

Unit 3 Marketing

■ Marketing

Many businesses face tough **competition**, so if a company wants to become the market leader, it needs to analyze consumption habits by doing some effective market research. Some companies do their research in-house while others pay an agency to do it. Their findings help companies choose the best way to **promote** their product range to potential customers and can also help identify a target market for new **products**. Promotion is usually done through an advertising campaign, and companies might decide to make special offers, give out free samples, and even hold competitions. The company may also produce an online or paper catalog within their market segment and creates an image that helps the consumer to distinguish its trademark from those of competitors.

1 marketing (n) (市場的) 交易、銷售；行銷學

Ex. Car safety is a hot marketing topic.

word family:

- They put their apartment on the market for \$500,000.
- The company's strategy is to maintain market share and control costs.
- The product is marketed under a different name in Asia.
- The engineers are trying to turn their invention into a marketable product.

2 competition (n) 競爭

Ex. Prices are lower when there is competition among stores. [U]

word family:

- She's entered a chess competition.
- Any new company is seen as an invader in an already competitive market.

OPP:

- The two athletes are competing for the gold medal.
- We offer better rates than our competitors.

synonyms:

- The company's main rival announced an increase in profits last year.
- The team's opponents haven't lost a game this season.
- His political adversaries tried to prevent him from winning the nomination.

3 consumption (n) 消費、消耗量

Ex. There are three possible methods of reducing oil consumption. [U]

word family:

- Less than 30% of the paper we consume is recycled.
- In order to survive, human beings need to consume food and water.
- Hundreds of books were consumed in the fire.
- It will offer a wider choice of goods for **the consumer**.

4 promote (v) 宣傳

Ex. The movie star is in Asia to promote her new movie.

word family:

- Helen was promoted **to** senior editor. **OPP:**
- I want a job with good prospects for promotion.
- He's one of the promoters of solar energy.
- A promotional video successfully caught shoppers' attention.

word roots: 表「現象」 mot, mob =

remote (加強語氣+move)

ex. He was brought up in a remote mountain village.

mobility (move+n)

OPP:

ex. Shuttles will give mobility to employees without cars.

5 product (n) 產品

Ex. She doesn't buy **beauty products** that have been tested on animals.

word family:

- The new model will be **in production** by the end of the year.
- The management had a highly productive meeting last night.
- We've always said that long hours working can reduce productivity.
- They produce cheap goods for export to the United States.
- Many producers are being forced to cut costs and use cheaper materials.
- Vitamin A can also be obtained from **dairy produce** and eggs. [U]

■ Advertising

Advertising is an essential part of business. Businesses advertise in order to make **potential** customers aware of the products and services that they offer. Small companies may not be able to pay for commercials on TV or other national or international media, but they can place ads in local media, such as in the classified ad sections of local newspapers, or they can buy air time on commercial radio stations. They can also produce posters or flyers relatively cheaply or even place ads on the Internet. Large companies often have a special budget to pay advertising agencies that specialize in designing and producing ads. These agencies create commercials with slogans and jingles aimed at a particular target audience as part of a promotional campaign to gain publicity and create brand recognition.

6 advertising (n) 廣告 [U]

Ex. The big auto manufacturers spend billions of dollars per year on advertising.

word family:

- The concert was advertised in all the national newspapers.
- The agency has posted an advertisement on its website for graduates to work overseas.
- The sports event in 2020 attracted many advertisers.

7 potential (a) 可能的

Ex. Tired drivers are a **potential danger** to other road users.

word family:

- A good school aims to enable pupils to **develop** their potential.
- This crisis is potentially the most serious in the organization's history.

■ Customer service

Every business that wants to be successful must support the products or services that they offer with courteous, helpful, and friendly customer service. Customer service involves building a relationship with your **customers** or clients, where you guarantee to repair or replace **defective** products and listen to their feedback. In fact, one of the most important parts of customer service is dealing with complaints. Complaints are an opportunity to learn about mistakes, and if you deal with them carefully, you have the chance to regain the trust of that customer. Customers whose **expectations** are satisfied and who understand your commitment to quality and reliability are most likely to return and do business with you in the future.

8 customer (n) 顧客

Ex. Many large shopping chains issue loyalty cards to regular customers.

word family:

- Strangers should **respect** the customs of the country they are in.
- Henry's family has run a custom furniture business for a decade.
- The menu makes the software easy to customize.
- It took me a while to **accustom myself to** living in a new city.

word choice: **customer**

- She advises clients on their investments.
- The street was crowded with shoppers.
- Consumers have a right to know what they buy.
- This car park is for the use of patrons only.

9 defective (a) 不完美的 **OPP**:

Ex. It's the customer's right to return defective goods.

word family:

- Investigators found a defect in the design of the car.
- The engineer defected to a rival company for a higher salary.

10 **expectation** (n) 期待、期望

Ex. The task took six months to complete, but it was successful **beyond all expectations**.

word family:

- There's a doorbell. I'm expecting an old friend to come.
- The kids are looking at the presents with expectant expressions.
- He saw the look of expectancy in his partner's eyes.
- The lead singer's decision to leave the band was totally unexpected.

word roots: 表「感官動作」 spect =

respect (back+look)

ex. People should treat the elderly with more respect.

inspect (in+look)

ex. Hand luggage and purses are inspected at the airport.

suspect (under+look)

ex. The police drew up a list of possible suspects.

■ Suffixes

Adjective suffixes (形容詞字尾)

名詞或動詞 + 形容詞字尾

verb/noun	suffix	adjective
danger	-ous	dangerous
fame		famous
music	-al	musical
politics		political
economics	-y	economical
cloud		cloudy
dirt	-able	dirty
drink		drinkable
enjoy	-ible	enjoyable
flex		flexible
eat	-ful	edible
care		careful
hope	-less	hopeless
attract		attractive
interest	-ing	interesting
excite		excited
child	-ish	childish