (backward+look) (n)
conspicuous (加強語氣+look+adj)

■ Prefixes & Suffixes

Verb prefixes and suffixes (動詞字首與字尾)

en/in/be + 名詞或形容詞

adjective/noun	prefix	verb
joy	en-	enjoy
large		enlarge
sure		ensure
little	be-	belittle

名詞或形容詞 + 動詞字尾

noun/adjective	suffix	verb
strength	-en	strengthen
threat		threaten
short		shorten
simple	-fy	simplify
just	-ize	justify
custom		customize
special		specialize
analysis	-yze	analyze
paralysis		paralyze

