

MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE
SIMON KUZNETS KHARKIV NATIONAL UNIVERSITY OF ECONOMICS

**ENGLISH FOR ACADEMIC
AND PROFESSIONAL COMMUNICATION**

**Guidelines to practical tasks and independent work
of Bachelor's (first) degree students
of speciality 292 "International Economic Relations"
of the educational programme "International Business"**

**Kharkiv
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Texts and tasks are presented to give an opportunity to improve the level of the English language proficiency and gain additional knowledge on the topics "International Trade" and "International Marketing".

For Bachelor's (first) degree students of speciality 292 "International Economic Relations" of the educational programme "International Business".

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Вступ

Навчання іноземній мові в Харківському національному економічному університеті імені Семена Кузнеця носить як комунікативно орієнтований, так і професійно спрямований характер. Його завдання визначаються комунікативними й пізнавальними потребами фахівців відповідного профілю, а також мають за мету надати можливість набуття комунікативної компетентності, рівень якої на окремих етапах мовної підготовки дозволяє використовувати іноземну мову практично як у професійній діяльності, так і з метою самоосвіти. До роботи ввійшли дві важливі теми сучасного бізнесу: міжнародна торгівля та міжнародний маркетинг. Кожну тему подано за допомогою аутентичних текстів із оригінальних англійських джерел, які супроводжуються великою кількістю різноманітних лексико-граматичних вправ, питань для дискусій та відео з подальшим обговорюванням. Основна мета роботи – надати студентам 4 курсу спеціальності 292 "Міжнародні економічні відносини" матеріал для аудиторної та самостійної роботи.

Наведені мовленнєві зразки та вправи сприятимуть усному закріпленню тематичної лексики та розвитку комунікативних компетентностей студентів.

Роботу також можна використати студентам 1 – 3 курсів усіх спеціальностей першого (бакалаврського) рівня.

International Trade

Warm-up

1. What is international trade?
2. Why do countries trade with each other?
3. What is free trade?
4. What protectionist measures do you know and what are they for?
5. What trading blocs do you know?
6. What is WTO and what are its main functions?
7. What is WEF and what is its role in shaping the global economy?

International Trade

International trade is the exchange of capital, goods, and services across international borders or territories. It is the exchange of goods and services among nations of the world. In most countries, such trade represents a significant share of gross domestic product (GDP). While international trade has existed throughout history (for example Uttarapatha, Silk Road, Amber Road, salt roads), its economic, social, and political importance has been on the rise in recent centuries.

Trading globally gives consumers and countries the opportunity to be exposed to new markets and products. Almost every kind of product can be found on the international market: food, clothes, spare parts, oil, jewelry, wine, stocks, currencies and water. Services are also traded: tourism, banking, consulting and transportation. A product that is sold to the global market is an export, and a product that is bought from the global market is an import. Imports and exports are accounted for in a country's current account in the balance of payments.

Industrialization, advanced technology, including transportation, globalisation, multinational corporations, and outsourcing are all having a major impact on the international trade system. Increasing international trade is crucial to the continuance of globalization. Without international trade, nations would be limited to the goods and services produced within their own borders. International trade is, in principle, not different from domestic trade as the motivation and the behavior of parties involved in a trade do not change fundamentally regardless of whether trade is across a border or not. The main difference is that international trade is typically more costly than domestic trade. The reason is that a border typically imposes additional costs such as tariffs, time costs due to border delays and costs associated with country differences such as language, the legal system or culture.

Another difference between domestic and international trade is that factors of production such as capital and labour are typically more mobile within a country than across countries. Thus, international trade is mostly restricted to trade in goods and services, and only to a lesser extent to trade in capital, labour or other factors of production. Trade in goods and services can serve as a substitute for trade in factors of production. Instead of importing a factor of production, a country can import goods that make intensive use of that factor of production and thus embody it. An example is the import of labour-intensive goods by the United States from China. Instead of importing

Chinese labour, the United States imports goods that were produced with Chinese labour. One report in 2010 suggested that international trade was increased when a country hosted a network of immigrants, but the trade effect was weakened when the immigrants became assimilated into their new country.

Comprehension

1. Why is international trade so important?
2. Who benefits from international trade?
3. What is a difference between an export and an import?
4. What are the major factors that influence international trade? Which recent factors can you add to this list?
5. What is the difference between domestic and foreign trade?
6. Why do countries tend to trade in goods and services rather than in factors of production?

Digital Trade

While there is no single recognised and accepted definition of digital trade, there is a growing consensus that it encompasses digitally-enabled transactions of trade in goods and services that can either be digitally or physically delivered, and that involve consumers, firms, and governments. That is, while all forms of digital trade are enabled by digital technologies, not all digital trade is digitally delivered. For instance, digital trade also involves digitally enabled but physically delivered trade in goods and services such as the purchase of a book through an on-line marketplace, or booking a stay in an apartment through a matching application.

Underpinning digital trade is the movement of data. Data is not only a means of production, it is also an asset that can itself be traded, and a means through which GVCs are organised and services delivered. It also underpins physical trade less directly by enabling implementation of trade facilitation. Data is also at the core of new and rapidly growing service supply models such as cloud computing, the Internet of Things (IoT), and additive manufacturing.

Digitalisation increases the scale, scope and speed of trade. It allows firms to bring new products and services to a larger number of digitally-connected customers across the globe. It also enables firms, notably smaller ones, to use new and innovative digital tools to overcome barriers to growth,

helping facilitate payments, enabling collaboration, avoiding investment in fixed assets through the use of cloud-based services, and using alternative funding mechanisms such as crowdfunding.

Digitalisation is also changing how we trade goods. For example, the growth of online platforms has led to a rising number of small packages being sold across international borders. This is giving rise to a range of issues for policy-makers, ranging from the physical management of parcel trade, through to the implications for risk management (such as in relation to counterfeit goods or biosecurity standards), and revenue implications in relation to collection of taxes and tariffs.

At the same time, new technologies and business models are changing how services are produced and supplied, blurring already grey distinctions between goods and services and modes of delivery and introducing new combinations of goods and services. A smart fridge requires market access not only for the good, but also for the embedded service. And an article produced by 3D printing, for example, may cross a border as a design service, but becomes a good at the moment of its consumption. Together, these issues pose new challenges for the way international trade and investment policy is made.

Rapid technological developments also facilitate the rise of services in international cross-border trade. Information and communication technology services form the backbone of digital trade, providing the necessary network infrastructure and underpinning the digitisation of other types of services. New technologies have also facilitated the rise of digitally enabled services that are supported by a range of new services building on data-driven innovative solutions such as cloud computing.

In the world of digitalisation, old trade issues may have new consequences – such as the impacts of cumbersome border procedures on parcel trade, or restrictions on newly tradable services – and new issues for trade policy are emerging, such as differing regulations among nations in relation to data flows. Further understanding of the nature and extent of these changes is needed to help policy makers create an environment that nurtures innovation and promotes digital trade in goods and services.

Comprehension

1. How does digitisation impact the global trade?
2. How is digitisation changing the way we trade?

3. Give examples of how new technologies lead to minimising the difference between goods and services?
4. What are the leading services that promote digital trade?
5. How does old trade influence new trade and what are the results of this influence?

Protectionism and Free Trade

The majority of economists believe in the comparative cost principle, which proposes that all nations will raise their living standards and real income if they specialise in the production of those goods and services in which they have the highest relative productivity. Nations may have an absolute or a comparative advantage in producing goods and services because of factors of production (notably raw materials), climate, division of labour, economies of scale, and so forth.

This theory explains why there is international trade between North and South, e.g., semiconductors going from the USA to Brazil, and coffee going in the opposite direction. But it does not explain the fact that over 75 % of the exports of the advanced industrial countries go to other similar advanced nations, with similar resources, wage rates, and levels of technology, education, and capital. It is more a historical accident than a result of natural resources that the US leads in building aircraft, semiconductors, computers and software, while Germany makes luxury automobiles, machine tools and cameras.

However, the economists who recommend free trade do not face elections every four or five years. Democratic governments do, which often encourages them to impose tariffs and quotas in order to protect what they see as strategic industries – notably agriculture – without which the country would be in danger if there was a war, as well as other jobs. Abandoning all sectors in which a country does not have a comparative advantage is likely to lead to structural unemployment in the short (and sometimes medium and long) term.

Other reasons for imposing tariffs include the following:

- to make imports more expensive than home-produced substitutes, and thereby reduce a balance of payments deficit;
- as a protection against dumping (the selling of goods abroad at below cost price in order to destroy or weaken competitors or to earn foreign currency to pay for necessary imports);

- to retaliate against restrictions imposed by other countries;
- to protect "infant industries" until they are large enough to achieve economies of scale and strong enough to compete internationally.

With tariffs, it is impossible to know the quantity that will be imported, because prices might be elastic. With quotas, governments can set a limit to imports. Yet unlike tariffs, quotas provide no revenue for the government. Other non-tariff barriers that some countries use include so-called safety norms, and the deliberate creation of customs difficulties and delays.

The General Agreement on Tariffs and Trade (GATT), an international organization set up in 1947, had the objectives of encouraging international trade, of making tariffs the only form of protectionism, and of reducing these as much as possible. The *most favoured nation* clause of the GATT agreement specified that countries could *not* have favoured trading partners, but had to grant equally favourable conditions to all trading partners. The final GATT agreement – including services, copyright, and investment, as well as trade in goods – was signed in Marrakech in 1994, and the organisation was superseded by the World Trade Organisation.

It took nearly 50 years to arrive at the final GATT agreement because until the 1980s most developing countries opposed free trade. They wanted to industrialise in order to counteract what they rightly saw an inevitable fall in commodity prices. They practised import substitution (producing and protecting goods that cost more than those made abroad), and imposed high tariff barriers to protect their infant industries.

Nowadays, however, many developing countries have huge debts with Western commercial banks on which they are unable to pay the interest, let alone repay the principal. Thus, they need to rollover (or renew) the loans, to reschedule (or postpone) repayments, or to borrow further money from the International Monetary Fund, often just to pay the interest on existing loans. Under these circumstances, the IMF imposes severe conditions, usually including the obligation to export as much as possible.

Quite apart from IMF pressure, Third World governments are aware of the export successes of the East Asian "Tiger" economies (Hong Kong, Singapore, South Korea and Taiwan), and of the collapse of the Soviet economic model. They were afraid of being excluded from the world trading system by the development of trading blocs such as the European Union, finalized by the Maastricht Treaty, and the North American Free Trade

Agreement (NAFTA), both signed in the early 1990s. So, they tended to liberalise their economies, lowering trade barriers and opening up to international trade.

Comprehension

A. Answer the following questions.

1. Why do most economists oppose protectionism?
2. Why do most governments impose import tariffs and/or quotas?
3. Why were many developing countries for a long time opposed to GATT?
4. Why have many developing countries recently reduced protectionism and increased their international trade?

B. Write questions, relating to the text above, to which these could be the answers.

1. Factors of production, most importantly raw materials, but also labour and capital, climate, economies of scale, and so on.
2. Because it doesn't explain why the majority of the exports of advanced industrialised countries go to other very similar countries.
3. A recently developed one, that has not yet grown to the point where it benefits from economies of scale, and can be internationally competitive.
4. Unlike quotas, they produce revenue.
5. Unlike tariffs, you know the maximum quantity of goods that will be imported.

Trading Blocs

In several parts of the world, groups of nations have joined together to form regional trading blocs. The countries in these blocs make agreements to remove restrictions on trade between themselves. In other words, there is free trade between the members of a trading bloc. The great attraction of forming such a regional organisation is that it gives each member country a much larger "home" market. It is able to sell goods in the home markets of the other member countries without facing restrictions such as tariffs and quotas. These trading groups are of two kinds, free trade areas and customs unions. The member countries of a free trade area remove all tariffs, quotas and other restrictions on imports from other member countries. As far as trade with the rest of the world is concerned, each country is free to set its own tariffs and other trade barriers. An example is the European Free Trade Area

(EFTA), the members of which are Norway, Sweden, Austria, Iceland, Finland and Switzerland.

The countries which form a customs union also agree to remove the restrictions on trade between themselves but, in addition, they also agree to erect a common external tariff on imports from the rest of the world. This means that goods entering a customs union meet the same tariff barriers whichever country they enter. The EU is an example of a customs union.

The European Union (EU) is a politico-economic union of 27 member states that are located primarily in Europe. It has an area of 4,233,255.3 km² and an estimated population of over 447 million. The EU has often been described as a *sui generis* political entity (without precedent or comparison) combining the characteristics of both a federation and a confederation. The EU was established in 1957 when six countries – Belgium, France, Italy, Luxembourg, the Netherlands and West Germany – signed the Treaty of Rome. Denmark, Eire, and the United Kingdom joined in 1973, Greece in 1981 and Spain and Portugal in 1986, Austria, Finland and Sweden in 1995.

In 1991 the Maastricht Treaty was signed, reinforcing economic and monetary union. The EU has developed an internal single market through a standardised system of laws that apply in all member states. EU policies aim to ensure the free movement of people, goods, services, and capital within the internal market, enact legislation in justice and home affairs, and maintain common policies on trade, agriculture, fisheries, and regional development. Within the Schengen Area, passport controls have been abolished. A monetary union was established in 1999 and came into full force in 2002, and is composed of 19 EU member states which use the euro currency.

The EU operates through a hybrid system of supranational and inter-governmental decision-making. The seven principal decision-making bodies – known as the institutions of the European Union – are the European Council, the Council of the European Union, the European Parliament, the European Commission, the Court of Justice of the European Union, the European Central Bank, and the European Court of Auditors.

The EU traces its origins from the European Coal and Steel Community (ECSC) and the European Economic Community (EEC), formed by the Inner Six countries in 1951 and 1957, respectively. The community and its successors have grown in size by the accession of new member states and in power by the addition of policy areas to its remit. The Maastricht Treaty established the European Union and introduced European citizenship. The latest major

amendment to the constitutional basis of the EU, the Treaty of Lisbon, came into force in 2009.

Covering 7.3 % of the world population, the EU in 2016 generated a nominal gross domestic product (GDP) of 16.477 trillion US dollars, constituting approximately 22.2 % of global nominal GDP and 16.9 % when measured in terms of purchasing power parity. Additionally, 26 out of 27 EU countries have a very high Human Development Index, according to the United Nations Development Programme. In 2012, the EU was awarded the Nobel Peace Prize. Through the Common Foreign and Security Policy, the EU has developed a role in external relations and defence. The union maintains permanent diplomatic missions throughout the world and represents itself at the United Nations, the World Trade Organization, the G7, and the G-20. Because of its global influence, the European Union has been described as a current or as a potential superpower.

The United Kingdom became the only member state to leave the EU in 2020; ten countries are aspiring or negotiating to join it. A referendum in the UK on its membership of the European Union was held in 2016, with 51.9 per cent of participants voting to leave. The UK formally notified the European Council of its decision to leave on 29 March 2017, initiating the formal withdrawal procedure for leaving the EU; following extensions to the process, the UK left the European Union on 31 January 2020, though most areas of EU law continued to apply to the UK for a transition period which lasted until 31 December 2020.

Comprehension

1. Why do countries form trading blocs?
2. What is meant by free trade?
3. What are the differences between free trade areas and customs unions? Give examples of free trade areas and customs unions.
4. When and how was the EU born?
5. In your opinion, why did the UK leave the EU?

Exercises

Ex. 1. Fill in the gaps with the following phrases.

International market, globalization, world economy, national market, internal market.

1. The ... is a form of economic communication in which everything for sale is sold by the producers themselves within the country.
2. The ... is the domestic market, part of which is oriented to foreign buyers.
3. The ... is the part of national markets that is directly related to foreign markets.
4. The ... is a set of national economies of the countries of the world, interconnected by mobile factors of production.
5. ... is the process by which businesses or other organizations develop international influence or start operating on an international scale.

Ex. 2. Choose from the words and phrases below those which refer to open markets and those referring to protected markets.

Barriers, open borders, free port, developing industries, tariffs, strategic industries, restrictions, quotas, liberalise, customs, deregulation, subsidise, dumping, laissez-faire, regulations.

Open markets (trade without restrictions on the movement of goods):

Protected markets (trade with restrictions on the movement of goods, e.g., import taxes):

Ex. 3. Match the sentence halves.

A

- | | |
|--|---|
| 1. We're trying to break into | a) all regulations if you want the delivery to go through without problems. |
| 2. You should carry out | b) the delivery date, let us know as soon as possible. |
| 3. If you would like to place | c) insurance cover for the shipment. |
| 4. If you can't meet | d) a market survey before you make a major investment. |
| 5. They quoted | e) the Japanese market.
f) an order, press one now. |
| 6. Let us know if you want us to arrange | g) a very good price for the consignment. |
| 7. It's essential to comply with | |

B

1. Whether we send you replacements or credit the amount to your account
2. This is just to confirm the main points
3. The goods will be shipped to you
4. Secondly, we agreed that you would receive
5. However, the deluxe items will not be sent until mid-May
6. Finally, it was also agreed that faulty or damaged goods
 - a) a trade discount of 5 % off list prices.
 - b) may be returned within one month.
 - c) as they are not available from stock at present.
 - d) by sea immediately on receipt of order.
 - e) that we agreed on during our negotiation last Monday.
 - f) will then be negotiated on a case-by-case basis.

Ex. 4. Complete the text by choosing from the words in the box to fill in the gaps.

imports	market research	agents	customs
exporting	commission	invoices	certificates
profit margin	stock(s)	foreign	export

Importing and (1) ... are the two aspects of foreign trade: a country spends money on goods it (2) ... and gains money through its exports. Valuable though (3) ... trade is for keeping domestic prices down by creating competition at home and providing large markets abroad, governments may have to put restrictions on it, which they usually do by subjecting imports to (4) ... duties or by restricting some types of exports.

Customs authorities must make sure that imported goods are not sold at a lower price than that in their country of origin; to assess the domestic price they require consular (5) ... or (6) ... of value and origin.

Large firms may have their own import and (7) ... departments, but both large and small firms deal with clearing and forwarding (8) ... who handle all the details of transporting cargo.

When goods are sold abroad, buyers who are stockists will have to pay for (9) ... for which they will not receive payment for some time; they must,

therefore, work on a higher (10) to cover this. Many buyers prefer to become foreign agents who work on (11) ... ; they will not then have to pay for the goods but they must obtain the highest possible prices when the goods are sold.

So, after careful (12) , a manufacturer can sell to a large export market if he has the right products, of the right quality, and sells them at the right price.

Ex. 5. Choose from the words in the box to complete the text.

cargo	forwarding	shipping
documents	Excise	manifest
services	destination	cleared
consignments		

The (1) ... carried by a ship is listed in the (2) ... , which is a list of the bills of lading covering all the (3) ... on that vessel for that voyage. It is just one of the (4) ... that are involved in the shipping of goods; the insurance policy and commercial invoice are among the others. The Customs and (5) ... authorities will examine all these.

Clearing and (6) ... agents are often used to handle the transportation of goods. They will arrange for the loading and unloading of the goods and arrange all the dock (7) ... that are needed.

The (8) ... marks, which are stenciled on the cases, provide an easy way of identifying the items in a consignment when they are unloaded. The marks are described in the manifest, which is again inspected when the goods are (9) ... through Customs on reaching their (10)

Ex. 6. Fill in the gaps with the prepositions below.

in	for	over	of	on	at	about	by
----	-----	------	----	----	----	-------	----

1. The French leader hasn't yet decided ... a date ... the meeting.
2. At a summit meeting each country is represented ... its head of government.
3. The announcement was made ... a news conference ... London.
4. The ambassadors had a discussion ... the peace treaty.

5. The breakdown ... the talks surprised everyone.

6. The American ambassador walked out of the meeting ... protest ... the Russian speech.

7. A spokeswoman said there was some disagreement ... the agenda ... the meeting.

Ex. 7. A. Fill in the gaps with the words below in the article about the US – China trade.

Benefits, trade deficit, goods, competitiveness, protectionism, dispute, openness, slowdown, cooperation.

"The US should focus on improving its overall economic (1) ... instead of seeking (2) ... to combat its economic (3) ...", said the latest 2008 White Paper: American business in China.

"And it should not argue for a stronger currency to reduce its (4) ... with China since the value of the yuan is not the fundamental cause of the deficit", said the White Paper, which was released by the American Chamber of Commerce (AmCham) China, AmCham Shanghai and AmCham South China Tuesday.

The US economy is currently slowing, while China remains high, standing at \$163.3 billion last year. The deficit has led to protectionism against Chinese (5) ... and investment in the US.

The two countries should make "defending and preserving the (6) ... of the trade relationship a core commitment", the White Paper said. "Instances of (7) ... between China and US far exceed instances of (8) ...".

"An open US and an open China will lead to sustained (9) ... for both US companies and citizens back home," said Harley Seyedin, Chairman of AmCham South China.

B. Fill in the gaps with the prepositions below.

With, to, of, in, over, on, to, against, for, by, to, on.

The US trade deficit with China cost 2.3 million American jobs (1) ... six years, the Economic Policy Institute said (2) ... Wednesday.

Even when they found new jobs, workers who had lost jobs (3) ... Chinese competition saw their earnings decrease (4) ... an average of \$8,146 each year because the new jobs paid less, according (5) ... the report, funded (6) ... part by labour unions.

"(We hope) it will help to focus the debate (7) ... trade to where it needs to be right now with respect (8) ... China", said Scott Paul, Executive Director of the Alliance for American Manufacturing.

US Manufactures, labour unions, and many lawmakers have long accused China (9) ... manipulating its currency to give Chinese companies an unfair advantage in international trade, and are pressing China to continue to allow the yuan to rise (10) ... the US dollar.

China has said the United States should recognise how much its yuan currency has already risen against the dollar – it is about 20 per cent higher since China revalued its currency in July 2005.

China has also said the fact that Americans save much less of their incomes than the Chinese do has increased the trade deficit. Chinese-made goods have been extremely popular in recent years (11) ... US consumers looking (12) ... low prices.

Ex. 8. Look at the articles in ex. 7 again and decide if the statements are True or False.

A

1. The US should concentrate on being more competitive economically.
2. The US should be protectionist.
3. The US should argue for a stronger Chinese currency in order to reduce the US's trade deficit with China.
4. The US and China should focus on the openness of their trading relationship.

B

1. The US should recognise how much the Chinese currency has already risen against the dollar.
2. US labour unions say China has manipulated its currency to give Chinese companies an unfair advantage in international trade.
3. The Chinese save less on their income than Americans.
4. Americans have recently bought Chinese-made goods at low prices.

Ex. 9. Find the opposites of the words below in the articles in ex. 7.

- | | |
|----------------|---------------|
| 1) free trade; | 4) dispute; |
| 2) upturn; | 5) decreased; |
| 3) surplus; | 6) spend. |

Ex. 10. Complete the sentences with the words you found in ex. 9.

1. Economists know that ... and import taxes promote inefficiency.
2. The study was done ... with local businesses.
3. There has been a ... in the tourist trade.
4. The figures show a trade ... of \$4 billion.

Ex. 11. Match the words with their corresponding definitions.

- | | |
|--------------------------------------|---|
| 1) visible trade; | a) an investment that gives the investor a controlling/major interest in a foreign country; |
| 2) invisible trade; | b) the difference between the value of a country's exports and imports including both goods and services; |
| 3) foreign direct investment; | c) exports and imports which are services rather than goods; |
| 4) balance of trade; | d) international trade in physical goods; |
| 5) balance of payment; | e) a country's ability to supply a particular item more efficiently and at a lower cost than it can supply other goods; |
| 6) international division of labour; | f) situation in which a country has a monopolistic position in the marketing of a good or produces it at the lowest cost; |
| 7) absolute advantage; | g) an imbalance in the balance of payment that implies the country imports more than it exports; |
| 8) comparative advantage; | h) the financial record of all transactions between residents of one country and the rest of the world for some given period of time; |
| 9) trade surplus; | i) a country's specialization in the production of some goods and their trade with other countries; |
| 10) balance of payment deficit. | j) the amount by which a country's imports exceed its exports. |

Ex. 12. Find the odd word out.

1. Tariffs, subsidies, quotas, duties.
2. Agreement, treaty, communique, contract.
3. WTO, WEF, NASA, OECD.
4. Flourish, thrive, stagnate, prosper.
5. Trade, commerce, exchange, insurance.

Ex. 13. Read the text about TradeTech and put the words below into proper places.

Innovation, consumers, agreements, adoption, stakeholders, ecosystem, transparency, joint.

TradeTech is the set of technologies that enhance the efficiency, inclusivity and sustainability of global trade. From (1) ... to efficiency gains, it has the potential to accelerate global trade in a way that benefits (2) ... and businesses.

But leveraging it requires more than technological (3) ... – a lack of international policy coordination and fragmented technological environments now represent the most significant barriers to widespread (4)

To drive global adoption and scalability, the right global (5) ... must be established. Trade (6) ... can play a fundamental role in this regard.

That is why the WTO and the WEF – in a (7) ... effort and with inputs from public, private and civil society (8) ... – have identified five fundamental policy frontiers key to widespread TradeTech adoption.

Watching and discussing

Ex. 1. Follow the weblink [9] and watch the first 17 minutes of the video "Trade 2030: The Future of World Trade" and answer the questions below.

1. When did the WTO Public Forum take place?
2. Who was the Director General of the WTO at that time?
3. What was the topic of the WTO Report?
4. Which Internet-enabled technologies does Mr. R. Azevêdo mention in his introductory speech?
5. How does he illustrate the fact that trade and technology are closely interlinked and have always been?
6. What do people call the dramatic changes that are going on now?

7. Digital technologies are reshaping the global trade and bring about structural changes. Give examples.
8. What opportunities do blockchains give to small businesses?
9. Trust, transparency of supply chains What other benefits do blockchains bring to global trade?
10. What potential applications does Internet of Things have?
11. How can 3D Printing transform the way we buy?
12. How is the share of developing countries in global trade going to grow by 2030?
13. What does the Report predict concerning the share of services in global trade by 2030?
14. How will digital technologies impact the trade in goods and services and what potential implications they might have on developing countries?
15. In his speech, Mr. R. Azevêdo says that "digital technologies are becoming ubiquitous". What does he mean?

Ex. 2. Watch the video Trade 2030: The Future of World Trade (from 31.08 up to the end) and make a short summary of each panelist's talk.

Ex. 3. Follow the weblink [7] and watch the video "Public Forum Trade 2030: Opening Debate" and Make a short summary (2 – 5 sentences) of what each panelist said. Which things in their talks impressed you most and why?

Discussion

1. To what extent do we have free trade in Ukraine?
2. Should certain industries in Ukraine be protected? If so, which ones?
3. Is free trade always a good thing, in your opinion?
4. What are the pros and cons of Ukraine's joining the EU?
5. What benefits has Ukraine gained from being a member of the WTO?
6. What do you think will happen to the trade situation between China and the US?
7. Why do trade wars still exist?
8. How are IT and digitilisation reshaping the global trade today?
9. In your opinion, what is the main threat to digital trade?
10. What benefits do you personally gain from digital trade?

11. Do you think, in the near future, digital trade is going to replace the usual trade between nations? Why / Why not?

12. Who is the current Director General of WTO? What do you know about her?

International Marketing

Warm-Up

1. How would you define marketing? International marketing?
2. Why is international marketing so important?
3. What should be taken into account before going abroad?
4. What is digital marketing? Why is it gaining popularity nowadays?
5. Give examples of brands to which you are loyal. Why are you loyal to them?
6. Whom do marketers call "brand-switchers"? Are you a brand-switcher?

International Marketing

The international marketing is the application of marketing principles to satisfy the varied needs and wants of different people residing across the national borders.

It is often called as global marketing, i.e., designing the marketing mix (product, price, place, promotion) worldwide and customising it according to the preferences of different nation people.

International marketing can help bring any business to the global stage, revealing opportunities to reach customers that the brand has not engaged yet. By expanding into foreign territories, brands are able to increase their brand awareness, develop a global audience, and of course, grow their business.

The complexity of international marketing comes in the details. While domestic marketing takes place in the same country, international marketing is anything that happens outside that nation's boundaries, with a focus on the nuance of speaking to that international audience and trying to understand the culture, language (where applicable), and customs that may not be familiar to the brand. International marketing is important because it opens any business to larger, international audiences.

When expanding to international markets, brands must understand the right ways to reach audiences in those regions with their messaging. That may come in the form of a language barrier, or even something as nuanced as a cultural norm that may not be applicable to the domestic audience. The important part of international marketing is intention and research. Doing international marketing research up front and developing international marketing strategies specific to the new audiences the brand is engaging with will make all the difference when it comes to whether the foray into international marketing is successful.

On a brand level, international marketing is an opportunity for wider exposure, product awareness, and increased sales. Opportunities abroad are countless and tap into a wider audience than a business has access to if it conducted business domestically and nowhere else. But a larger aspect of international marketing is the implications it has for globalisation and free trade.

The benefits of international marketing are two-pronged. Not only does international marketing support the economic diversification of any business, but it helps the business reach a global audience, extending the audience reach to areas previously untapped.

Comprehension

1. What is the difference between domestic marketing and international marketing?
2. What are the potential threats of going international?
3. Why is preliminary market research especially important for international marketing?
4. How can brands benefit from international marketing?
5. In your opinion, what are the implications of international marketing for globalisation and free trade?

Digital Marketing

Any marketing that uses electronic devices and can be used by marketing specialists to convey promotional messaging and measure its impact through your customer journey. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, search engine marketing,

paid social ads and social media posts. Digital marketing is often compared to "traditional marketing" such as magazine ads, billboards, and direct mail. Oddly, television is usually lumped in with traditional marketing.

Did you know that more than 3 quarters of Americans go online on a daily basis? Not only that, but 43 % go on more than once a day and 26 % are online "almost constantly".

These figures are even higher among mobile internet users. 89 % of Americans go online at least daily, and 31 % are online almost constantly. As a marketer, it's important to take advantage of the digital world with an online advertising presence, by building a brand, providing a great customer experience that also brings more potential customers and more, with a digital strategy.

A digital marketing strategy allows you to leverage different digital channels – such as social media, pay-per-click, search engine optimisation, and email marketing – to connect with existing customers and individuals interested in your products or services. As a result, you can build a brand, provide a great customer experience, bring in potential customers, and more.

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel.

Essentially, if a marketing campaign involves digital communication, it's digital marketing. Any type of marketing can help your business thrive. However, digital marketing has become increasingly important because of how accessible digital channels are. In fact, there were 5 billion internet users globally in April 2022 alone.

From social media to text messages, there are many ways to use digital marketing tactics in order to communicate with your target audience. Additionally, digital marketing has minimal upfront costs, making it a cost-effective marketing technique for small businesses.

Comprehension

1. What is digital marketing and how does it differ from traditional marketing?
2. Why is developing a good digital marketing strategy so important?
3. What forms of digital communication does digital marketing use?

4. Why is digital marketing so attractive for small businesses?
5. How often do you go online? What for?
6. In your opinion, what are the advantages of digital marketing over the traditional one? Can you think of any disadvantages?
7. What do you think: is online marketing going to squeeze out traditional marketing?

The Centrality of Marketing

Most management and marketing writers now distinguish between selling and marketing. The "selling concept" assumes that resisting consumers have to be persuaded by vigorous hard-selling techniques to buy non-essential goods or services. Products are sold rather than bought. The "marketing concept", on the contrary, assumes that the producer's task is to find wants and fill them. In other words, you don't sell what you make, you make what will be bought. As well as satisfying existing needs, marketers can also anticipate and create new ones. The markets for the Walkman, video games, personal computers, and genetic engineering, to choose some recent examples, were largely created rather than identified.

Marketers are consequently always looking for market opportunities – profitable possibilities of filling unsatisfied needs or creating new ones in areas in which the company is likely to enjoy a differential advantage, due to its distinctive competencies (the things it does particularly well). Market opportunities are generally isolated by market segmentation. Once a target market has been identified, a company has to decide what goods or service to offer. This means that much of the work of marketing has been done before the final product or service comes into existence. It also means that the marketing concept has to be understood throughout the company, e.g., in the production department of a manufacturing company as much as in the marketing department itself. The company must also take account of the existence of competitors, who always have to be identified, monitored and defeated in the search for loyal customers.

Rather than risk launching a product or service solely on the basis of intuition or guesswork, most companies undertake market research (GB) or marketing research (US). They collect and analyse information about the size of a potential market, about consumers' reactions to particular product or service features, and so on. Sales representatives, who also talk to customers, are another important source of information.

Once the basic offer, e.g., a product concept, has been established, the company has to think about the marketing mix, i.e. all the various elements of a marketing programme, their integration, and the amount of effort that a company can expend on them in order to influence the target market. The best-known classification of these elements is the "4 Ps": product, place, promotion and price. Aspects to be considered in marketing products include quality, features (standard and optional), style, brand name, size, packaging, services and guarantee. Place in a marketing mix includes such factors as distribution channels, locations of points of sale, transport, inventory size, etc. Promotion groups together advertising, publicity, sales promotion, and personal selling, while price includes the basic list price, discounts, the length of the payment period, possible credit terms, and so on. It is the job of a product manager or a brand manager to look for ways to increase sales by changing the marketing mix.

It must be remembered that quite apart from consumer markets (in which people buy products for direct consumption) there exists an enormous producer or industrial or business market, consisting of all the individuals and organizations that acquire goods and services that are used in the production of other goods, or in the supply of services to others. Few consumers realize that the producer market is actually larger than the consumer market, since it contains all the raw materials, manufactured parts and components that go into consumer goods, plus capital equipment such as buildings and machines, supplies such as energy and pens and paper, and services ranging from cleaning to management consulting, all of which have to be marketed. There is consequently more industrial than consumer marketing, even though ordinary consumers are seldom exposed to it.

Comprehension

1. What is the difference between marketing and selling?
2. Why do marketers search for market opportunities?
3. Why is market research so important and what does it involve?
4. What is marketing mix and what is it for?
5. What is the difference between consumer and industrial markets?

Marketing Strategies

A company's marketing strategies – sets of principles designed to achieve long-term objectives – obviously depend on its size and position

in the market. Other determining factors are the extent of the company's resources, the strategies of its competitors, the behaviour of the consumers in the target market, the stage in the product life-cycle of the products it markets, and the overall macro-economic environment.

The aim of a market leader is obviously to remain the leader. The best way to achieve this is to increase market share even further. If this is not possible, the leader will at least attempt to protect its current market share. A good idea is to try to find ways to increase the total market. This will benefit everyone in the field, but the market leader more than its competitors. A market can be increased by finding *new users* for a product, by stimulating *more usage* of a product, or by exploiting *new uses*, which can sometimes be uncovered by carrying out market research with existing customers.

To protect a market share, a company can innovate in products, customer services, distribution channels, cost reductions, and so on; it can extend and stretch its product lines to leave less room for competitors; and it can confront competitors directly in expensive sales promotion campaigns.

Market challengers can either attempt to attack the leader, or to increase their market share by attacking various market followers. If they choose to attack the leader, market challengers can use most of the strategies also available to market leaders: product innovation, price reductions, cheaper or higher quality versions, improved services, distribution channel innovations, manufacturing cost reduction, intensive advertising, and so on.

Market followers are in a difficult position. They are usually the favourite target of market challengers. They can reduce prices, improve products or services, and so on, but the market leader and challenger will usually be able to retaliate successfully. A market follower that takes on a larger company in a price war is certain to lose, given its lesser resources.

In many markets, market followers fall in the middle of a V-shaped curve relating market share and profitability. Small companies focusing on specialised narrow segments can make big profits. So can the market leader, with a high market share and economies of scale. In between come the less profitable market followers, which are too big to focus on niches, but too small to benefit from economies of scale.

One possibility for followers is to imitate the leaders' products. The innovator has borne the cost of developing the new product, distributing it, and making the market aware of its existence. The follower can clone this product (copy it completely), depending on patents and so on, or improve,

adapt or differentiate it. Whatever happens, followers have to keep their manufacturing costs low and the quality of their products and services high.

Small companies that do not establish their own niche – a segment of a segment – are in a vulnerable position. If their product does not have a "unique selling proposition", there is no reason for anyone to buy it. Consequently, a good strategy is to concentrate on a niche that is large enough to be profitable and that is likely to grow, that doesn't seem to interest the leader, and which the firm can serve effectively. The niche could be a specialised product, a particular group of end-users, a geographical region, the top end of a market, and so on. Of course, unless a nicher builds up immense customer goodwill, it is vulnerable to an attack by the market leader or another larger company. Consequently, multiple niching – developing a position in two or more niches – is a much safer strategy.

Comprehension

Decide whether these statements are True or False:

1. If a market leader succeeds in increasing the size of the total market, its competitors benefit.
2. The size of a market can be increased without attracting any new consumers.
3. Market challengers generally attack the leader and market followers.
4. Market challengers cannot use the same strategies as leaders.
5. Market leaders generally win price wars.
6. Market challengers can attack leaders by way of any of the four P's of the marketing mix.
7. Market followers generally achieve cost reductions through economies of scale.
8. The most profitable companies are logically those with medium or high market share.
9. For a market nicher, product imitation can be as profitable as product innovation.
10. A market nicher is never safe from an attack by a larger company.

Exercises

Ex. 1. Choose the correct alternative to complete each sentence.

1. In many markets there is a firm with a much larger market share than its competitors, called a ...

a) market leader; b) monopolist; c) multinational.

2. A company that is number two in an industry, but which would like to become number one – think of Pepsi vs. Coke, Reebok vs. Nike, Avis vs. Hertz – is known as a ...

a) market challenger; b) market competitor; c) market follower.

3. A smaller company in an industry, more or less content with its existing market share, is called a ...

a) market challenger; b) market follower; c) market sharer.

4. Small, specialised companies, which target segments within segments, are called ...

a) market failures; b) market followers; c) market nichers.

5. A market in which one single producer can fix an artificially high price is called a/an ...

a) homogeneous market; b) monopoly; c) undifferentiated market.

6. A market dominated by a few large suppliers, and which it is hard for new companies to break into, is called a/an ...

a) conglomerate; b) market concentration; c) oligopoly.

7. A group of companies which chose to collaborate by sharing out markets, coordinating their prices, and so on, form a ...

a) cartel; b) conspiracy; c) joint venture.

8. A situation in which the market leader can determine the price that its competitors can charge is called a ...

a) dominant-firm oligopoly; b) market failure; c) monopoly.

9. A market in which it is normal to have only one supplier – e.g., utilities such as water and sewage, gas, electricity – is called a ...

a) conglomerate; b) natural monopoly; c) pure monopoly.

Ex. 2. Fill in the gaps with the words below.

International market, monopoly market, perfect competition market, world economy, national market, oligopoly, monopolistic competition, internal market.

1. The ... is a form of economic communication in which everything for sale is sold by the producers themselves within the country.

2. The ... is the domestic market, part of which is oriented to foreign buyers.

3. The ... is the part of national markets that is directly related to foreign markets.

4. The ... is a set of national economies of the countries of the world, interconnected by mobile factors of production.

5. In a ... structure, there are a large number of buyers and small sellers in competition with each other. There is no one big seller with any significant influence on the market. So, all the firms in such a market are price takers.

6. In ... , there are still a large number of buyers as well as sellers. But they all do not sell homogeneous products. The products are similar but all sellers sell slightly differentiated products.

7. In an ... , there are only a few firms in the market. While there is no clarity about the number of firms, 3 – 5 dominant firms are considered the norm. So, the buyers are far greater than the sellers, there are various barriers to entry in the market, and new firms find it difficult to establish themselves.

8. In a ... structure, there is only one seller, so a single firm will control the entire market. It can set any price it wishes since it has all the market power. Consumers do not have any alternative and must pay the price set by the seller.

Ex. 3. Complete the text using these words.

appealing	competing	developing	forecasting	dividing
existing	minimizing	purchasing	switching	targeting

Market segmentation means (1) ... a market into distinct subsets of customers with different needs, according to different variables that can play a role in (2) ... decisions.

These can include geographical factors – region, population density (urban, suburban, rural), size of town, and climate; demographic factors such as age, sex, family size, or stage in the family life cycle; and other variables including income, occupation, education, social class, life style, and personality.

If there is only one brand in a market, it is likely to be positioned in the centre, so as to attract the most consumers possible. (3) ... to all groups from the centre with an undifferentiated product gives a company the largest potential market, while (4) ... production, inventory, market research and product management costs. A new competitor can either situate its product next to the (5) ... one, in a straightforward battle for market share, or try to find a corner of the market in order to gain the loyalty of a consumer group not satisfied with the centre brand.

If there are several brands in the market, they are likely to position themselves fairly evenly throughout the space and show real differences to match differences in consumer preference. If, on the other hand, several producers are (6) ... for the largest centre segment, new entrants onto the market will probably find that smaller segments with less competition are more profitable.

In fact, (7) ... a particular market segment is often the only realistic strategy for firms with limited resources, although it can be risky, as the segment might get smaller or even disappear, or be attacked by a larger competitor.

At the beginning of a product's life cycle, companies often produce only one version, and attempt to develop demand by undifferentiated marketing, before (8) ... to differentiated marketing in the product's maturity stage. Differentiated marketing involves (9) ... several brands, each positioned in a different segment. This obviously maximizes total sales, but equally increases R&D, planning, market research, (10) ..., production, promotion, administration and inventory costs.

Ex. 4. Match up the terms on the left with the definitions on the right.

Market Potential

- | | |
|---|---|
| <ol style="list-style-type: none"> 1. Marketing environment. 2. Market demand for a product. 3. Marketing programme. 4. Sales response function. 5. Market potential. 6. Company potential. 7. Market share. 8. Market forecast. 9. Sales forecast. 10. Sales quotas. | <ol style="list-style-type: none"> a) a company's plans regarding the marketing mix, including product features, price, expenditure on promotions, the allocation of resources, and so on; b) a company's sales expressed as a percentage of the total sales of an industry; c) figures set as goals for a company division, a product line, a sales team, individual sales representatives, etc.; d) the economic situation, and demographic, technological, political, cultural changes, and so on; e) the expected level of company sales based on a selected marketing plan and an assumed marketing environment; f) the limit approached by company demand as it increases its marketing effort relative to its competitors; |
|---|---|

- g) the limit approached by market demand, in a given environment, when additional marketing expenditure no longer produces a significant return;
- h) the market demand that corresponds to a whole industry's planned level of marketing expenditure;
- i) the relationship between sales volume and a particular element of the marketing mix;
- j) the total volume that would be bought by a particular customer group or market segment in a particular geographical area and period of time, in a defined marketing environment under a defined marketing programme.

Ex. 5. Complete the text using these words.

competitive	environment	forecast	monopoly
resistance	returns	sensitive	share
opportunities	variables	potential	volume

In order to analyse market (1) ... , and to plan their marketing activities, companies have to measure current demand and (2) ... future demand.

This will depend on the overall marketing (3) ... , which can of course change, but so too can the company's marketing programme.

Market demand is not a single number but a function, which responds, to a finite extent, to demand-stimulating marketing expenditure. Some markets are extremely (4) ... to marketing expenditure. The market for many new products, for example, can usually be expanded quite easily. Other markets cannot, so the level of marketing spending will hardly affect them. Here a company's marketing effort will be designed to increase its market (5) ... rather than the size of the total market.

In a (6) ... market, individual firms with an effective marketing programme can and do increase their market share. There is, therefore, a company demand function or a sales response function which forecasts the likely sales (7) ... during a specified time period associated with different possible levels of a marketing-mix element. But, of course, market (8) ... depends on many factors in the marketing environment that a company cannot control, such as the general health of the national economy. Furthermore, the sales response

function assumes that other (9) ... , such as competitors' prices, remain constant, whatever the company spends on marketing. This is obviously untrue, and so has to be compensated for in calculations.

Marketing expenditure gives first increasing, then diminishing (10) ... , as there tends to be an upper limit to the total potential demand for any particular product. The easiest sales prospects are sold first, so that only more difficult ones remain. Competitors are also likely to increase marketing effort at the same time, so each company will experience increasing sales (11) If sales did not stop increasing at the same rate, the firm with the greatest level of marketing effort would take over the whole industry, and create a natural (12)

Ex. 6. Do the following words generally form partnerships with the word *market* or *marketing*?

- | | | | |
|----------|-------------|----------|---------------|
| a) | activities | f) | mix |
| b) | demand | g) | opportunities |
| c) | effort | h) | potential |
| d) | environment | i) | programme |
| e) | expenditure | j) | share |

Ex. 7. Cross out the word in each group which does not make a compound noun with the word in bold.

1. **Marketing** campaign, budget, leader, strategy;
2. **Market** leader, survey, check, sector;
3. **Product** market, range, features, launch;
4. **Advertising** campaign, exchange, agency, slogan;
5. **Brand** awareness, loyalty, image, contract;
6. **Sales** figures, conditions, forecast, targets;
7. **Price** promotion, rise, product, range.

Ex. 8. Write the words in each of these noun phrases in the correct order. Make your own sentences with these noun phrases.

1. advertising impressive campaign really
2. customer department new relations
3. competitive mobile highly market phone
4. successful product incredibly launch

5. customer base loyal
6. thorough extremely report sales
7. brilliant absolutely campaign global
8. competitive increasingly marketing environment

Ex. 9. Put the verbs in brackets into the correct form.

Henri-Claude Cosmetics (HCC), a French cosmetics and personal-care company, (1) ... (to create) a highly successful eau-de-cologne for men under the brand name Physique. This is the company's best-selling men's fragrance and the best-known brand in their product portfolio. Based on redwood and cedar, with citrus and spices, Physique (2) ... (to have) a fresh, woody, long-lasting aroma. It ... (to have) five other secret ingredients, known to only a small number of senior managers.

HCC (3) ... now (to plan) an international campaign for Physique early next year. It (4) ... (to intend) a high-profile launch in 10 countries, which (5) ... (to enable) the brand to achieve international recognition. The theme of the campaign (6) ... (to be) 'Physique for the Urban Man'.

Ex. 10. Fill in the gaps with the words below.

Leads, ads, platforms, ground, online, awareness.

Social Media Marketing

Social media marketing means driving traffic and brand (1) ... by engaging people in discussion (2) You can use social media marketing to highlight your brand, products, services, culture, and more. With billions of people spending their time engaging on social media (3) ... , focusing on social media marketing can be worthwhile.

The most popular digital platforms for social media marketing are Facebook, Twitter, and Instagram, with LinkedIn and You Tube not far behind. Ultimately, which social media platforms you use for your business depends on your goals and audience. For example, if you want to find new (4) ... for your FinTech startup, targeting your audience on LinkedIn is a good idea since industry professionals are active on the platform. On the other hand, running social media (5) ... on Instagram may be better for your brand if you run a B2C focused on younger consumers.

Because social media marketing involves active audience participation, it has become a popular way of getting attention. It's the most popular content

medium for B2C digital marketers at 96 %, and it's gaining (6) ... in the B2B sphere as well. According to the Content Marketing Institute, 61 % of B2B content marketers increased their use of social media this year.

Ex. 11. Use the following terms to complete the definitions below.

brand	shopping goods	line-filling
product line	product	convenience goods
line-stretching	product mix	speciality goods
product elimination		

1. A ... is a name (or sometimes a sign, symbol or design) used to identify the goods or services of a particular manufacturer, seller or supplier, and to differentiate them from the goods or services of competitors.

2. A ... is defined by marketers as anything capable of satisfying a need or want (including services such as a bank loan, a haircut, a meal in a restaurant, or a skiing holiday).

3. A ... is a group of closely related products, which usually have the same function and are sold to the same customer groups through the same outlets.

4. A ... is the set of all the product lines and items offered by a company.

5. ... are cheap and simple "low involvement" products which people use regularly and buy frequently with little effort, without comparing alternatives.

6. ... are durable goods with unique characteristics that informed consumers have to go to a particular store to buy.

7. ... are "high involvement" products for which consumers generally search for information, evaluate different models, and compare prices, and take time to make a selection.

8. ... is the process of withdrawing products from the market when they are no longer profitable.

9. ... means adding further items in that part of a product range which a line already covers, in order to compete in competitors' niches, to utilize excess production capacity, and so on.

10. ... means lengthening a company's product line, either moving up-market or down-market in order to reach new customers, to enter growing or more profitable market segments, to react to competitors' initiatives, and so on.

Watching and discussing

Ex. 1. Before watching the video in Ex. 2, try to answer the question: Is marketing the same as selling? In your opinion, which is more important?

Ex. 2. Now, follow this web-link [8] and watch the video "Sales vs Marketing: Which is More Important?". See whether your guesses are right.

How does Patrick Bet-David illustrate the following differences between Marketing and Sales?

1. Sales is about asking questions, marketing is about story-telling.
2. Sales is Math, marketing is Art.
3. Flirting vs attraction.
4. Dealing with rejection.
5. Linear vs exponential.
6. Capitalising vs generating.
7. People vs product.
8. Return on investment (ROI).
9. Commission vs salary.

Whose prominent CEOs' names are mentioned as examples of good marketing and sales people? What do you know about these people?

What does the choice of strategy depend on?

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НАВЧАЛЬНЕ ВИДАННЯ

ІНОЗЕМНА МОВА АКАДЕМІЧНОЇ ТА ПРОФЕСІЙНОЇ КОМУНІКАЦІЇ (АНГЛІЙСЬКА МОВА)

**Методичні рекомендації до практичних завдань
та самостійної роботи студентів
спеціальності 292 "Міжнародні економічні відносини"
освітньої програми "Міжнародний бізнес"
першого (бакалаврського) рівня
(укр., англ. мовами)**

Самостійне електронне текстове мережеве видання

Укладач **Решетняк Ірина Олексіївна**

Відповідальний за видання *Т. А. Борова*

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Коректор *З. В. Зобова*

Наведено тексти й завдання, які дають можливість поліпшити рівень володіння англійською мовою та здобути додаткові знання за темами "Міжнародна торгівля" і "Міжнародний маркетинг".

Рекомендовано для студентів першого (бакалаврського) рівня спеціальності 292 "Міжнародні економічні відносини" освітньої програми "Міжнародний бізнес".

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Видавець і виготовлювач – ХНЕУ ім. С. Кузнеця, 61166, м. Харків, просп. Науки, 9-А

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