

**Группа:** ТЭК 3/1  
**Дата проведения:** 31.10.2022г.  
**Специальность:** 38.02.05 Товароведение и экспертиза качества потребительских товаров  
**Дисциплина:** ОГСЭ.03 Иностранный язык  
**Тема занятия:** Типы товаров. Товары народного потребления  
**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.

[https://www.youtube.com/watch?v=PNoI7D88MuM&feature=emb\\_logo](https://www.youtube.com/watch?v=PNoI7D88MuM&feature=emb_logo)

<https://www.youtube.com/watch?v=qrLu6yhYlaY>

<https://www.youtube.com/watch?v=z0RzUo99W1c>

**ДОМАШНЕЕ ЗАДАНИЕ:**

**1. *Посмотрите видео What are Consumer Goods?***

[https://www.youtube.com/watch?v=PNoI7D88MuM&feature=emb\\_logo](https://www.youtube.com/watch?v=PNoI7D88MuM&feature=emb_logo)

- Выпишите и выучите определения: Consumer goods, Consumers.
- Ответьте на вопрос: What's the difference between Consumer Goods and Capital Goods?
- Приведите свои примеры товаров народного потребления.

**2. *Прочитайте и переведите на русский язык текст. Выпишите и выучите главное.***

**Types of Consumer Goods**

From an economic standpoint, consumer goods can be classified as

- 1) durable (useful for longer than 3 years). Examples include bicycles and refrigerators.
- 2) nondurable (useful for less than 3 years). Examples of nondurable goods include food and drinks.
- 3) pure services (consumed instantaneously as they are produced)– Education, transportation, window-cleaning, and banking, for example.

From a marketing standpoint, consumer goods can be grouped into four categories. These categories are based on consumer buying patterns (consumer behavior, how consumers shop for them, and how frequently consumers shop for them.):

1) convenience goods - are those that are regularly consumed and are readily available for purchase. These goods are mostly sold by wholesalers and retailers and include items such as milk and tobacco products.

2) shopping goods - are those in which a purchase requires more thought and planning than with convenience goods. Shopping goods are more expensive and have more durability and longer lifespans than convenience goods. Shopping goods include furniture and televisions.

3) specialty consumer goods - are rare and often considered luxurious. The purchase of specialty goods is reserved for an elite class of shoppers with the financial means to conduct the purchase. Marketing efforts are geared to a niche market, usually the upper class. These products include furs and fine jewelry.

4) unsought consumer goods - are readily available but are purchased by a few members of the available market. These items are not usually purchased repeatedly and usually serve specific needs, such as life insurance.

**3. *Посмотрите видео Consumer Goods and Industrial Goods.***

***Ответьте на вопрос: What's the difference between Consumer Goods and Industrial Goods?***

<https://www.youtube.com/watch?v=z0RzUo99W1c>

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

<https://vk.com/id34189235>