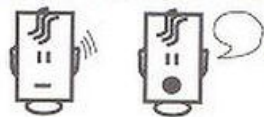


PART I



■ LISTEN AND READ.

MARKETING

25

Lesson twenty five

Twenty Fifth
(25th) Lesson

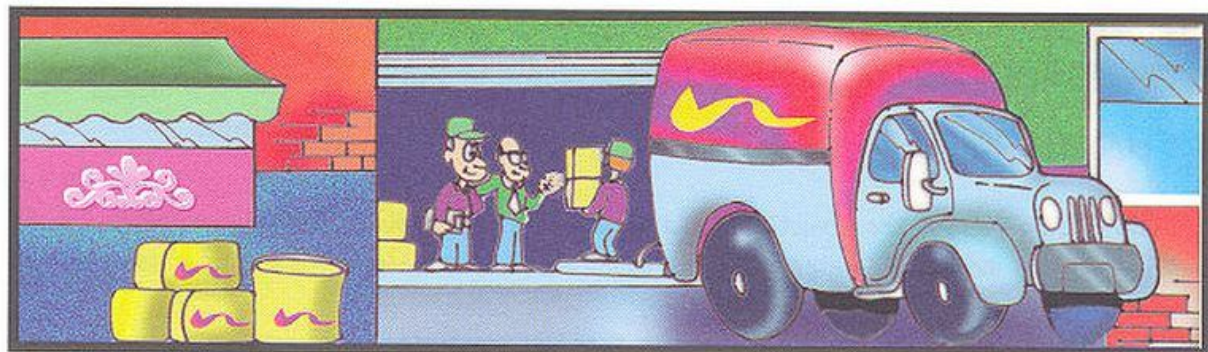
The term “marketing” refers to the performance of business activities that direct the flow of goods and services from producers to consumers or users.

Marketing came into existence when production was first undertaken for exchange instead of exclusively for personal use. It was when human groups took the first steps towards civilization.

The scope and the social and economic importance of marketing expanded with every forward step in productive or distributive technology, in social and economic organization, and in cultural achievement.

Every advance in the techniques of agriculture, mining and manufacturing, resulted in the creation of additional goods to be distributed through the agencies of marketing.

Initially, the producers of such surpluses exchanged them directly with the consumers. Quite early in every civilization, however, marketing middlemen (individuals who bought the surpluses from the producers, possibly stored them, and eventually resold them to consumers or to other middlemen) came into existence.



Every subsequent improvement in marketing techniques, such as transportation, storage, the arts of promoting and selling, and the wholesale and retail industries, led to wider distribution of goods. As society became better organized with greater domestic security and more stable currencies and credit systems, marketing possibilities broadened.

In primitive societies, the economic importance of production outweighed that of marketing. With rising civilization, the scope of production expanded, but that of marketing expanded still more rapidly.

The study of marketing consists of the analysis of the business activities connected with the movements of goods and services from producers to consumers or users. It also includes the analysis of consumer circumstances and attitudes to determine marketing activities.

The activities, organizations and other elements of marketing are constantly changing. The study of marketing is a very dynamic field in modern economics.



■ ANSWER:



1. When did marketing appear?

2. What is the “middleman”?

3. What happened as a result of the improvement in marketing techniques?

4. What was more important in primitive societies?

PART II



DIALOGUE LOOKING FOR NEW MARKETS



Mr. Harold Hayes, an American businessman, is talking with Mr. Richard Bates, an international business consultant, about the problems involved in expanding the market for his products.

HAYES: Do you think my sales promotion can cross international borders?

BATES: Yes but, the promotion should be coordinated in one place. Then your shipments will be made to meet target dates in different countries. That's the idea in the control of sales promotion.

HAYES: Well... What I have in mind, rather than just penetrate new markets, is to dominate the whole field. Is that possible?

BATES: You could try. But let's get back to promotion control. You'll have a line operation at headquarters with separate sales organizations to work at the local level. Then you'll receive reports on your success in announcing the new product.

HAYES: One problem is that the operation should be decentralized, but with some central control.

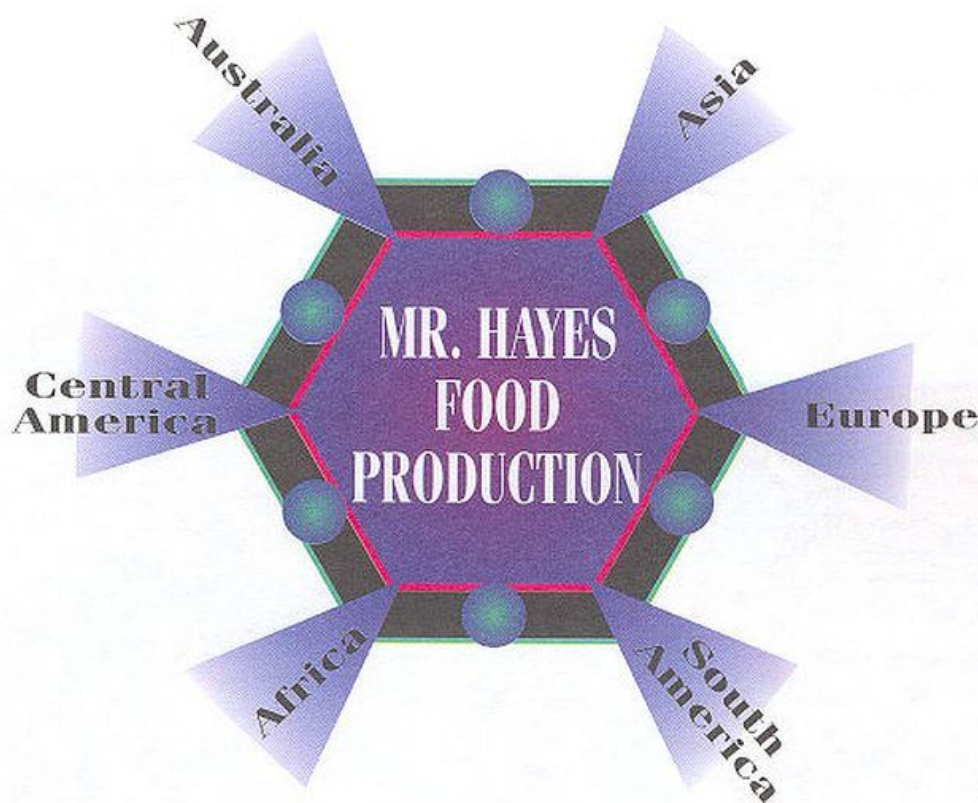
BATES: That's true. But as long as you have a good basic plan, the implementation will be relatively easy.

HAYES: Some local companies tend to have a strong feeling of autonomy.

BATES: You're right. But that's just another one of your problems.

HAYES: All right. That's all for now. Thank you for your valuable advice.



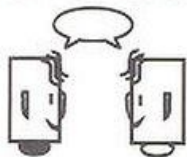


■ DECIDE WHETHER THE FOLLOWING STATEMENTS ARE *TRUE* OR *FALSE*.



- 1. It's impossible to promote sales abroad.
- 2. Promotion control should never be centralized.
- 3. Mr. Bates' job is to advise businessmen on international trade operations.
- 4. If Mr. Hayes has a good basic plan, the operation will be successful.
- 5. The strong feeling of autonomy of some local companies is an advantage and should be encouraged.

PART III



FUNCTION: MAKING APPOINTMENTS

I'd like to make an appointment with the manager of the bank.

-Would tomorrow afternoon be convenient?

I have an appointment with Dr. Williams.

-I'm very sorry. He's not here at the moment. He had to go out of town for an emergency.

Could I make another appointment?

-Of course. How about next Thursday at 11:30 A.M.?

Well, could you make it a little sooner? It's rather urgent...

-O.K. Let's see. Wednesday at 2:30?



