

Кыргыз Республикасынын билим берүү жана илим министрлиги
М.Рыскулбеков атындагы Кыргыз экономикалык университети

Чет тилдер кафедрасы

СТУДЕНТТЕРДИ ОКУТУУ ПРОГРАММАСЫНЫН СИЛЛАБУСУ

АНГЛИС ТИЛИ

(дисциплинанын аталышы)

СТРАТЕГИЯЛЫК МЕНЕДЖМЕНТ, шифр 580200

адистиги үчүн

(адистиктин аталышы, шифри)

Окуунун түрү: Күндүзгү

Бардыгы 4 кредит

Курсу I

Семестри 1

Текшерүү иштеринин саны (РК) _____

СӨИ 60 саат

Бардык аудиториялык саат 60

Бардык аудиториядан сырткаркы саат _____

Жалпы эмгек көлөмү 120 саат

Бишкек-2016

Кыргыз Республикасынын мамлекеттик билим беруу стандартынын жана бакалавриат боюнча КЭУнун окуу планынын негизинде тузулуп, чет тилдер кафедрасында талкууланып, сунушталган

Түзгөн:

Чет тилдер кафедрасынын доценти Убалиева М.У., кафедра башчысынын м.а. Бийназарова Н.С.

(Аты-жөнү.), кызмат абалы, наамы

«_20_»_декабрь_____2016_г. Протокол №_4_

Кафедра башчысынын м.а. _____Бийназарова Н.С.



Наименование дисциплины: «Английский язык»

Преподаватель:	Бийназарова Н.С., зав. каф., к.п.н. «Иностранные языки», стаж 15 лет
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Количество кредитов:	4
Дата:	2016-2017г.г., 3-4 семестр
Цель курса:	Целью данного курса является обучение студентов, направление «Менеджмент», шифр-580200, профессионально-ориентированному общению на английском языке, развитие умений и навыков письменного и устного общения в контексте как будущей профессиональной коммуникации, так и непосредственного общения с иноязычными партнерами и клиентами.
Описание курса	Курс обеспечивает языковым материалом, информацией и навыками для развития способностей студентов к обсуждению на английском языке тем обще культурного содержания. Он содержит: тематические разделы, банк письма с образцами различных типов деловых писем и сопровождающими заданиями, банк дополнительных заданий на развитие навыков говорения, грамматический справочник с объяснениями и примерами, расшифровки аудиозаписей, глоссарий
Пре реkwизиты	Для понимания и усвоения курса следует сформировать умение уверенно пользоваться наиболее употребительными и относительно простыми языковыми средствами в основных видах речевой деятельности: говорении, восприятии на слух, чтении и письме в процессе профессиональной иноязычной коммуникации, также обеспечить практическое владение профессионально-направленной терминологией и сформировать умение самостоятельно работать со специальной литературой на английском языке для получения профессиональной информации
Пост реkwизиты	В результате обучения студент должен владеть идиоматически ограниченной речью, а также освоить стиль нейтрального научного изложения, владеть навыками разговорно-бытовой речи, понимать устную речь на бытовые и специальные темы, активно владеть наиболее употребительной (базовой) грамматикой и основными грамматическими явлениями, характерными для профессиональной речи, участвовать в обсуждении профессионально-ориентированных тем. Читать и понимать со словарем специальную литературу, иметь представления об основных приемах аннотирования, реферирования и перевода

	литературы по специальности. Активный лексический минимум к концу обучения должен составить около 2400 слов и фразеологических единиц для употребления в устной и письменной речи.
Компетенции	<p>Знать: профессиональную лексику английского языка в объеме, необходимом для общения, чтения и перевода текстов профессиональной направленности; структуру и законы построения письменных и устных текстов; особенности грамматического строя; нормы профессиональной этики и правила речевого этикета в соответствии с ситуациями межкультурного общения в зависимости от стиля и характера общения в профессиональной и академической сферах; основную страноведческую информацию о стране изучаемого языка.</p> <p>Уметь: использовать англ. язык в межличностном общении в профессиональной деятельности; вести письменное общение, составлять деловые письма; осуществлять адекватный выбор языковых форм, использовать и преобразовывать их в соответствии с контекстом; применять методы и средства познания для интеллектуального развития, повышения культурного уровня.</p> <p>Владеть: умениями выражения своих мыслей и мнения в межличностном, деловом и профессиональном общении на английском языке; различными умениями речевой деятельности; навыком публичных выступлений; навыком ведения дискуссий на темы, связанные с основами профессиональной деятельности.</p>
Политика курса	Для успешного взаимодействия, студент обязан соблюдать следующие правила: не пропускать занятия; выполнять все задания; своевременно сдавать модульные работы; отключать сотовые телефоны; не опаздывать на занятия.
Методы преподавания:	Практические занятия, аудио и видео уроки, дискуссии
Форма контроля знаний	<p>Текущий контроль знаний проводится с целью обеспечения своевременной обратной связи для принятия мер, способствующих улучшению учебного процесса, а также для контроля самостоятельной работы студентов.</p> <p>Рубежный контроль предназначен для измерения и оценки достижения запланированных результатов обучения, а также эффективности организации учебного процесса в соответствии с разработанными критериями и степенью выполнения. Итоговый контроль предназначен для оценки сформированности запланированных компетенций. Текущий контроль - 40 баллов; рубежный контроль - 40 баллов; итоговый контроль - 20 баллов</p> <p>Шкала оценивания: 85-100 баллов – «ОТЛИЧНО» 70 - 84 баллов Учебное пособие –«ХОРОШО» 50 - 69 баллов –«УДОВЛЕТВОРИТЕЛЬНО»</p>
Литература: Основная Дополнительная	<p>1.С.А.Шевелева Деловой Английский язык. Ускоренный язык Москва: ЮНИТИ, 1997</p> <p>2.Воронцова И.И., Ильина А.К, Момджи Ю.В. Английский язык для студентов экономических факультетов. Москва: ПРИОР, 1999</p>

	<p>3.В. Л. Каушанская, Р. Л. Ковнер, О. Н. Кожевникова, Е. В. Прокофьева, З. М. Райнес, С. Е. Сквирская, Ф. Я. Цырлина</p> <p>4 .Advanced Skills. Resource book. Haines S. CUP, 2006. Reading Extra. Resource book.</p> <p>5. English for academic study: Reading and Writing. Source Book. - Slaght J., Harben P., Pallant 2006</p> <p>6. English Vocabulary in Use Me. Carney M., O'Dell Cambridge University Press, 1999</p> <p>7. English Vocabulary in Use. Stuart Redman. CUP, 1997</p> <p>8. Enterprise 1, 2, 3, 4 Course book/ Work book. Evans & J. Dooley.</p> <p>9. Inside out. Advanced. Jones C, Bastow T. Student's book. Macmillan2001</p> <p>10. Business across Cultures. Intermediate.</p>
СРС	<p>СРС подразумевает умение работать с книгой и словарем, умение слушать и понимать иностранную речь, говорить, употребляя знакомые грамматические формы и слова иностранного языка, читать и понимать прочитанное. Студент должен проявлять большую степень самостоятельности в достижении поставленной цели. Виды СРС:</p> <ol style="list-style-type: none"> 1. самостоятельная аудиторная работа 2. самостоятельная работа с применением ТСО 3. самостоятельная внеаудиторная работа
Примечание.	Обращаться на кафедру для получения дополнительной информации

Tema 1

Competition

THE SPIRIT OF COMPETITION In the sixteenth century, competition, mainly in sports, was a huge phenomenon. On the surface, many of those activities, such as running, archery, and horse-racing appear rather inconsequential. Nowadays, when psychologists take a closer look at the effects of competition, more controversy is surfacing; for instance, whether competition is beneficial or unhealthy to children and adults. Authors, such as Alfie Kohn, have put forward a radical case against rivalry. In his article *Why Competition?* Kohn explains that the problem lies in the temptation to win at all costs, even if it involves bending the rules. This inevitably leads to a battle with one's conscience where the individual only sees life in terms of winners and losers. In another context, however, competition has its benefits. Although in his essay *Competition as a Mixed Good*, author Richard Eggerman admits that competition does have its drawbacks, he still stresses that competition possesses greater good than evil. Team competition offers opportunities for competitors to interact socially, thus building cooperation and interpersonal understanding. Additionally, competition can accentuate skill-building and strategy-building, teach ways to identify personal goals, and provide ways to develop criteria for success. In acknowledging both the negative and positive aspects of competition, I ultimately side with Eggerman's viewpoint; that competition can offer more positive ways for one to develop socially, physically, and mentally. Common knowledge suggests that competition is generally good for children, but any of the social, physical, and mental benefits can be lost through overindulgence or abuse. Humans are born with an instinct to survive, but the desires to win and to compete are learned through social interactions. Team sports are designed for learning teamwork in which all members are part of the excitement. However, Kohn argues that when those on the other side are excluded from any possible community...they are generally regarded with suspicion and contempt in any competitive enterprise. In other words, when one gets too caught up in the goal of winning, he or she loses sight of the object of the game. On the other hand, working together on the same team spurs interaction among children, often achieving team bonding and greater motivation to perform well. Competitiveness can become tainted when one's mind tells the individual that cheating or even the usage of drugs will ensure heightened success. These forms of self-deception hinder the person from achieving his or her true physical capacity to compete. Eggerman believes that an individual will realize that playing while injured or drugged is at odds with the most effective pursuit of their goals of maximal long-term development. Clearly, the enlightened competitor will not cheat him or herself out of general fitness. Lastly, Kohn asserts that society places too much emphasis on the mental attitude to be better than someone else. Kohn notices that even schools push students to become brighter than, quicker than, better achievers than our classmates. On the other hand, Eggerman cites studies showing that competitive people tend to be more self-assertive, tough-minded, self-sufficient, forthright, emotionally detached, and cheerfully optimistic with an absence of severe mood swings. These traits are acquired through repetitive triumphs and defeats in competition. At last, in Eggerman's own words, competition is neither an unqualified evil, as Kohn would claim, nor an unqualified good...but it is on balance more likely to be a good than an evil. Bringing together participants of diverse backgrounds, competition can act as a driving force in the social arena. At my place of employment, the top supervisor offered me and a co-worker a managerial position. Since only one of us can be promoted, we have to compete against each other for the status. In this situation, both people are pushed to their maximum levels, increasing efforts towards a certain goal. Equally important, Eggerman points out that a competitive atmosphere leads participants to perform beyond their normal level. Runners frequently discover that a tough race leads them to performances they never dreamed possible, performances far superior to anything they can push themselves to in training. Evidently, competitive situations can result in social facilitation, the tendency for one to perform better when others are present.

Involvement in sports ranks as one of the top benefits of competition due to its physical exercise. Regular participation in athletic events such as running, swimming, and cycling improve the participant's cardiovascular fitness. Other sports such as football and hockey contribute more toward body toning, muscular strength, and endurance. Games by their very nature require cooperation and a high degree of interaction and commitment. For instance, in order for a soccer team to win games, teammates must work together. The better each player performs, the more likely the entire team will emerge victorious. Indeed, the virtues of united efforts and positive participation lead team members to experience shared goals, shared identities, and a sense of accomplishment. Furthermore, in sport competitions, members of a team motivate each other by slapping high-fives and uttering words of support. This enthusiasm provokes individuals to put forth their best efforts at succeeding. Consequently, competition in group sports bonds team members together and leads individuals to a higher level of physical achievement. The positive connection between competitiveness and one's mental state cannot be ignored. In childhood, youngsters pick up signals transmitting the message that positive reinforcement is associated with winning. One easily fails to see that defeat should not always be regarded in a bad light. The loss to competitors can motivate a person to try harder the next time. It is an opportunity for the individual to seek justification for his or her past mistakes, and to gain knowledge of how he or she can improve. Eggerman summarizes by stating that failures simply do not lead in a consistent way to deleterious effects upon the psyche of the competitor, for he or she realizes that competition will provide him or her with another day and a second chance. Professional sportsman and sportswoman are usually very gracious in victory, for every winner has experienced defeat, and accepts that the loser will have another chance to fight back. Although Kohn brings in several problematic views of competition, the positives still outweigh the negatives when humans experience competitiveness in its social, physical, and mental contexts. Kohn debates that a child's competition in a social environment curbs positive interaction among peers. He believes they will perceive others as foes, however, this is not usually the case. Often, peers reward one another with gestures that will motivate each other to perform at his or her best. Participating in team sports gives people a new sense of confidence, and unites them towards a common goal. A positive connection exists between a healthy body and a higher degree of mental astuteness. Individuals who engage in competitive activities exhibit a higher sense of self-worth and self-confidence. Competition has its drawbacks, but ultimately prevails as a rewarding activity that extends into social, physical, and mental activities.

Tema 2

Essential of marketing.

Marketing is a general term used to describe all the various activities involved in transferring goods and services from producers to consumers. In addition to the functions commonly associated with it, such as advertising and sales promotion, marketing also encompasses product development, packaging, distribution channels, pricing, and many other functions. The modern marketing concept, which is applied by most successful small businesses, is intended to focus all of a company's activities upon uncovering and satisfying customer needs. After all, an entrepreneur may come up with a great product and use the most efficient production methods to make it, but all the effort will have been wasted if he or she is unable to consummate the sale of the product to consumers.

The importance of marketing in the modern business climate cannot be overstated. In fact, management guru Peter F. Drucker has claimed that marketing "is so basic it cannot be considered a separate function.... It is the whole business seen from the point of view of its final result, that is, from the customer's point of view." Marketing is the source of many important new ideas in management thought and practice—such as flexible manufacturing systems, flat organizational structures, and an increased emphasis on service—all of which are designed to make businesses more responsive to customer needs and preferences. This suggests that small business owners must master the basics of marketing in order to succeed.

In the Macmillan Small Business Handbook, Mark Stevens discussed four main areas of marketing in which entrepreneurs should concentrate their efforts:

- 1) determining the needs of customers through market research;
- 2) analyzing their own competitive advantages and developing an appropriate market strategy;
- 3) selecting specific target markets to serve; and
- 4) determining the best marketing mix to satisfy customer needs.

The first three tasks are most appropriately performed when a start-up business is preparing to enter a market, or when an existing business is considering entering a new market or promoting a new product. The marketing mix, on the other hand, includes the main decision areas that an entrepreneur must consider on an ongoing basis. Some elements of the market environment, such as the general economic conditions, are beyond a small business owner's control. But he or she can adjust elements of the company's marketing mix which consists of the "four Ps": product, place, price, and promotion to better fit the market environment.

Tema 3

Definition of Pricing Strategy

Pricing strategy refers to method companies use to price their products or services. Almost all companies, large or small, base the price of their products and services on production, labor and advertising expenses and then add on a certain percentage so they can make a profit. There are several different pricing strategies, such as penetration pricing, price skimming, discount pricing, product life cycle pricing and even competitive pricing.

Tema 4

Penetration Pricing

A small company that uses penetration pricing typically sets a low price for its product or service in hopes of building market share, which is the percentage of sales a company has in the market versus total sales. The primary objective of penetration pricing is to garner lots of customers with low prices and then use various marketing strategies to retain them. For example, a small Internet software distributor may set a low price for its products and subsequently email customers with additional software product offers every month. A small company will work hard to serve these customers to build brand loyalty among them.

Tema 5

Price Skimming

Another type of pricing strategy is price skimming, in which a company sets its prices high to quickly recover expenditures for product production and advertising. The key objective of a price skimming strategy is to achieve a profit quickly. Companies often use price skimming when they lack financial resources to produce products in volume, according to the article "Pricing Strategy" at NetMBA.com. Instead, the company will use the quick spurts of cash to finance additional product production and advertising.

Tema 6

Product Life Cycle Pricing

All products have a life span, called product life cycle. A product gradually progresses through different stages in the cycle: introduction, growth, maturity and decline stages. During the growth stage, when sales are booming, a small company usually will keep prices higher. For example, if the company's product is unique or of higher quality than competitive products, customers will likely pay the higher price. A company that prices its products high in the growth stage also may have a new technology that is in high demand.

Tema 7

Competitive-Based Pricing

There are times when a small company may have to lower its price to meet the prices of competitors. A competitive-based pricing strategy may be employed when there is little difference between products in an industry. For example, when people purchase paper plates or foam cups or a picnic, they often shop for the lowest price when there is minimal product differentiation. Consequently, a small paper company may need to price its products lower or lose potential sales.

Tema 8

DEMAND, SUPPLY AND MARKET EQUILIBRIUM.

Price in a market is determined by supply and demand forces. The needs of producers and consumers are best met at a point called the market equilibrium. Market equilibrium occurs when the supply and demand for a product are equal and the prices charged for the product are relatively stable. The market equilibrium is established by combining the supply and demand curves for a product on the same graph. The point at which these two curves intersect is called the equilibrium point. The demand for a product is the amount of a good that people are willing to buy over a given time period at a particular price. For most goods and services the amount that consumers wish to buy will increase as price falls. The demand curve is the information showing the amount of the product that consumers are willing to buy at different prices - not what they actually do buy. The demand for a product is not only influenced by price. An individual may be influenced by factors such as personal tastes, the size of income, advertising and the cost and availability of credit. The total market demand will be affected by the size and age distribution of the population and government policy.

States of Demand Marketing managers might face any of the following states of demand.

Negative demand. Marketers must analyse why the market dislikes the product, and whether product redesign, lower prices, or more positive promotion can change the consumer attitudes.

No demand. Target consumers maybe uninterested in the product. The marketer must find ways to connect the product's benefits with the market's needs and interests.

Latent demand. Consumers have a want that is not satisfied by any existing product or service.

The marketing task is to measure the size of the potential market and develop effective goods and services that will satisfy the demand. Falling demand. Sooner or later, every organization faces falling demand for one of its products. The marketer must find the causes of market decline and restimulate demand by finding new markets, changing product features, or creating more effective communications. Irregular demand. Demand varies on a seasonal, daily, or even hourly basis, causing problems of idle or overworked capacity. Marketers must find ways to change the time pattern of demand through flexible pricing, promotion, and other incentives.

Full demand. The organization has just the amount of demand it wants and can handle. The marketer works to maintain the current level of demand in the face of changing consumer preferences and increasing competition. The organization maintains quality and continually measures consumer satisfaction to make sure it is doing good job. Overfull demand. Demand is higher than the company can or wants to handle. The marketing task, called demarketing is to find ways to reduce the demand temporarily or permanently. Demarketing involves such actions as raising prices and reducing promotion and service. Demarketing does not aim to destroy demand, but only to reduce it. Demand is concerned with the buying side of the market. Supply is concerned with the firm's or producer's side of the market. Unlike demand, the quantity supplied of a good will increase as price rises. Production decisions are affected by

the costs of production and productivity. In figuring the costs of production, business owners are concerned with fixed costs and marginal costs.

Supply. The supply of a product is not only influenced by price.

Supply will be affected by anything that helps or hinders production or alters the costs of production. The prices of goods and services are continually changing and so is the amount that is bought and sold. In winter the price of tomatoes tends to be a lot higher than in the summer and fewer tomatoes are bought in the winter. Similarly, the price of turkey tends to increase at Christmas and so too does the number of turkeys bought. These changes can be explained by an increase in demand. To show the effect of an increase in demand on the market equilibrium consider what happens if there is a successful advertising campaign which increases demand by 20 units per week at each and every price. Changes in the market equilibrium can also come about as a result of a decrease in demand, an increase in supply or a decrease in supply. Changes in the costs of production can affect the supply of goods. Producers must pay the cost of production, which may change over time.

Tema 9

Production Costs .

Production costs are generally divided into fixed costs, variable costs, and total costs. Producers also calculate the average total costs and marginal costs of production. Analyzing these costs of production helps producers determine production goals and profit margins. Fixed costs. The costs that producers incur whether they produce nothing, very little, or large quantities are their fixed costs. Total fixed costs are called overhead. Fixed costs include interest payments on loans and bonds, insurance premiums, local and state property taxes, rent payments, and executive salaries. The significance of fixed costs is that they do not change as output changes. Variable costs. The costs that change with changes in output are variable costs. Unlike fixed costs, which are usually associated with such capital goods as machinery, salaries, and rent, variable costs are usually associated with labor and raw materials. Variable costs reflect the costs of items that businesses can control or alter in the short run. Total costs and average total costs. The sum of fixed and variable costs of production is the total costs. At zero output, a firm's total costs are equal to its fixed costs. Then as production increases, so do the total costs as the increasing variable costs are added to the fixed costs. Producers are equally concerned with their per unit production costs. The average total costs of production are the sum of the average fixed costs and the average variable costs. Each of these average costs is calculated by dividing the cost by the total units produced. Marginal costs. One final measure of costs is marginal costs, i. e. extra costs incurred by producing one more unit of output. Marginal costs are an increase in variable costs because fixed costs do not change. Marginal costs allow the business to determine the profitability of increasing or decreasing production by a few units. Many economic factors affect the supply of a product. The major influence, however, is price because the quantity of a product offered for sale varies with its price. Profit is the key consideration when producers determine a supply schedule.

Tema 10

Sales promotion

Sales promotion is one of the five aspects of the promotional mix. (The other 4 parts of the promotional mix are advertising, personal selling, direct marketing and publicity/public relations.) Media and non-media marketing communication are employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability. Examples include contests, coupons, freebies, loss leaders, point of purchase displays, premiums, prizes, product samples, and rebates.

Sales promotions can be directed at either the customer, sales staff, or distribution channel members (such as retailers). Sales promotions targeted at the consumer are called consumer

sales promotions. Sales promotions targeted at retailers and wholesale are called trade sales promotions. Some sale promotions, particularly ones with unusual methods, are considered gimmicks by many.

Sales promotion includes several communications activities that attempt to provide added value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. These efforts can attempt to stimulate product interest, trial, or purchase. Examples of devices used in sales promotion include coupons, samples, premiums, point-of-purchase (POP) displays, contests, rebates, and sweepstakes.

Sales promotion is implemented to attract new customers, to hold present customers, to counteract competition, and to take advantage of opportunities that are revealed by market research. It is made up of activities, both outside and inside activities, to enhance company sales. Outside sales promotion activities include advertising, publicity, public relations activities, and special sales events. Inside sales promotion activities include window displays, product and promotional material display and promotional programs such as premium awards and contests.

Sale promotions often come in the form of discounts. Discounts impact the way consumers think and behave when shopping. The type of savings and its location can affect the way consumers view a product and affect their purchase decision. The two most common discounts are price discounts (“on sale items”) and bonus packs (“bulk items”). Price discounts are the reduction of an original sale by a certain percentage while bonus packs are deals in which the consumer receives more for the original price. Many companies present different forms of discounts in advertisements, hoping to convince consumers to buy their products.

Short term sales to achieve short term objectives

Price deal: A temporary reduction in the price, such as 50% off.

Loyal Reward Program: Consumers collect points, miles, or credits for purchases and redeem them for rewards.

Cents-off deal: Offers a brand at a lower price. Price reduction may be a percentage marked on the package.

Price-pack/Bonus packs deal: The packaging offers a consumer a certain percentage more of the product for the same price (for example, 25 percent extra). This is another type of deal “in which customers are offered more of the product for the same price”. For example, a sales company may offer their consumers a bonus pack in which they can receive two products for the price of one. In these scenarios, this bonus pack is framed as a gain because buyers believe that they are obtaining a free product. The purchase of a bonus pack, however, is not always beneficial for the consumer. Sometimes consumers will end up spending money on an item they would not normally buy had it not been in a bonus pack. As a result, items bought in a bonus pack are often wasted and is viewed as a “loss” for the consumer.

Coupons: coupons have become a standard mechanism for sales promotions.

Loss leader: the price of a popular product is temporarily reduced below cost in order to stimulate other profitable sales

Free-standing insert (FSI): A coupon booklet is inserted into the local newspaper for delivery.

Checkout dispensers: On checkout the customer is given a coupon based on products purchased.

Mobile couponing: Coupons are available on a mobile phone. Consumers show the offer on a mobile phone to a salesperson for redemption.

Online interactive promotion game: Consumers play an interactive game associated with the promoted product.

Rebates: Consumers are offered money back if the receipt and barcode are mailed to the producer.

Contests/sweepstakes/games: The consumer is automatically entered into the event by purchasing the product.

Point-of-sale displays:-

Aisle interrupter: A sign that juts into the aisle from the shelf.

Dangler: A sign that sways when a consumer walks by it.

Dump bin: A bin full of products dumped inside.

Bidding portals: Getting prospects

Glorifier: A small stage that elevates a product above other products.

Wobbler: A sign that jiggles.

Lipstick Board: A board on which messages are written in crayon.

Necker: A coupon placed on the 'neck' of a bottle.

YES unit: "your extra salesperson" is a pull-out fact sheet.

Electroluminescent: Solar-powered, animated light in motion.

Kids eat free specials: Offers a discount on the total dining bill by offering 1 free kids meal with each regular meal purchased.

Sampling: Consumers get one sample for free, after their trial and then could decide whether to buy or not.

Online deals vs. In-store deals

There are different types of discounts available online versus in the stores. On-shelf couponing:

Coupons are present at the shelf where the product is available. * On-line couponing: Coupons are available online. Consumers print them out and take them to the store. Although discounts can be found online and in stores, there is a different thought process when shopping in each location. For example, "online shoppers are more price-sensitive because of the readily available low search cost and direct price comparisons". Consumers can easily go to other websites and find better deals as opposed to physically going to various stores. In addition, buyers tend to refrain from purchasing bonus packs online because of the skepticism (of fraud and scams) that may come with the deal. Since "...bonus packs are more difficult than price discounts to process online, they are more difficult and effortful for the consumer to understand". For example, a buy-one-get-one-free deal on a website requires more work than the same bonus pack offered in a store. Online, consumers have to deal with payment processing, shipping and handling fees, and days waiting for the products' arrival, while in a store, the products are available without those additional steps and delays.

Trade sales promotion techniques

Trade allowances: short term incentive offered to induce a retailer to stock up on a product.

Dealer loader: An incentive given to induce a retailer to purchase and display a product.

Trade contest: A contest to reward retailers that sell the most product.

Point-of-purchase displays: Used to create the urge of "impulse" buying and selling your product on the spot.

Training programs: dealer employees are trained in selling the product.

Push money: also known as "spiffs". An extra commission paid to retail employees to push products.

Trade discounts (also called functional discounts): These are payments to distribution channel members for performing some function .

Retail Mechanics

Retailers have a stock number of retail 'mechanics' that they regularly roll out or rotate for new marketing initiatives.

Buy x get y free a.k.a. BOGOF for Buy One Get One Free

Three for two

Buy a quantity for a lower price

Get x% of discount on weekdays.

Free gift with purchase

Consumer Thought Process

Meaningful Savings: Gain or Loss

Many discounts are designed to give consumers the perception of saving money when buying products, but not all discounted prices are viewed as favorable to buyers. Therefore, before making a purchase, consumers may weigh their options as either a gain or a loss to avoid the risk of losing money on a purchase. A "gain" view on a purchase results in chance taking. For

example, if there is a buy-one-get-one-half-off discount that seems profitable, a shopper will buy the product. On the other hand, a “loss” viewpoint results in consumer aversion to taking any chances. For instance, consumers will pass on a buy-three-get-one-half-off discount if they believe they are not benefitting from the deal. Specifically, consumers will consider their options because “...the sensation of loss is 2.5 times greater than the sensation of gain for the same value”.

Tema 11

Marketing management

Marketing management employs various tools from economics and competitive strategy to analyze the industry context in which the firm operates. These include Porter's five forces, analysis of strategic groups of competitors, value chain analysis and others. Depending on the industry, the regulatory context may also be important to examine in detail.

In competitor analysis, marketers build detailed profiles of each competitor in the market, focusing especially on their relative competitive strengths and weaknesses using SWOT analysis. Marketing managers will examine each competitor's cost structure, sources of profits, resources and competencies, competitive positioning and product differentiation, degree of vertical integration, historical responses to industry developments, and other factors.

Marketing management often finds it necessary to invest in research to collect the data required to perform accurate marketing analysis. As such, they often conduct market research and marketing research to obtain this information. Marketers employ a variety of techniques to conduct market research, but some of the more common include:

- Qualitative marketing research, such as focus groups and various types of interviews
- Quantitative marketing research, such as statistical surveys
- Experimental techniques such as test markets
- Observational techniques such as ethnographic (on-site) observation

Marketing managers may also design and oversee various environmental scanning and competitive intelligence processes to help identify trends and inform the company's marketing analysis.

A brand audit is a thorough examination of a brand's current position in an industry compared to its competitors and the examination of its effectiveness. When it comes to brand auditing, five questions should be carefully examined and assessed. These five questions are how well the business' current brand strategy is working, what are the company's established resource strengths and weaknesses, what are its external opportunities and threats, how competitive are the business' prices and costs, how strong is the business' competitive position in comparison to its competitors, and what strategic issues are facing the business.

Generally, when a business is conducting a brand audit, the main goal is to uncover business' resource strengths, deficiencies, best market opportunities, outside threats, future profitability, and its competitive standing in comparison to existing competitors. A brand audit establishes the strategic elements needed to improve brand position and competitive capabilities within the industry. Once a brand is audited, any business that ends up with a strong financial performance and market position is more likely than not to have a properly conceived and effectively executed brand strategy.

A brand audit examines whether a business' share of the market is increasing, decreasing, or stable. It determines if the company's margin of profit is improving, decreasing, and how much it is in comparison to the profit margin of established competitors. Additionally, a brand audit investigates trends in a business' net profits, the return on existing investments,

and its established economic value. It determines whether or not the business' entire financial strength and credit rating is improving or getting worse. This kind of audit also assesses a business' image and reputation with its customers. Furthermore, a brand audit seeks to determine whether or not a business is perceived as an industry leader in technology, offering product or service innovations, along with exceptional customer service, among other relevant issues that customers use to decide on a brand of preference.

A brand audit usually focuses on a business' strengths and resource capabilities because these are the elements that enhance its competitiveness. A business' competitive strengths can exist in several forms. Some of these forms include skilled or pertinent expertise, valuable physical assets, valuable human assets, valuable organizational assets, valuable intangible assets, competitive capabilities, achievements and attributes that position the business into a competitive advantage, and alliances or cooperative ventures.

The basic concept of a brand audit is to determine whether a business' resource strengths are competitive assets or competitive liabilities. This type of audit seeks to ensure that a business maintains a distinctive competence that allows it to build and reinforce its competitive advantage. What's more, a successful brand audit seeks to establish what a business capitalizes on best, its level of expertise, resource strengths, and strongest competitive capabilities, while aiming to identify a business' position and future performance.

Marketing strategy

Two customer segments are often selected as targets because they score highly on two dimensions:

1. The segment is attractive to serve because it is large, growing, makes frequent purchases, is not price sensitive (i.e. is willing to pay high prices), or other factors; and
2. The company has the resources and capabilities to compete for the segment's business, can meet their needs better than the competition, and can do so profitably.

A commonly cited definition of marketing is simply "meeting needs profitably".

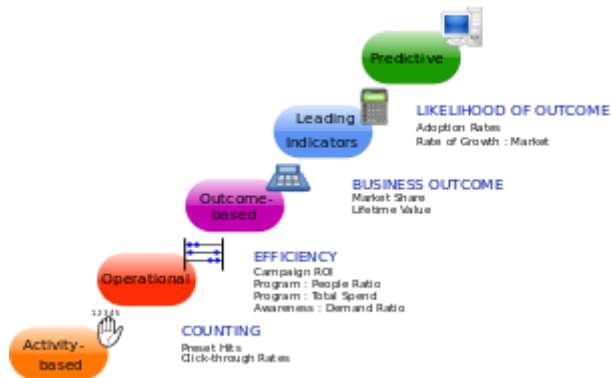
The implication of selecting target segments is that the business will subsequently allocate more resources to acquire and retain customers in the target segment(s) than it will for other, non-targeted customers. In some cases, the firm may go so far as to turn away customers who are not in its target segment. The doorman at a swanky nightclub, for example, may deny entry to unfashionably dressed individuals because the business has made a strategic decision to target the "high fashion" segment of nightclub patrons.

In conjunction with targeting decisions, marketing managers will identify the desired positioning they want the company, product, or brand to occupy in the target customer's mind. This positioning is often an encapsulation of a key benefit the company's product or service offers that is differentiated and superior to the benefits offered by competitive products.[4] For example, Volvo has traditionally positioned its products in the automobile market in North America in order to be perceived as the leader in "safety", whereas BMW has traditionally positioned its brand to be perceived as the leader in "performance".

Ideally, a firm's positioning can be maintained over a long period of time because the company possesses, or can develop, some form of sustainable competitive advantage. The positioning should also be sufficiently relevant to the target segment such that it will drive the purchasing behavior of target customers.[4] To sum up, the marketing branch of a company is to deal with the selling and popularity of its products among people and its customers, as the central and eventual goal of a company is customer satisfaction and the return of revenue.

Tema 12. Implementation planning

Main article: Marketing plan



The Marketing Metrics Continuum provides a framework for how to categorize metrics from the tactical to strategic.

If the company has obtained an adequate understanding of the customer base and its own competitive position in the industry, marketing managers are able to make their own key strategic decisions and develop a marketing strategy designed to maximize the revenues and profits of the firm. The selected strategy may aim for any of a variety of specific objectives, including optimizing short-term unit margins, revenue growth, market share, long-term profitability, or other goals.

After the firm's strategic objectives have been identified, the target market selected, and the desired positioning for the company, product or brand has been determined, marketing managers focus on how to best implement the chosen strategy. Traditionally, this has involved implementation planning across the "4 Ps" of : product management, pricing (at what price slot does a producer position a product, e.g. low, medium or high price), place (the place or area where the products are going to be sold, which could be local, regional, countrywide or international) (i.e. sales and distribution channels), and Promotion.

Taken together, the company's implementation choices across the 4 Ps are often described as the marketing mix, meaning the mix of elements the business will employ to "go to market" and execute the marketing strategy. The overall goal for the marketing mix is to consistently deliver a compelling value proposition that reinforces the firm's chosen positioning, builds customer loyalty and brand equity among target customers, and achieves the firm's marketing and financial objectives.

In many cases, marketing management will develop a marketing plan to specify how the company will execute the chosen strategy and achieve the business' objectives. The content of marketing plans varies from firm to firm, but commonly includes:

- An executive summary
- Situation analysis to summarize facts and insights gained from market research and marketing analysis
- The company's mission statement or long-term strategic vision
- A statement of the company's key objectives, often subdivided into marketing objectives and financial objectives
- The marketing strategy the business has chosen, specifying the target segments to be pursued and the competitive positioning to be achieved
- Implementation choices for each element of the marketing mix (the 4 Ps)

Tema 13

10 Companies With Eco-Conscious Production Processes

A lot of companies out there claim to “going green.” Take the different manufacturers of hybrid automobiles, for instance. Sure, the cars use less fossil fuels than conventional automobiles. However, they still emit a ton (well, many tons) of greenhouse gases, and their manufacturing processes are also highly energy intensive.

Hybrid manufacturers are not alone; many corporations tend to focus on making an eco-friendly product and forget to use an eco-friendly process. Not so with the following manufacturers. Whether they be big names or small, these 10 companies know how to go green on the production line.



1. [IKEA](#)

IKEA uses a lot of lumber to make its affordably priced furniture. However, the company uses [sustainable forestry techniques](#), which means that the minimalist yet stylish nightstand you just bought didn't cost the planet a piece of a rainforest. The company is also investing in solar and wind energy to an unprecedented degree. The company plans to [double its already strong investments in renewable energy](#) and hit [100% clean energy by 2020](#). It also leads the way in selling cleaner, greener products.

2. [Nike](#)

This footwear giant does more for the environment than encourage people to walk; its headquarters in the Netherlands use [recycled aluminum](#) frames and underground energy storage. It also enforces strict emission standards at all of its factories, and has been able to

reduce its overall carbon footprint by approximately 80% since the late 90s. Furthermore, it offers the [greenest soccer shoes around](#).

3. [Johnson & Johnson](#)

In an attempt to become the most socially responsible organization in the world, Johnson & Johnson has recently begun switching much of its energy dependency over to [solar power](#). It is now the second largest user of solar power in the United States, with over half of its [energy](#) derived from clean sources.

4. QMI Services

QMI is a company that designs automated handling equipment (such as [barcode scanning systems](#) and [weigh in motion](#) devices) for use in factories around the world. They make this list because of the efficient way they use energy on the production line. They make the list again because the products they manufacture help other companies also efficiently use energy on the production line.

5. [Philips Electronics](#)

Not only does Philips strive to drastically increase its energy efficiency in its production process, but it also invests billions of euros into [green research](#), so that every company on earth can someday be as eco-friendly as it is trying to be. That research has resulted in a [tiny LED](#), [award-winning LEDs](#), the [world's "smartest" LED](#), the [most efficient white LED](#), and much more.

6. Earth Tec

It's one thing to recycle materials into new products. Earth Tec takes it a step further by using recycled products in the production process. Things like plastic bottles are saved from landfills so that they can be used to help make eco-friendly clothing.

7. Schott

Schott is a glass company that caught eco-friendly eyes when it manufactured the world's first [glass-ceramic cooktop](#) without using heavy metals arsenic and antimony as additives. Limiting the use of heavy metals is crucial to environmental stability, because the methods used to extract them from the earth are so damaging. It's also lowered its emission and waste products substantially in the last twenty years.

8. Dell

Back in 2008, [Dell pledged](#) that it would reduce its total manufacturing emissions by 40% by the end of 2015. With just two years to go, it looks like Dell is going to easily reach its goal.

9. Tupperware

Initiatives to reduce pollution, conserve energy, and recycle are standard in the [Tupperware](#) production process. Very strict environmental policies are enforced in its manufacturing plants around the world, and the environmental payoff is extraordinary.

10. IBM

You wouldn't expect it after seeing a few Macintosh commercials, but [IBM](#) is actually really progressive. It's been moving towards more environmentally friendly practices since back when "green" still meant "yellow + blue." In the decade between 1990 and 2000, it reduced its overall power consumption by 5.1 billion kilowatt hours, and that includes power used for manufacturing.

Tema 15

Environmentally Friendly Companies

Leaders in Environmental Responsibility

Building a healthier environment is something that environmentally friendly companies do on a daily basis. It is a purpose that most people would consider very important in today's society. As individuals we can take steps to improve the world and the environment we live in, but it is the large companies that can make some of the biggest impacts on the climate in which we live. *Much of the information that follows is taken from a special advertising section of the January 8, 2007 - Forbes Capitalist Tool.*

One major focus of environmentally friendly companies is lowering their greenhouse gas emissions. Public awareness of the greenhouse effect has grown and "going green" is a topic that has been brought to the forefront. Environmental topics have been fueled by information focusing on the future as well as changes that need to be made now to avoid global temperature increase.

One step companies have taken to get help identifying and reducing their greenhouse gas emissions is to join an EPA program known as Climate Leaders .

This initiative was launched in 2002 and it is an industry - government partnership that works with environmentally friendly companies to help them develop long-term greenhouse gas reduction strategies. More than 100 companies are currently participating in the program. This program involves taking inventory of the sources of greenhouse gases within their operations and taking steps to reduce or eliminate them.

Taken together, their emissions reduction goals will prevent a total of over 10 million metric tons of carbon equivalents per year from entering the atmosphere, which is an amount equal to the annual emissions of nearly 7 million cars.

Three Standout Companies

These environmentally friendly companies, the Climate Leaders, represent virtually every sector of the economy, from heavy manufacturing to banking, computer giants to major retailers. Three environmentally friendly companies in particular, Exelon, Sun Microsystems and Shaklee –provide useful case studies of the many ways in which Climate Leaders are working to meet the challenge of the century.

EXELON, one of the nation's largest electric and gas energy companies has established a voluntary commitment to reduce its carbon emission by 8% by the end of 2008, compared to the baseline year of 2001. Exelon has taken a stand to promote energy efficiency and renewable energy, beginning right at its corporate headquarters in Chicago's Chase Tower.

SUN MICROSYSTEMS has taken a close look at its day to day operations to see what could be changed. The company is composed largely of office workers. They are reinventing rules for the corporate work schedule through a program it calls Open Work. The program builds options for sun employees by allowing them to take advantage of satellite offices closer to their homes, which provides them with alternatives to lengthy commutes. The reduction in emissions resulting from shorter commutes will amount to 30,000 tons of carbon dioxide in 2006 alone.

The company also invites customers to return antiquated products, which it then remanufactures and recycles. Computers are increasingly harder to get rid of and by guaranteeing to take back anything it sells, the company has been able to create an efficient reclamation and disposal operation that can serve as a model for others.

SHAKLEE, a leader in environmentally friendly companies, not only is the premier provider of natural [nutritional supplements](#) but also has a 50 year track record of being an environmental pioneer. This earth friendly focus began when Dr. Shaklee started the company based on the philosophy of Living in Harmony with Nature. (TM)

Shaklee introduced one of the first biodegradable [non-toxic cleaners](#) in the U.S. in 1960. Not only was it super-concentrated but it also used significantly less packaging.

Shaklee has maintained its commitment to environmental stewardship. In the 70's it supported Jacques Cousteau's expeditions and sponsored the first expedition to the North Pole to measure global warming in the 80's. Then Shaklee planted 1 million trees in the Himalayas through Sir Edmund Hillary's foundation and Basic H (TM), the biodegradable, non-toxic cleaner was named an official Earth Day product.

In 2000, Shaklee U.S. became the first company in the world to be Climate Neutral certified and have a net zero impact on the environment.

Through Climate Leaders, Shaklee continues to lead on this issue by pledging to maintain net-zero carbon emissions from 2006-2009. Focusing on the climate represents good business sense, as well as good environmental sense. Shaklee feels this is more than a social program to make one feel good. It is the core of the Shaklee business, a key driver of their revenues and a major attraction for people to their company.

If the top 500 companies in the world followed Shaklee's lead and became carbon neutral, this would be the equivalent of eliminating half a billion cars from the road, and would have a dramatic impact on greenhouse gas emissions.

You can learn more about Shaklee and their philosophies and/or product lines by [clicking here](#).

It takes making the right choices and doing the right thing - even if it requires a little more effort or money - in order for us to make the difference that is needed for the environment. It takes the same from these companies, the climate leaders.

Doing the right thing is not always the easiest or cheapest path to take. But large companies can make huge differences in the environment we live in and I believe it is part of our going green effort to support those companies that make those good decisions.

To truly achieve a healthy life and a healthy planet we need more companies to follow their lead. We need to show our support for these companies by purchasing their products. Our country is driven by the law of supply and demand. It is up to us to drive the demand for

companies that produce good, needed products and do it in an environmentally responsible way.

Tema 16

Russian businesses go green

July 22, 2013 *MARIA KARNOUKH, SPECIAL TO RBTH*

Top five environmental initiatives that help Russian companies save and make money

Russian companies are slowly but steadily migrating to environmentally friendly standards, pushed both by competition in Western markets and by the state. For instance, under the latest initiative proposed by the Russian government, suppliers that care about the environment will gain priority access to government contracts.

According to Russian press reports, beginning as soon as August 15, 2013, Russian state agencies that announce bids on a special website will have to develop “environmental characteristics and requirements” for tender participants.

Suppliers operating under international ecological standards (mainly ISO and CERES) will enjoy preferential treatment. [Prime Minister Dmitry Medvedev](#) has instructed the Russian government’s Expert Council on Environmental Policy to implement the measure.

In 2012, Russia adopted a set of environmental initiatives called the “Guidelines for Russia’s Environmental Policy through 2030,” drafted by the Ministry of Natural Resources and Environment.

According to this document, the Russian government is planning to encourage domestic companies to implement green technologies. For example, companies with a heavy environmental footprint will be offered advanced, world-class technology solutions, while regional authorities will assume direct control over waste levels.

Russian companies are interested in implementing environmentally friendly technology, too. Competition with global players, which have long adopted the ecological standards, is an important factor at play here.

To assess the progress of “ecologization” of Russian business, RBTH has drawn up a list of the top five environmental initiatives. It includes companies that have made environmental standards part of their operations, as well as those that have learned how to make money off of them.

Waste management

By the time Europe fully transitioned to recycling, Russia had only just begun to think about it. The government’s efforts have been limited to promises to implement waste sorting systems and the occasional initiative — such as the installation of separate waste bins at Moscow’s Vnukovo airport.

Entrepreneurs, on the other hand, have been more proactive. A case in point is Sfera Ekologii, a company that offers sorted waste collection from offices. “Our mission is to implement the idea of efficient waste management based on economic, legal and social foundations,” the company states.

While Sfera Ekologii's services have mainly been of interest to the Russian offices of international companies (BBC, Greenpeace, WWF, Microsoft, Intel, the Marriott hotel chain, embassies and visa centers of the UK and Germany), the company also hopes to educate Russian clients in the culture of waste management.

Euro 5

Russia has also been lagging behind in adopting the international standards for limiting pollutants in petrol — the country will only officially adopt the Euro 4 norms in 2014.



[More about green energy](#)

Still, market competition has been forcing Russian oil companies to adopt the Euro 5, regardless of what the government thinks of it. Industry heavyweights LUKoil, Gazprom and Rosneft are leading the way, offering petrol that meets current global standards.

Тема 17. Environmentally conscious construction

A new trend emerged in Russia's suburban construction market a couple of years ago, where builders offer environmentally friendly homes built exclusively from natural materials. Such homes tend to cost some 10 percent more than regular houses (\$830–980 per square meter, instead of \$770–925).

However, according to Alexander Dubovenko, director of business development at the Good Wood construction company, the developers' initiative has yet to meet with mass demand: "The number of clients willing to pay extra for the environmental component is growing slowly."

Energy saving

Russian companies are increasingly interested in saving energy. Solar energy cannot be used in most Russian regions, because of their geographic situation.

"Solar panels as a source of alternative energy are not very effective in our climate," Jones Lang LaSalle environmental innovation consultant Ksenia Agapova says. Instead, energy-saving light bulbs are growing in popularity.

"Energy-saving lighting costs in the range of €20–120 (\$27–157) per square meter depending on the design and the price of fixtures," says Sergei Kobozev, commercial director of Trinova, a Russian supplier of energy-saving bulbs.

He adds that companies could achieve savings of between 30 percent and 70 percent by using a modern lighting management system. The equipment pays for itself within 2–5 years.

Green Office

Environmental awareness is not only a way to save money, but also a reputation booster. To join Greenpeace's Green Office project, a company only needs to declare the implementation of the recommended measures: using recycled paper, abandoning plastic utensils, introducing waste sorting, adorning the office space with green plants. etc.

“We save power thanks to automatic light sensors, use eco-paper, and collect paper for recycling,” says Magnezit Group representative Tatyana Gumenyuk. She adds that Greenpeace does not monitor Green Offices, but rather relies on the responsible approach of the program participants.