

3 The role of marketing – Part 1

Name: _____ Class: _____ Date: _____

Vocabulary 词汇

Write each word three times. 把每个单词抄写三遍。

English	中文	Write it 3 times (English)		
Marketing	市场营销	_____	_____	_____
market	市场	_____	_____	_____
product-orientated	产品导向	_____	_____	_____
market-orientated	市场导向	_____	_____	_____
mass market	大众市场	_____	_____	_____
niche market	利基市场	_____	_____	_____
market share	市场份额	_____	_____	_____
Market segmentation	市场细分	_____	_____	_____
segments	细分市场	_____	_____	_____
marketing mix	营销组合	_____	_____	_____
product	产品	_____	_____	_____
price	价格	_____	_____	_____
place	渠道	_____	_____	_____
promotion	促销	_____	_____	_____

Recall

Every business must sell its products to survive. Bring this with you:

- You see adverts, brands and prices everywhere.
- A business does better when it sells what customers actually want.

At AS we study **marketing** — how a firm finds out what customers want and sells to them.

New ideas

■ 1 What marketing is

Marketing 市场营销 means finding out what customers want, then making and selling products that meet those wants at a profit. It links the firm to its **market** 市场 (all the buyers and sellers of a product).

A business can be:

- **product-orientated** 产品导向 — it focuses on the product first and hopes customers will buy it;
- **market-orientated** 市场导向 — it finds out what customers want first, then makes it (this lowers the risk of failure).

Micro-check. Which approach finds out what customers want **before** making the product? [1]

■ 2 Mass and niche markets

- a **mass market** 大众市场 is large, with products aimed at most buyers (e.g. soft drinks) — high sales, but strong competition;
- a **niche market** 利基市场 is a small part of a market with special needs (e.g. left-handed tools) — weaker competition, but smaller sales.

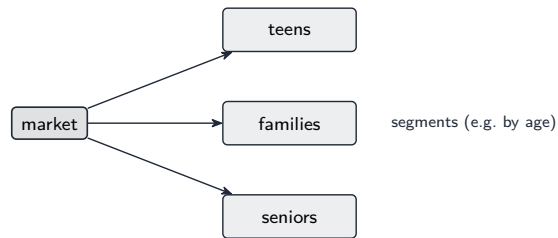
A firm's **market share** 市场份额 is its sales as a percentage of the whole market; a rising share is a sign of strong marketing.



Micro-check. Is a shop selling only gluten-free food a mass or a niche market? [1]

■ 3 Market segmentation

Market segmentation 市场细分 means splitting a market into groups (**segments** 细分市场) of buyers who are alike — by age, income, location or lifestyle. It lets a firm aim the right product and message at each group.

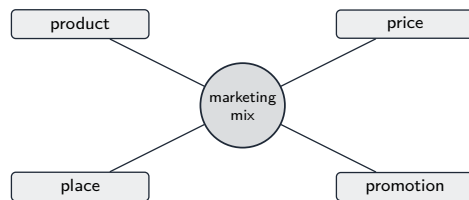


Micro-check. Give one way a market can be segmented. [1]

■ 4 The marketing mix (the 4Ps)

The **marketing mix** 营销组合 is the set of choices a firm makes to sell a product, often called the **4Ps**:

- **product** 产品 — what are we selling?
- **price** 价格 — how much do we charge?
- **place** 渠道 — where and how do customers buy it?
- **promotion** 促销 — how do we tell customers about it?



The four parts must work together — a high price needs high quality and a good image.

Micro-check. Which “P” is about telling customers about the product? [1]

Watch out: a *market*-orientated firm (find out what customers want first) is lower-risk than a *product*-orientated one. The four Ps must work *together* — a high price

needs matching quality, place and promotion.

Practice

3.1 State what marketing means. [1]

3.2 State one difference between a **product-orientated** and a **market-orientated** business. [2]

3.3 State one difference between a **mass market** and a **niche market**. [2]

3.4 Explain what **market segmentation** is, and give one way to segment a market. [2]

3.5 Name the **four** Ps of the marketing mix. [4]

3.6 Challenge. A firm sells a luxury watch at a high price in a few exclusive shops. Explain how its four Ps must work together to support the luxury image. [2]