

Группа: ХКМ 3/1
Дата проведения: 23.11.2022
Специальность: 15.02.06 Монтаж и техническая эксплуатация
холодильно-компрессорных машин и установок (по отраслям)
Дисциплина: ОГСЭ.03 Иностранный язык
Тема занятия: Менеджмент и производство
Цели занятия:

Дидактическая: - закрепить знания студентов по теме Managment
- научиться вводить новые лексические единицы в разговорную
речь;
- развивать речевые навыки студентов;
- активизация навыков говорения по изученной лексической
теме;
- совершенствование навыков чтения, аудирования;

Развивающая: - развивать способность к умозаключению;
-развивать способность к распределению внимания,
коммуникативности, умению выражать своё отношение к теме;

Воспитательная: - формировать уважительное и ответственное отношение к роли
человека в экономическом обществе;
- воспитывать умение работать самостоятельно.

Вид занятия: практическое занятие

Основная литература:

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

Дополнительная литература:

1. https://englisharound.com/files/management_glossary.php

HOMEWORK

All of your exercises write into your copy-books. Все упражнения делаем письменно!!!

Exercise 1.

Read and translate the text and do exercises after it.

How to Promote a New Product & Marketing Activities

Getting a new product out for customers to see and try out is the first step in selling that product successfully. Even the best product will do little good for the public if they do not know it exists. Therefore, business owners or marketing professionals must utilize various marketing techniques to guarantee that the right audience knows about the product and that they receive the knowledge as effectively as possible. Fortunately, there are a number of fairly simple marketing opportunities for spreading the word and ensuring sales.

Step 1

Offer promotional products. The majority of people love freebies, and creating an event at which you give away products is more likely to draw customers that might not otherwise have been interested. In addition, a promotional event creates an opportunity for you to send out a press release about the event - as well as the product - and thus utilize the local media outlets, such as newspapers and news programs, for getting the word to the public.

Step 2

Order printed promotional material that shares information about the products. Printed promotional material can range from simple flyers to more elaborate pamphlets that detail product specifications. In addition, business cards can be an excellent marketing tool. If the company features one product in particular, the business card can note that the company is home of the product; or something along those lines, to keep the connection in mind for customers. And be sure to hand out as many of these printed promotional items as possible, to reach the widest desired audience.

Step 3

Create sample sizes of products and offer them to those who can review the products and offer feedback or a positive response. Focus on sending the samples to those with credibility in the industry, such as professionals or experts whose feedback will have more effect on convincing customers to try the product.

Step 4

Collect testimonials from customers who have used and enjoyed the product. Testimonials can be a powerful tool for convincing potential customers to take the plunge, because they create the link between customers who trust the opinions of others like

themselves. Suppose, for instance, that you have designed and are marketing a new range of hand lotion. Testimonials from customers can be powerful for persuading others to pass by more familiar names to use your product. What is more, testimonials that speak to specific cases such as reduced psoriasis or elimination of chapping on hands can help to convince others with similar concerns.

Exercise 2.

Answer the questions:

1. What are the reasons for getting a new product for customers to see and try?
2. What are the steps of promoting a new product?
3. What opportunities do promotional events create?
4. What types of promotional materials are mentioned in the text?
5. What is the main principle concerning the informational items?
6. What audience is preferable when sending the samples?
7. Why testimonials can be a powerful tool in the product promotion? Give three reasons.

Exercise 3.

Mark the statements as true or false. Correct the false ones.

1. It's necessary to combine different marketing techniques to succeed in product promotion.
2. Customers are usually not interested in promotional events.
3. Media resources are not really effective for getting the word to the public.
4. There is a variety of printed promotional materials.
5. A business card is one of the effective promotional tools.
6. Product samples should be sent to the widest audience, no matter the response.
7. Positive testimonials may convince consumers to buy the product.
8. The testimonials that speak to specific cases usually arouse suspicion.

Exercise 4.

Guess the meaning of highlighted words, first match them with the definitions and then put them into the sentences:

Definitions:

- to make someone feel certain that something is true
- to have or use something with other people

- advice, criticism etc about how successful or useful something is
- someone who buys goods or services from a shop, company etc.
- to make someone decide to do something, especially by giving them reasons why they should do it, or asking them many times to do it
- a detailed instruction about how a car, building, piece of equipment etc should be made
- to make certain that something will happen properly especially
- a small amount of a product that people can try in order to find out what it is like
- to use something for a particular purpose
- films, events etc advertise something

Sentences:

1. We don't have enough books so you'll have to
2. of a new shampoo were distributed at the fair.
3. I finally managed to her to go out for a drink with me.
4. The airport building had been constructed to FAA
5. Try to give each student some..... on the task.
6. We aim to offer good value and service to all our
7. It was a good concert - I enjoyed the last song
8. We must consider how best to what resources we have.
9. Her arguments didn'teveryone, but changes were made.
10. The hospital tries to that people are seen quickly.
11. We should organise a event if we want our product to be sold well.

Exercise 5.

Find the English equivalents for the following word combinations:

1. продавать успешно
2. получать знания
3. достаточно простой
4. в другом случае не заинтересованы
5. сказать слово публике
6. варьироваться от ... до
7. отличный инструмент

8. самая широкая аудитория
9. доверие в промышленности
10. собирать отзывы
11. похожие проблемы

Exercise 6.

Match the words from the text (column A) with their synonyms (column B) and their antonyms (column C)

column A	column B	column C
receive	great number	despised
spread	imposing	give
majority	specialist	strange
elaborate	proprietor	amateur
connection	wanted	doubt
desired	recognizable	break
expert	promise	usual
guarantee	believe	gap
owner	obtain	stop
trust	obtain	stop
familiar	advance	minority

Все выполненные задания высылаем на мою страницу ВК

<https://vk.com/yanovskaya1983>

**Не забываем писать фамилию, группу, число за которое сделали
домашнее задание!!!**