

Группа: ООП 3/1
Дата проведения: 01.12.2022г.
Специальность: 43.02.01 Организация обслуживания в общественном питании
Дисциплина: ОП.08 Иностранный язык в сфере профессиональной коммуникации
Тема занятия: Понятие о маркетинге. Рабочие термины маркетинга. Сущность маркетинга. Его современная концепция.

Цели занятия:

Дидактическая: - углубить и расширить знания и представления студентов по теме;
Развивающая: - развивать творческий потенциал студентов;
Воспитательная - воспитывать стремление к совершенствованию английского языка;
: - воспитывать умение работать самостоятельно.

Вид занятия: практическое занятие

Основная литература:

Агабекян И.П. Английский язык для ссузов: учебное пособие. – Москва: Проспект, 2015. – 288 с.

Дополнительная литература:

Интернет-ресурсы.

ДОМАШНЕЕ ЗАДАНИЕ:

1. Vocabulary. Запишите и выучите новые слова:

Producer – производитель

Traffic – торговля, перевозка

Consumer – потребитель

Marketing research – изучение рынка

User – потребитель

Trend – общее направление, тенденция

Distribution – распределение, сбыт

To predict – предсказывать

Transporting – транспортировка

To influence – влиять

Storing – складирование, хранение

To provide – обеспечивать

Storage – хранение

Advertising – реклама

Product planning – разработка новых продуктов

Available – доступный

Pricing – калькуляция цен

Merchandise – товар

Promotion – содействие в продаже с помощью рекламы

Facility – возможность

2. Read and translate the text.

Marketing

Marketing includes all the business activities connected with the movement of goods from producers to consumers. Sometimes it is called distribution. On the one hand, marketing is made up of such activities as transporting, storing and selling goods and; on the other hand, decisions you make during the process of moving goods from producers to users.

Marketing operations include product planning, buying, storage, pricing, promotion, selling, credit, traffic and marketing research.

The ability to recognize early trends is very important. Producers must know why, where, for what purpose the consumers buy. Market research helps the producer to predict what the people will want. And through advertising he attempts to influence the customer to buy.

Marketing operations are very expensive. They take up more than half of the consumer's dollar. The trend has been to high mass consumption. The construction of good shopping centers has made goods available to consumers. It provides a wide range of merchandise and plenty of parking facilities.

3. Answer the questions:

1. What does marketing mean?
2. What activities does marketing consist of?

3. What do marketing operations include?
4. Why is it so important for the producer to predict the trends?

4. Choose the necessary word and put it in the sentence. Translate the sentences.

Predict, influence, promote, trends, distribution, market research, marketing, consumer, product planning

- 1) One of the aims of market research is to indicate new ... among people.
- 2) Advertising must influence the ... and make him to buy the goods produced.
- 3) Often marketing is called
- 4) In order to sell a new product, a producer has to consider how to ... it.
- 5) The goods of the company are not sold very well, they must think about ...
- 6) Sometimes it is difficult to ... through advertising.
- 7) If you want to produce something new, you should start with
- 8) A producer wants to ... the new trends then tries to influence them.
- 9) ... includes product development and pricing among other things.

5. Сделайте скрин выполненной работы и пришлите (не забывайте указать фамилию, группу, число за которое сделали домашнее задание):

<https://vk.com/id34189235>