

**МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
ДЕРЖАВНИЙ ТОРГОВЕЛЬНО-ЕКОНОМІЧНИЙ УНІВЕРСИТЕТ
ВІННИЦЬКИЙ ТОРГОВЕЛЬНО-ЕКОНОМІЧНИЙ ІНСТИТУТ**

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ІНОЗЕМНА МОВА ЗА ПРОФЕСІЙНИМ СПРЯМУВАННЯМ /

FOREIGN LANGUAGE FOR SPECIFIC PURPOSES

МЕТОДИЧНІ РЕКОМЕНДАЦІЇ ДО САМОСТІЙНОЇ РОБОТИ

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на засіданні методичної комісії обліково-фінансового факультету 21 травня 2026 року, протокол № 05.

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I. ЗАГАЛЬНІ МЕТОДИЧНІ РЕКОМЕНДАЦІЇ ДО САМОСТІЙНОЇ РОБОТИ

Мета вивчення освітнього компонента «Іноземна мова за професійним спрямуванням» – розвинути у студентів професійні іншомовні компетентності, що допоможуть їм впевнено працювати в полікультурному навчальному та професійному середовищі та сприятимуть їхній конкурентоспроможності на ринку праці.

Методичні рекомендації до самостійної роботи з курсу «Іноземна мова за професійним спрямуванням», призначені для підготовки бакалаврів за спеціальністю D5 «Маркетинг» та освітній програмі «Маркетинг». Вони є складовою навчально-методичного комплексу з цього освітнього компонента. Зміст навчально-методичного видання розрахований на 8 семестрів і містить 21 розділ, кожен з яких включає перелік тем для самостійного опрацювання, тематичних матеріалів з питань, що вивчаються у курсі, індивідуальних завдань для роботи студентів та питань для самоконтролю.

Основна мета вивчення освітнього компонента «Іноземна мова за професійним спрямуванням» у немовному вищому навчальному закладі полягає у формуванні у здобувачів вищої освіти професійні іншомовні компетенції, що сприятимуть їхньому ефективному функціонуванню в полікультурному навчальному та професійному середовищі, та стануть запорукою конкурентоспроможності випускників Вінницького торговельно-економічного інституту ДТЕУ на сучасному ринку праці.

Курс «Іноземна мова за професійним спрямуванням» для здобувачів вищої освіти освітнього ступеня «бакалавр» охоплює етап навчання на рівні B2 та забезпечує досягнення випускниками рівня незалежного користувача іноземної мови, що відповідає міжнародній практиці мовної освіти у вищих навчальних закладах.

Критерії вказаного рівня володіння мовою (PBM) визначено відповідно до дескрипторів, запропонованих Загальноєвропейськими Рекомендаціями з мовної освіти.

Зміст методичних рекомендацій створює умови для досягнення здобувачами вищої освіти PBM B2, як цього вимагає освітній ступінь бакалавра. Запропонований зміст також передбачає подальший рух у напрямі PBM C1 для здобуття освітнього ступеня магістра.

Основними формами самостійної роботи студентів є вивчення запропонованого матеріалу, огляд наукових статей з тематики курсу, проходження тестів, складання списку правил успішної комунікації, комунікативні задачі, підготовка творчих завдань та перегляд відеоматеріалів за темою тощо.

Самостійна робота оцінюється як складова загальної 100-бальної шкали відповідно до критеріїв системи комплексної діагностики знань здобувачів освіти.

II. ОБСЯГ ОСВІТНЬОГО КОМПОНЕНТА В КРЕДИТАХ ТА ЙОГО РОЗПОДІЛ (ТЕМАТИЧНИЙ ПЛАН)

Теми	Кількість годин				Форми контролю	Бальна оцінка
	всього	з них		СРС		
		лекції	практ.			
І курс І семестр						
Unit 1. Introduction to Marketing Concept. Present Tense Forms	30	-	10	20		15
1. The Essence of Marketing. Present Simple (Indefinite).	6		2	4	В, РМГ	3
2. Professional roles in Marketing.. Question forms and short answers.	6		2	4	УД, Т	3
3. Marketing process overview. Adverbs of Frequency.	6		2	4	ТД, УО	3
4. Basic marketing notions. Needs, wants, and demands. Present Continuous (Progressive).	6		2	4	КТ, ПЗ	3
5. The concept of Value Exchange. State Verbs.	6		2	4	Д, Т	3
Unit 2. The Marketing Mix (The 4Ps). Present Tense Forms	30	-	10	20		15
6. Product: Features, benefits. Present Perfect.	6		2	4	В, РМГ	3
7. Price: Pricing strategies. Contrast with Past Simple.	6		2	4	УД, Т	3
8. Place: Channels of distribution. Have been (to) / Have gone (to).	6		2	4	ТД, УО	3
9. Promotion: The communication mix. Present Perfect Continuous (Progressive).	6		2	4	КТ, ПЗ	3
10. Case study: A classic 4Ps breakdown. Difference between Present Perfect and Present Perfect Continuous.	6		2	4	Д, Т	3
Unit 3. The Extended Marketing Mix (The 7Ps for Services). Past Tense Forms	30	-	10	20		15
11. People: Staff training and customer interaction. Past Simple (Indefinite).	6		2	4	В, РМГ	3

12.Process: Service delivery systems. Regular and irregular verbs.	6		2	4	УД, Т	3
13. Physical Evidence: Tangible cues in service environments. Wh-questions in the past.	6		2	4	ТД, УО	3
14. Managing “The Human Element” in marketing. Past Habitual: Used to.	6		2	4	КТ, ПЗ	3
15. Role of the government in different systems. Difference between used to and would..	6		2	4	Д, Т	3
Unit 4. SWOT and PESTLE Analysis. Past Tense Forms	30		10	20		15
16. Internal factors: Strengths and Weaknesses. Past Continuous (Progressive)	6		2	4	В, РМГ	3
17. External factors: Opportunities and Threats. Forming negative and question structures.	6		2	4	УД, Т	3
18. Components of SWOT Analysis. Interrupted Past Action.	6		2	4	ТД, УО	3
19. Components of PESTLE Analysis. Role of context and time markers.	6	-	2	4	КТ, ПЗ	3
20. Applying SWOT and PESTLE in Marketing Strategy. Rewriting stories with interrupted actions.	6		2	4	Д, Т	3
Unit 5. Market Segmentation. Past Tense Forms	20		10	10		15
21. Geographic and Demographic segmentation. Past Perfect.	4		2	2	В, РМГ	3
22. Psychographic and Behavioral segmentation. Past Perfect vs. Past Simple.	4		2	2	УД, Т	3
23. Customer Profiling. Negative and question forms.	4		2	2	ТД, УО	3
24. Segmentation Criteria and Variables. Past Perfect Continuous.	4		2	2	КТ, ПЗ	3
25. Segmentation Strategies. Past Perfect vs. Past Perfect Continuous.	4		2	2	Д, Т	3
Unit 6. Targeting and Positioning (STP Model). Sequence of Tenses	20		10	10		15

26. Selecting target segments. Sequence of Tenses.	4		2	2	В, РМГ	3
27. Developing a Positioning Statement. Previous and Subsequent Events.	4		2	2	УД, Т	3
28. Perceptual mapping techniques. Using Past Simple, Past Perfect, and Present Perfect to sequence events.	4		2	2	ТД, УО	3
29. Market placement. Identifying chronological order in narratives.	4		2	2	КТ, ПЗ	3
30. Writing a brand positioning summary. Combining narration and explanation in reports.	4		2	2	Д, Т	3
Individual Tasks	20			20	ІЗ	10
Разом за І семестр	180/6		60	120		100
<i>Підсумковий контроль – екзамен</i>						
І курс II семестр						
Unit 1. Brand Identity and Image. Future Forms.	29	-	16	13	-	48
1. Concept of Brand Identity vs Brand Image. Future Simple/ Be Going to.	4	-	2	2	УД, РМГ, ПЗ	6
2. Core Elements of Brand Identity. Future Simple/ Present Continuous. Future Continuous.	4	-	2	2	В, ТД, УО, П	6
3. Brand Values and Mission Statements. Future Perfect.	4	-	2	2	К, П, ПЗ	6
4. Brand Personality and Tone of Voice. Future Perfect Continuous.	4	-	2	2	КТ, В, ПР, РМГ	6
5. Visual Communication and Brand Recognition. Future-in- the Past tense forms.	4		2	2	УД, РМГ, ПЗ	6
6. Building a Consistent Brand Image Across Channels. Other ways of expressing the future.	3		2	1	Д, ПЗ, УО	6
7. Rebranding and Brand Evolution. Future time words + Present Simple.	3		2	1	ТД, В, УД, ПЗ	6
8. Analyzing Brand Image Through Case Studies. Questions, negatives and answers.	3		2	1	УО, ПР, РМГ	6

Unit 2. Product Life Cycle (PLC). Modals.	21	-	14	7	-	42
9. Stages: Introduction, Growth, Maturity, Decline. Ability (can - could - be able to).	3		2	1	УД, РМГ, ПЗ	6
10. Marketing Strategies at Each PLC Stage. Obligation/ Duty. Necessity (must - have to - should/ ought to - need).	3		2	1	В, ТД, УО, П	6
11. Product extension strategies. Absence of necessity (needn't/ don't have to / don't need to – didn't need to – needn't have done).	3		2	1	К, П, ПЗ	6
12. Analyzing Product Life Cycle Graphs. Prohibition (mustn't – can't).	3		2	1	КТ, В, ПР, РМГ	6
13. Extending the Product Life Cycle. Probability (should/ ought).	3		2	1	УД, РМГ, ПЗ	6
14. Case Studies of Real Products. Permission (can/ could/ may /might).	3		2	1	ТД, В, УД, ПЗ	6
15. Predicting and Managing Product Decline. Advice (should/ ought to/ must).	3		2	1	УО, ПР, РМГ	6
Individual Tasks	10			10	ІЗ	10
Разом за II семестр	60/2		30	30		100
<i>Підсумковий контроль – залік</i>						
II курс III семестр						
Unit 1. Advertising in Marketing. The Passive Voice.	29	-	16	13	-	48
1. Role and functions of advertising in marketing. Transformation from Active to Passive.	4	-	2	2	УД, РМГ, ПЗ	6
2. Types of advertising: above-the-line, below-the-line. Personal/ impersonal constructions.	4	-	2	2	В, ТД, УО, П	6
3. Advertising media: print, broadcast, outdoor, digital. Present Continuous (Progressive). Special passive constructions.	4	-	2	2	К, П, ПЗ	6

4. Creative strategy and advertising appeals. Passive Voice in different tenses.	4	-	2	2	КТ, В, ІР, РМГ	6
5. Advertising agencies and the campaign process. Passive Voice vs. Active Voice.	4		2	2	УД, РМГ, ІЗ	6
6. Advertising regulation and ethical standards. Passive with Modals.	3		2	1	Д, ІЗ, УО	6
7. Measuring advertising effectiveness. Passive in questions.	3		2	1	ТД, В, УД, ІЗ	6
8. Global advertising campaigns and localization. Impersonal passive structures.	3		2	1	УО, ІР, РМГ	6
Unit 2. Public Relations and Publicity. Reported Speech.	21	-	14	7	-	42
9. PR functions and tools in marketing. Definitions and key concepts. Types of reported speech: statements, questions, and commands.	3		2	1	УД, РМГ, ІЗ	6
10. Press releases and media relations. Tenses in reported speech.	3		2	1	В, ТД, УО, І	6
11. Crisis communication and reputation management. Reporting verbs.	3		2	1	К, І, ІЗ	6
12. Sponsorship and event marketing. Reported questions.	3		2	1	КТ, В, ІР, РМГ	6
13. Corporate communication and stakeholder relations. Reported speech vs. Direct speech.	3		2	1	УД, РМГ, ІЗ	6
14. Influencer relations and brand ambassadors. Time and place changes in Reported Speech.	3		2	1	ТД, В, УД, ІЗ	6
15. Measuring PR impact and media coverage. Introductory verbs in Reported Speech.	3		2	1	УО, ІР, РМГ	6
Individual Tasks	10			10	ІЗ	10
Разом за III семестр	60/2		30	30		100
<i>Підсумковий контроль – залік</i>						
II курс IV семестр						
Unit 1. Sales Promotion and Direct Marketing. Conditionals	29	-	16	13	-	48
1. Sales promotion tools: discounts, coupons, contests. Zero Conditional.	4	-	2	2	УД, РМГ, ІЗ	6

2. Trade promotions vs. consumer promotions. First Conditional.	4	-	2	2	В, ТД, УО, П	6
3. Direct marketing channels: mail, telemarketing, catalogues. Second Conditional.	4	-	2	2	К, П, ПЗ	6
4. Personal selling and the sales process. Third Conditional.	4	-	2	2	КТ, В, ПР, РМГ	6
5. Designing an effective sales promotion campaign. Mixed Conditionals.	4		2	2	УД, РМГ, ПЗ	6
6. Loyalty programs and customer retention. Inverted Conditionals (Formal Style).	3		2	1	Д, ПЗ, УО	6
7. Legal and ethical issues in promotion. Common Mistakes with Conditionals.	3		2	1	ТД, В, УД, ПЗ	6
8. Evaluating promotion campaign results. Unless, As long as, Provided that (Alternative Conditional Forms).	3		2	1	УО, ПР, РМГ	6
Unit 2. Digital and Content Marketing Communications. Wishes and regrets.	21	-	14	7	-	42
9. Content marketing strategy and storytelling. Wishes about the present.	3		2	1	УД, РМГ, ПЗ	6
10. Email marketing and marketing automation. Wishes about the past (regrets).	3		2	1	В, ТД, УО, П	6
11. Search engine marketing (SEO/SEM). Wishes about the future.	3		2	1	К, П, ПЗ	6
12. Social media advertising platforms. Wishes with "could".	3		2	1	КТ, В, ПР, РМГ	6
13. Mobile marketing and messaging apps. Using "if only" for emphasis.	3		2	1	УД, РМГ, ПЗ	6
14. Marketing analytics and campaign performance tracking. Wishes about other people's actions.	3		2	1	ТД, В, УД, ПЗ	6
15. Integrated marketing communications (IMC). Common mistakes in wishes and regrets.	3		2	1	УО, ПР, РМГ	6
Individual Tasks	10			10	ІЗ	10
Разом за IV семестр	60/2		30	30		100
Підсумковий контроль – залік						

III курс V семестр						
Unit 1. Marketing Strategy and Planning. Nouns. Pronouns.	29		16	13		48
1. The marketing planning process. Countable and uncountable nouns.	4		2	2	УД, РМГ, ПЗ	6
2. Mission, vision, and marketing objectives. Singular and plural nouns.	4		2	2	В, ТД, УО, П	6
3. Competitive strategy and positioning. Abstract and concrete nouns.	4		2	2	К, П, ПЗ	6
4. Growth strategies: market penetration, development, diversification. Compound nouns.	4		2	2	КТ, В, ПР, РМГ	6
5. Resource allocation and the marketing budget. Personal pronouns.	4		2	2	УД, РМГ, ПЗ	6
6. Implementing and controlling the marketing plan. Reflexive pronouns.	3		2	1	Д, ПЗ, УО	6
7. Marketing metrics and key performance indicators (KPIs). Indefinite pronouns.	3		2	1	ТД, В, УД, ПЗ	6
8. Risk management in marketing strategy. Negative pronouns.	3		2	1	УО, ПР, РМГ	6
Unit 2. Market Research and Consumer Behaviour. Determiners and quantifiers.	21	-	14	7	-	42
9. The market research process. Specific determiners.	3		2	1	УД, РМГ, ПЗ	6
10. Qualitative vs. quantitative research methods. General determiners.	3		2	1	В, ТД, УО, П	6
11. Surveys, focus groups, and observation. The indefinite article: 'a' and 'an'.	3		2	1	К, П, ПЗ	6
12. Consumer decision-making process. The definite article: 'the'.	3		2	1	КТ, В, ПР, РМГ	6
13. Factors influencing consumer behaviour. Interrogative determiners: 'which' and 'what'.	3		2	1	УД, РМГ, ПЗ	6
14. Data analysis and market insights. Quantifiers.	3		2	1	ТД, В, УД, ПЗ	6

15. Ethical considerations in market research. Numbers.	3		2	1	УО, ПР, РМГ	6
Individual Tasks	10			10	ІЗ	10
Разом за V семестр	60/2		30	30		100
Підсумковий контроль – залік						
III курс VI семестр						
Unit 1. E-commerce and Retail Marketing. Adjectives.	24		12	12		42
1. Trends in e-commerce and online retail. Gradable and non-gradable adjectives.	4		2	2	УД, РМГ, ПЗ, Т	7
2. Omnichannel and multichannel retailing. Degrees of comparison of adjectives.	4		2	2	ПР, ТД, УО, П	7
3. Online customer experience and UX. Comparative and superlative forms of adjectives.	4		2	2	В, К, П, ПЗ	7
4. The role of marketplaces and platforms in retail. Comparative structures: as...as, not so..as.	4		2	2	КТ, В, ПР, РМГ, Д	7
5. Retail store design and merchandising. Comparative structures: the more...the less, the same as.	4		2	2	УД, РМГ, ПЗ, Т	7
6. Logistics and fulfilment in e-commerce. Comparative structures: the+ comparative, so and such, enough and too with adjectives.	4		2	2	В, Д, ПЗ, УО	7
Unit 2. Sustainable and Ethical Business Practices. Adverbs.	24		12	12	-	42
7. Sustainability in marketing and business operations. Adverbs of frequency and time.	4		2	2	УД, РМГ, ПЗ, Т	7
8. Corporate Social Responsibility (CSR) strategies. Adverbs of place and manner.	4		2	2	ПР, ТД, УО, П	7
9. Green marketing and eco-labelling. Adverbs of probability, degree, and completeness.	4		2	2	В, К, П, ПЗ	7
10. Ethical decision-making in business management. Connecting adverbs (so, too, either, neither; first, next, then, etc; actually, fortunately, etc; only, even).	4		2	2	КТ, В, ПР, Д	7

11. Stakeholder engagement and corporate governance. Comparison of adverbs.	4		2	2	УД, РМГ, ПЗ, Т	7
12. Reporting and communicating sustainability performance. Adverbs of degree: quite – rather.	4		2	2	В, Д, ПЗ, УО	7
Individual Tasks	12			12	ІЗ	16
Разом за VI семестр	60/2		24	36		100
<i>Підсумковий контроль – залік</i>						
IV курс VII семестр						
Unit 1. Global Marketing Strategy. Prepositions. Relative Clauses.	29		16	13		48
1. The scope and importance of global marketing. Prepositions of position and movement.	4		2	2	УД, РМГ, ПЗ	6
2. Standardization vs. adaptation strategies. Prepositions of time.	4		2	2	В, ТД, УО, П	6
3. Market entry strategies: exporting, licensing, joint ventures. Talking about exceptions.	4		2	2	К, П, ПЗ	6
4. Foreign direct investment as a market entry mode. Prepositions after verbs.	4		2	2	КТ, В, ПР, РМГ	6
5. Global market segmentation and targeting. Prepositions after nouns.	4		2	2	УД, РМГ, ПЗ	6
6. International product and branding decisions. Defining and Non-Defining Relative Clause.	3		2	1	Д, ПЗ, УО	6
7. International pricing strategies. Relative clauses with who/that/which.	3		2	1	ТД, В, УД, ПЗ	6
8. International distribution channels and logistics. Relative clauses with whose/whom/where.	3		2	1	УО, ПР, РМГ	6
Unit 2. Cross-Cultural Marketing and Market Entry. Phrasal verbs.	21	-	14	7	-	42
9. Cultural dimensions and their impact on marketing. Transitive Phrasal Verbs.	3		2	1	УД, РМГ, ПЗ	6
10. Cross-cultural communication in international business. Intransitive Phrasal Verbs.	3		2	1	В, ТД, УО, П	6

11. Adapting marketing communications across cultures. Separable Phrasal Verbs.	3		2	1	К, П, ПЗ	6
12. Managing international marketing teams. Inseparable Phrasal Verbs.	3		2	1	КТ, В, ПР, РМГ	6
13. Legal and regulatory environment of global marketing. Phrasal Verbs with multiple meanings.	3		2	1	УД, РМГ, ПЗ	6
14. Global brand management challenges. Thematic groups of Phrasal Verbs.	3		2	1	ТД, В, УД, ПЗ	6
15. Trends shaping the future of international marketing. Phrasal Verbs in idiomatic expressions.	3		2	1	УО, ПР, РМГ	6
Individual Tasks	10			10	ІЗ	10
Разом за VII семестр	60/2		30	30		100
<i>Підсумковий контроль – залік</i>						
IV курс VIII семестр						
Unit 1. Job Hunting in the Field of Marketing. The Infinitive.	50		20	30	-	30
1. Career paths in marketing. Forms and functions of the Infinitive.	10		4	6	В, ТД, УО, П	6
2. Building an internationally-oriented resume and cover letter. To-infinitive vs. bare infinitive.	10		4	6	К, П, ПЗ	6
3. Networking and professional platforms. The Objective infinitive complex.	10		4	6	КТ, В, ПР, РМГ	6
4. Interview preparation. The Subjective infinitive complex.	10		4	6	УД, РМГ, ПЗ	6
5. Business communication and intercultural fluency. Split infinitives.	10		4	6	Д, ПЗ, УО	6
Unit 2. Communicating in the Digitalised World of Marketing. The Participle.	50		20	30	-	30
6. Digital communication tools in global business. Functions of the Participle as adjectives, in participial phrases, reduced clauses.	10		4	6	К, П, ПЗ	6

7. E-etiquette and professional online communication. Active vs. passive meanings of the Participle.	10		4	6	КТ, В, ПР, РМГ	6
8. Cybersecurity and data protection in international communication. The Objective Participle complex.	10		4	6	УД, РМГ, ПЗ	6
9. Social media and Public relations in marketing. The Subjective Participle complex.	10		4	6	ТД, В, УД, ПЗ	6
10. AI and automation in marketing. Using Participles to shorten or combine clauses.	10		4	6	УО, ПР, РМГ	6
Unit 3. Professional Ethics in Marketing. The Gerund.	50		20	30	УД, РМГ, ПЗ	30
11. Ethical standards in marketing. Gerunds after prepositions.	10		4	6	В, ТД, УО, П	6
12. Corporate Social Responsibility (CSR). Verbs commonly followed by Gerunds.	10		4	6	К, П, ПЗ	6
13. Ethics in negotiations. Gerunds as subjects and complements.	10		4	6	КТ, В, ПР, РМГ	6
14. Human rights and labor standards in supply chains. Complexes with the Gerund.	10		4	6	УД, РМГ, ПЗ	6
15. Ethical challenges in marketing and cross-cultural collaboration. The Gerund vs. The Infinitive mix-ups.	10		4	6	УД, РМГ, ПЗ	6
Individual Tasks	30			30	ІЗ	10
Разом за VIII семестр	180/6		60	120		100
Підсумковий контроль – екзамен						

Перелік умовних позначень форм контролю та оцінка їх у балах:

В – відповідь на практичних заняттях – 1 бал

УД – участь у дискусії – 2 бали

КТ – комп'ютерне тестування – 1 бал

Т – тестування – 1 бал

К – кейс-стаді – 2 бали

РМГ – робота в малих групах – 2 бали

Д – доповідь – 2 бали

П – презентація – 2 бали

ПР – проєкт – 2 бали

УО – усне опитування – 2 бали

ПЗ – письмові завдання – 2 бали

ТД – термінологічний диктант – 1 бал

ІЗ – індивідуальні завдання:

I семестр – 10 балів

II семестр – 10 балів

III семестр – 10 балів

IV семестр – 10 балів

V семестр – 10 балів

VI семестр – 16 балів

VII семестр – 10 балів

VIII семестр – 10 балів

як сума балів за виконання таких видів завдань:

- участь у наукових заходах – 10 балів;
- складання ментальної карти до теми – 6 балів;
- есе – 2 бали;
- складання тематичного словника – 2 бали.

Загальна сума за поточну навчальну роботу (аудиторну та самостійну) за семестр – 100 балів.

III. МЕТОДИЧНІ РЕКОМЕНДАЦІЇ ДО ВИВЧЕННЯ КОНКРЕТНИХ ТЕМ

I КУРС I СЕМЕСТР

UNIT 1

INTRODUCTION TO MARKETING CONCEPT. PRESENT TENSE FORMS

Питання до самостійного вивчення

The Essence of Marketing. Professional roles in Marketing.. Marketing process overview. Basic marketing notions. Needs, wants, and demands. The concept of Value Exchange.

Present Simple (Indefinite). Question forms and short answers. Adverbs of Frequency.

Present Continuous (Progressive). State Verbs.

Рекомендовані джерела:

Literature: 1, 3, 6, 7, 8.

Recommended materials: 9, 17, 21, 23.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

Marketing is one of the most essential functions in any business organisation. It is the process of identifying customer needs and creating products or services that satisfy those needs. Modern marketing is not just about selling — it is about building relationships and delivering value to customers. Companies that understand their customers well can develop effective strategies to attract and retain them. The marketing process begins with market research. Companies collect data about consumer behaviour, preferences, and buying patterns. Based on this information, they segment the market and identify their target audience. The next step is to develop a marketing mix — a combination of product, price, place, and promotion — that meets the needs of the target segment. Marketing professionals perform a wide range of roles within a company. They may work in market research, brand management, digital marketing, advertising, or sales. Each role requires both analytical skills and creativity. Marketers must be able to interpret data, understand customer psychology, and communicate effectively with different audiences. At the heart of marketing lies the concept of value exchange. A customer purchases a product or service because they believe it provides more value than its cost. The company, in turn, receives revenue and the opportunity to build a long-term relationship with the customer. This mutual benefit is what drives successful marketing. Understanding basic marketing concepts such as needs, wants, and demands is fundamental for any marketing professional. A

need is a basic requirement, such as food or shelter. A want is a specific desire shaped by culture or personality. A demand is a want backed by purchasing power. Effective marketing recognises this distinction and creates offers that convert wants into actual purchases.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. Marketing is primarily focused on selling products. [T / F]
2. Market research helps companies understand consumer preferences. [T / F]
3. Marketers work only in advertising departments. [T / F]
4. Value exchange means the customer benefits while the company does not. [T / F]
5. A need is a specific desire shaped by cultural factors. [T / F]
6. A demand is a want that is supported by the ability to pay. [T / F]
7. The marketing process ends with market research. [T / F]
8. Brand management is one of the professional roles in marketing. [T / F]
9. Target audience identification follows market segmentation. [T / F]
10. Effective marketing ignores the distinction between needs and wants. [T / F]

Task 2. Match the terms (1–7) with their definitions (a–g):

Term	Definition
Marketing	A business process of identifying customer needs and creating products or services to satisfy those needs profitably.
Need	A state of felt deprivation, such as the requirement for food, safety, or shelter, that exists independently of marketing.
Want	A specific form of need shaped by individual personality, culture, and experience — what a person desires to satisfy a need.
Demand	A want for a specific product or service that is backed by the willingness and ability to pay for it.
Value Exchange	The process by which customers give money in return for goods or services they perceive as more valuable than the price paid.
Target Audience	A specific group of consumers identified as the most likely buyers of a product or service, defined by demographics or behaviour.

Market Research	The systematic process of gathering, analysing, and interpreting information about a market, customers, and competitors.
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Task 3. Insert the suggested words into the sentences:

Word bank: *satisfies* | *target* | *research* | *demand* | *exchange* | *value* | *segment* | *consumer*

1. Marketing _____ the needs of customers by offering suitable products and services.
2. Before launching a product, companies conduct market _____ to understand buyer preferences.
3. A _____ is a want supported by the purchasing power of a potential customer.
4. Each product is designed to appeal to a specific _____ audience.
5. In the concept of value _____, customers give money and receive benefits in return.
6. Companies must create genuine _____ for customers if they want to build loyalty.
7. Marketers identify a market _____ and tailor their offers to meet its specific needs.
8. Understanding _____ behaviour is essential for developing a successful marketing strategy.

Task 4. Grammar Test: Present Simple & Present Continuous

Choose the correct verb form (Present Simple or Present Continuous) to complete the sentences.

1. The marketing team currently _____ (develop / is developing) a new campaign for social media.
2. Our company _____ (sells / is selling) its products in over 20 countries every year.
3. Look! The manager _____ (presents / is presenting) the quarterly results right now.
4. Marketing professionals usually _____ (analyse / are analysing) consumer data on a weekly basis.
5. I _____ (don't understand / am not understanding) the concept of value exchange — can you explain it?
6. This month, the sales team _____ (focuses / is focusing) on increasing brand awareness online.
7. She _____ (knows / is knowing) a lot about customer segmentation strategies.
8. How often _____ your company _____ (does ... conduct / is ... conducting) market research?

9. We _____ (always check / are always checking) customer feedback before launching a product.
10. Right now, they _____ (discuss / are discussing) a new pricing strategy with the board.

Note: Use Present Simple for habits, facts, and routines. Use Present Continuous for actions happening at the moment of speaking or around the present time. Remember that state verbs (know, understand, believe, want, prefer) are NOT used in the continuous form.

Task 5. Writing Task (Essay)

Write an essay (150–200 words) on the topic: "Why is marketing important for a modern company?"

Include: a definition of marketing, its main goals, and its role in creating customer value.

Structure your essay: Introduction → Main Body (2–3 points) → Conclusion.

Перелік питань для самоконтролю

1. What is the definition of marketing and how has it evolved over time?
2. How do needs, wants, and demands differ from one another?
3. What is the concept of value exchange and why is it central to marketing?
4. What steps does the marketing process typically involve?
5. Name three professional roles found in a marketing department.
6. How does market research support the development of a marketing strategy?
7. What is a target audience and how is it identified?
8. Why is it important for a marketer to understand consumer behaviour?
9. How does the marketing mix relate to the concept of satisfying customer needs?
10. What skills are essential for a marketing professional today?

UNIT 2. THE MARKETING MIX (THE 4PS). PRESENT TENSE FORMS

Питання до самостійного вивчення

Product: Features, benefits. Price: Pricing strategies. Place: Channels of distribution.

Promotion: The communication mix. Case study: A classic 4Ps breakdown.

Present Perfect. Contrast with Past Simple. Have been (to) / Have gone (to).

Present Perfect Continuous (Progressive).

Difference between Present Perfect and Present Perfect Continuous.

Рекомендовані джерела:

Literature: 1, 3, 6, 7, 8.

Recommended materials: 9, 17, 21, 23.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

The marketing mix, commonly known as the 4Ps, is one of the most fundamental frameworks in marketing theory and practice. It describes four key elements that a company must manage to successfully bring a product or service to market. These elements are Product, Price, Place, and Promotion. Together, they form a comprehensive strategy for meeting customer needs and achieving business objectives. The Product element refers to what a company offers its customers. This includes not only the physical item but also its features, quality, design, branding, and after-sales service. A successful product must solve a customer problem or fulfil a need better than competitors. Companies regularly review and update their product ranges to remain competitive. Price is the amount customers pay for a product. Pricing strategies include cost-based pricing, value-based pricing, competitive pricing, and penetration pricing. The right price must reflect the product's value while remaining attractive to the target market. Pricing decisions have a direct impact on revenue and brand perception. Place refers to how and where a product reaches customers. Distribution channels may include physical stores, online platforms, wholesalers, and direct sales. Effective distribution ensures that the product is available in the right place at the right time. Companies increasingly use omnichannel strategies to reach customers through multiple touchpoints. Promotion covers all communication activities designed to inform, persuade, and remind customers about a product. The promotion mix includes advertising, public relations, personal selling, sales promotions, and digital marketing. A strong promotional campaign can significantly increase brand awareness and drive sales. Each element of the 4Ps must be aligned with the others to create a coherent and effective marketing strategy.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. The 4Ps framework includes Product, Price, Place, and People. [T / F]
2. A product's features and branding are part of the Product element. [T / F]
3. Penetration pricing sets a very high price to maximise profit margins. [T / F]
4. Place refers to the distribution channels used to deliver a product to customers. [T / F]
5. Omnichannel strategies involve reaching customers through multiple platforms simultaneously. [T / F]
6. Promotion only refers to advertising activities. [T / F]
7. Value-based pricing reflects what customers believe the product is worth. [T / F]
8. The 4Ps must all be aligned to create a coherent marketing strategy. [T / F]
9. Direct sales is one example of a distribution channel. [T / F]
10. Promotional activities can only be conducted online. [T / F]

Task 2. Match the terms (1–7) with their definitions (a–g):

Term	Definition
Marketing Mix	A set of controllable tools – Product, Price, Place, and Promotion – that a company uses to respond to the wants of its target market.
Pricing Strategy	A method used by a company to set the selling price of its products or services, based on costs, competition, or perceived value.
Distribution Channel	The path through which goods or services travel from the producer to the final consumer, which may include retailers, wholesalers, or online platforms.
Promotion Mix	The combination of advertising, public relations, personal selling, and sales promotions used to communicate with target customers.
Product Features	The characteristics of a product – such as design, quality, and functionality – that distinguish it from competitor offerings.
Brand Perception	The way consumers view and feel about a brand, influenced by product quality, marketing communications, and customer experience.
Penetration Pricing	A pricing strategy that sets a low initial price to attract customers quickly and gain market share, with the intention of raising the price later.

Task 3. Insert the suggested words into the sentences:

Word bank: *competitive* | *distribution* | *features* | *promotion* | *revenue* | *launch* | *channels* | *strategy*

1. Before a company can _____ a new product, it must develop a clear marketing plan.
2. The product's key _____ include its advanced design, durability, and ease of use.
3. An effective _____ campaign increases brand visibility and drives sales.
4. Our pricing _____ is based on the perceived value of the product in the market.
5. Online stores and physical retailers are two different _____ channels.
6. Lowering prices in a price war may generate more sales but can reduce _____.
7. The company uses several _____ channels, including wholesalers and direct online sales.
8. To remain _____, brands must continuously update their products and services.

Task 4. Grammar Test: Present Perfect & Contrast with Past Simple

Put the verbs in brackets into the correct tense: Present Perfect or Past Simple.

1. The company _____ (launch) its new product range last quarter.
2. We _____ (never / use) penetration pricing for this particular market segment.
3. Sales _____ (increase) significantly since they _____ (introduce) the loyalty programme.
4. The marketing director _____ (present) the 4Ps analysis at yesterday's board meeting.
5. This brand _____ (become) one of the most recognised names in the industry.
6. When _____ the company _____ (change) its distribution strategy?
7. I _____ (already / read) the case study on the classic 4Ps breakdown.
8. They _____ (not / revise) their pricing strategy since the merger two years ago.
9. The research team _____ (just / complete) a detailed analysis of the promotion mix.
10. She _____ (work) in brand management for five years before she _____ (join) this firm.

Note: Use *Present Perfect* for actions that have a connection to the present, recent events, or experiences without a specific time reference. Use *Past Simple* for completed actions at a specific point in the past.

Task 5. Writing Task (Business Letter)

Write a business letter (150–200 words) to a potential supplier. Use appropriate business letter format.

Your company is planning to launch a new product and you are enquiring about pricing and delivery conditions.

Include: reason for writing, product details, specific questions about price and delivery, a polite closing.

Перелік питань для самоконтролю

1. What are the four elements of the marketing mix (4Ps)?
2. How does a company decide on the most appropriate pricing strategy?
3. What is the difference between cost-based and value-based pricing?
4. Why is distribution channel management important for a company's success?
5. What does the promotion mix include and how does each element work?
6. How do product features influence a customer's purchase decision?
7. What is an omnichannel strategy and why is it increasingly popular?
8. How does brand perception relate to pricing decisions?
9. What is penetration pricing and in what situations is it used?
10. How should the four elements of the marketing mix be coordinated?

UNIT 3. THE EXTENDED MARKETING MIX (THE 7PS FOR SERVICES). PAST TENSE FORMS

Питання до самостійного вивчення

People: Staff training and customer interaction. Process: Service delivery systems. Physical Evidence: Tangible cues in service environments. Managing “The Human Element” in marketing. Role of the government in different systems. Past Simple (Indefinite). Regular and irregular verbs. Wh- questions in the past. Past Habitual: Used to. Difference between used to and would.

Рекомендовані джерела:

Literature: 1, 3, 6, 7, 8.

Recommended materials: 9, 17, 21, 23.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

The extended marketing mix, also known as the 7Ps, builds upon the original 4Ps framework by adding three additional elements particularly relevant to service industries: People, Process, and Physical Evidence. Services differ from physical goods in that they are intangible, perishable, and often involve direct human interaction. As a result, managing the human element and the service environment becomes critical to delivering customer satisfaction. People refers to all individuals involved in the production and delivery of a service – from front-line staff who interact directly with customers to back-office employees who support operations. Staff training, attitude, and professionalism directly influence how customers perceive service quality. Companies that invest in employee development tend to deliver more consistent and satisfying customer experiences. Process describes the systems and procedures used to deliver a service. A well-designed process ensures that customers receive the service efficiently and without unnecessary delays. For example, an online retailer that processes orders quickly, sends timely notifications, and handles returns smoothly provides a superior customer experience compared to a disorganised competitor. Physical Evidence refers to the tangible cues that help customers evaluate an intangible service. These may include the design and cleanliness of a physical space, branding materials, uniforms, websites, and packaging. In service marketing, physical evidence plays an important role in shaping customer expectations and building trust. The role of government can also influence how companies manage their service delivery. Regulations relating to employment standards, consumer protection, and industry licensing affect how businesses recruit staff, design processes, and present their service environment. Understanding these external constraints is essential for compliant and sustainable business practice.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. The 7Ps framework was developed specifically for manufacturing companies. [T / F]
2. People in the 7Ps refers only to the customers of a company. [T / F]
3. Staff training has a direct impact on the quality of customer service. [T / F]
4. Process in the 7Ps refers to the procedures used to deliver a service. [T / F]
5. Physical evidence only includes the uniforms worn by service staff. [T / F]
6. A well-designed service process reduces unnecessary customer waiting time. [T / F]
7. The government has no influence on how companies deliver services. [T / F]
8. Packaging and website design are examples of physical evidence. [T / F]
9. Services are tangible and easy to evaluate before purchase. [T / F]
10. Consumer protection laws are one example of government influence on business. [T / F]

Task 2. Match the terms (1–7) with their definitions (a–g):

Term	Definition
7Ps	An extended marketing mix framework that adds People, Process, and Physical Evidence to the original 4Ps, designed primarily for service-oriented businesses.
People	All individuals – employees, managers, and customer-facing staff – who influence the delivery and quality of a service experience.
Process	The procedures, mechanisms, and flow of activities used by a service organisation to deliver its product to the customer.
Physical Evidence	The tangible elements of a service environment, such as décor, signage, packaging, and uniforms, that help customers form judgements about service quality.
Service Quality	The degree to which a delivered service meets or exceeds customer expectations in terms of reliability, responsiveness, and empathy.
Staff Training	Structured activities that develop employees' knowledge, skills, and attitudes to improve their performance and customer interaction.

Consumer Protection	Laws and regulations designed to safeguard buyers from unfair business practices and ensure product/service safety and quality standards.
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Task 3. Insert the suggested words into the sentences:

Word bank: *tangible* | *interact* | *deliver* | *process* | *evidence* | *training* | *regulations* | *consistent*

1. Customer-facing staff must _____ with clients in a professional and friendly manner.
2. Physical _____ helps customers judge the quality of a service before they experience it.
3. A smooth and efficient _____ ensures that customers receive their service without unnecessary delays.
4. Government _____ set minimum standards for how businesses must treat their employees.
5. Branding materials and interior design are _____ cues that influence buyer perception.
6. Regular staff _____ leads to more confident employees and higher service quality.
7. Companies that _____ services consistently build stronger customer loyalty over time.
8. A well-designed service process produces _____ results that meet customer expectations each time.

Task 4. Grammar Test: Past Simple & Used to

Complete the sentences using the correct Past Simple form of the verb in brackets, or 'used to / didn't use to' where indicated.

1. The company _____ (introduce) the 7Ps model after recognising that the 4Ps was insufficient for services.
2. Customers _____ (not / expect) online shopping before e-commerce _____ (become) widespread.
3. When _____ the marketing director _____ (decide) to restructure the service delivery process?
4. Staff at this hotel _____ (used to) wear formal uniforms, but the policy _____ (change) last year.
5. The retailer _____ (invest) heavily in staff training after customer satisfaction scores _____ (fall).
6. Before the new regulations, companies _____ (not / used to) disclose pricing information clearly.
7. The service team _____ (handle) over 500 customer complaints last month alone.

8. She _____ (use) to work in advertising before she _____ (move) into brand management.
9. Why _____ the company _____ (decide) to outsource its customer service operations?
10. They _____ (used to) rely on telephone sales, but they _____ (switch) to digital channels in 2019.

Note: Use Past Simple for completed actions at a specific time. Use 'used to + infinitive' for past habits or states that no longer exist. 'Would + infinitive' can replace 'used to' for past habits but NOT for past states (used to be/have/know).

Task 5. Writing Task (Essay)

Write an essay (150–200 words) on the topic: "Why is the human element the most important of the 7Ps in service marketing?"

Include examples from service industries (e.g. hospitality, banking, retail).

Structure: Introduction → 2–3 arguments → Conclusion.

Перелік питань для самоконтролю

1. How does the 7Ps framework differ from the 4Ps?
2. Why were People, Process, and Physical Evidence added to the marketing mix?
3. How does staff training influence customer satisfaction in service industries?
4. What are the key components of a well-designed service delivery process?
5. Give three examples of physical evidence in a service environment.
6. Why is the human element considered critical in service marketing?
7. How does government regulation affect the People element of the 7Ps?
8. What is the difference between tangible goods and intangible services?
9. How can a company use physical evidence to build customer trust?
10. Describe how poor process design can negatively affect customer experience.

UNIT 4. SWOT AND PESTLE ANALYSIS. PAST TENSE FORMS

Питання до самостійного вивчення

Internal factors: Strengths and Weaknesses. External factors: Opportunities and Threats.

Components of SWOT Analysis . Components of PESTLE Analysis. Applying SWOT and PESTLE in Marketing Strategy. Applying SWOT and PESTLE in Marketing Strategy.

Past Continuous (Progressive). Forming negative and question structures. Interrupted Past Action. Role of context and time markers. Rewriting stories with interrupted actions.

Рекомендовані джерела:

Literature: 1, 3, 6, 7, 8.

Recommended materials: 9, 17, 21, 23.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

Strategic analysis is a critical step in developing an effective marketing plan. Two of the most widely used analytical tools in marketing are SWOT analysis and PESTLE analysis. While both help marketers understand the environment in which they operate, they focus on different dimensions and serve complementary purposes. SWOT analysis examines four factors: Strengths, Weaknesses, Opportunities, and Threats. Strengths and Weaknesses are internal factors — they relate to the organisation itself, such as its resources, capabilities, brand reputation, or operational efficiency. Opportunities and Threats are external factors — they arise from the marketplace, competitive landscape, or broader environment. A thorough SWOT analysis enables a company to leverage its strengths, address its weaknesses, capitalise on opportunities, and defend against threats. PESTLE analysis, on the other hand, focuses entirely on the external macro-environment. It examines six categories of factors: Political, Economic, Social, Technological, Legal, and Environmental. Each category can present either an opportunity or a threat, depending on the specific industry and market context. For example, new data protection legislation may threaten a company's current data practices but also create an opportunity to build consumer trust by adopting transparent policies. When applied together, SWOT and PESTLE provide a comprehensive picture of an organisation's strategic position. PESTLE findings typically feed into the Opportunities and Threats sections of SWOT. Companies that regularly perform these analyses are better equipped to develop proactive, evidence-based marketing strategies. Understanding the interplay between internal capabilities and external forces is fundamental to strategic marketing planning.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. SWOT analysis focuses exclusively on external market factors. [T / F]
2. Brand reputation is an example of an internal strength. [T / F]
3. PESTLE analysis examines factors that are entirely within a company's control. [T / F]
4. Weaknesses are internal factors that may limit a company's performance. [T / F]
5. Legal changes can represent both a threat and an opportunity for a business. [T / F]
6. PESTLE analysis stands for Political, Economic, Social, Technological, Legal, and Environmental. [T / F]
7. SWOT and PESTLE analyses are always performed independently and never combined. [T / F]
8. Opportunities in SWOT typically arise from the external business environment. [T / F]

9. PESTLE findings can help complete the Opportunities and Threats sections of SWOT. [T / F]
10. Companies that perform regular strategic analysis make better marketing decisions. [T / F]

Task 2. Match the terms (1–7) with their definitions (a–g):

Term	Definition
SWOT Analysis	A strategic planning tool that evaluates a company's internal Strengths and Weaknesses alongside external Opportunities and Threats.
PESTLE Analysis	A macro-environmental analysis tool that examines Political, Economic, Social, Technological, Legal, and Environmental factors affecting a business.
Strength	An internal positive attribute of an organisation that gives it an advantage over competitors in the marketplace.
Weakness	An internal limitation or disadvantage within an organisation that may hinder its ability to achieve strategic objectives.
Opportunity	An external condition in the market or environment that a company can exploit to its advantage to grow or improve performance.
Threat	An external factor – such as increased competition, regulatory change, or economic downturn – that could negatively impact a company's performance.
Macro-environment	The broad external environment consisting of forces – including political, economic, social, and technological – that affect all organisations in a market.

Task 3. Insert the suggested words into the sentences:

Word bank: *external* | *internal* | *strategic* | *analyse* | *competitive*
 | *threats* | *leverage* | *opportunity*

- Companies must regularly _____ their market position to stay ahead of competitors.
- Skilled employees and strong cash flow are _____ strengths of an organisation.

3. Economic downturns and new regulations are examples of _____ threats to a business.
4. A change in consumer lifestyle trends can be identified as a market _____ in SWOT.
5. To _____ its unique brand reputation, the company invested heavily in marketing communications.
6. The _____ landscape changed dramatically after two major competitors merged last year.
7. PESTLE analysis focuses on _____ macro-environmental factors beyond the company's control.
8. A sound _____ plan considers both current resources and future market developments.

Task 4. Grammar Test: Past Continuous & Interrupted Past Actions

Put the verbs in brackets into Past Simple or Past Continuous to express completed or interrupted past actions.

1. The marketing team _____ (conduct) a SWOT analysis when the CEO _____ (call) a board meeting.
2. While the analysts _____ (review) the PESTLE data, they _____ (discover) a major legal risk.
3. The company _____ (expand) into new markets when the economic crisis _____ (begin).
4. What _____ the management team _____ (discuss) when you _____ (join) the meeting?
5. Sales _____ (grow) steadily at 3 pm yesterday, but then a supplier crisis _____ (interrupt) progress.
6. They _____ (not / review) competitor data when the new opportunity _____ (emerge).
7. While she _____ (prepare) the SWOT report, her colleague _____ (analyse) consumer trends.
8. The director _____ (present) the threats section when the phone _____ (ring).
9. At the time of the merger, both companies _____ (experience) strong market growth.
10. We _____ (still / evaluate) the political risks when the new regulation _____ (come) into force.

Note: *Past Continuous describes a longer background action in progress at a specific time. Past Simple describes a shorter, completed action that interrupts the longer one. Use 'while' + Past Continuous and 'when' + Past Simple.*

Task 5. Writing Task (Business Letter)

Write a business letter (150–200 words) to a marketing consultancy firm.

Your company is planning a new product launch and wishes to commission a SWOT and PESTLE analysis.

Include: the purpose of your letter, details of your company and product, the scope of the analysis required, a polite request for a quotation and timeline.

Перелік питань для самоконтролю

1. What are the four components of SWOT analysis?
2. How does PESTLE analysis differ from SWOT analysis?
3. Give two examples of internal strengths a marketing company might have.
4. What are the six factors examined in PESTLE analysis?
5. How can a legal change represent both a threat and an opportunity?
6. How should the findings of PESTLE feed into a SWOT analysis?
7. Why is it important to conduct SWOT and PESTLE analyses regularly?
8. How can a company turn a weakness into a competitive advantage?
9. What role does the macro-environment play in shaping marketing strategy?
10. Describe how you would apply SWOT analysis to plan a product launch.

UNIT 5. MARKET SEGMENTATION. PAST TENSE FORMS

Питання до самостійного вивчення

Geographic and Demographic segmentation. Psychographic and Behavioral segmentation. Customer Profiling. Segmentation Criteria and Variables. Segmentation Strategies.

Past Perfect. Comparison: Past Perfect vs. Past Simple. Negative and question forms. Past Perfect Continuous. Past Perfect vs. Past Perfect Continuous.

Рекомендовані джерела:

Literature: 1, 3, 6, 7, 8.

Recommended materials: 9, 17, 21, 23.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

Market segmentation is the process of dividing a broad target market into smaller, more defined groups of consumers who share similar characteristics, needs, or behaviours. Rather than applying a single marketing strategy to everyone, companies tailor their products, messages, and channels to specific segments, resulting in more effective and efficient marketing efforts. There are four primary bases for segmenting a market. Geographic segmentation divides the market by location — country, region, city size, or climate. This is particularly useful for companies whose products or services have regional relevance. Demographic segmentation uses variables such as age, gender, income, occupation, education, and family size. It is the most widely used basis because demographic data is relatively easy to collect and analyse. Psychographic segmentation groups consumers according to their lifestyle, values, attitudes, and personality traits. This type of segmentation is especially valuable for luxury and lifestyle brands that appeal to particular ways of living or self-expression. Behavioural

segmentation classifies consumers based on their purchasing behaviour, brand loyalty, usage rate, and response to marketing stimuli. Customer profiling combines data from multiple segmentation bases to create a detailed portrait of an ideal customer, often called a "buyer persona". A well-constructed buyer persona guides product development, content creation, and media selection. Companies may maintain several distinct personas to represent different segments of their market. Effective segmentation requires that each segment be measurable, accessible, substantial, differentiable, and actionable. Segmentation strategies range from undifferentiated (mass) marketing, which ignores segment differences, to concentrated or niche marketing, which focuses resources on one segment, to differentiated marketing, which serves multiple segments with tailored offerings.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. Market segmentation means treating all consumers as one homogeneous group. [T / F]
2. Geographic segmentation divides the market by consumer income and education. [T / F]
3. Demographic segmentation is the most commonly used type of segmentation. [T / F]
4. Psychographic segmentation is based on purchasing frequency and brand loyalty. [T / F]
5. A buyer persona is a detailed profile of an ideal customer. [T / F]
6. Behavioural segmentation considers how consumers respond to marketing stimuli. [T / F]
7. Each market segment should be measurable and large enough to be profitable. [T / F]
8. An undifferentiated strategy targets a single niche segment of the market. [T / F]
9. Customer profiling combines data from multiple segmentation variables. [T / F]
10. Concentrated marketing focuses all resources on serving one specific segment. [T / F]

Task 2. Match the terms (1–7) with their definitions (a–g):

Term	Definition
Market Segmentation	The process of dividing a heterogeneous market into distinct groups of consumers with similar characteristics, needs, or behaviours.

Demographic Segmentation	Dividing the market based on measurable population variables such as age, gender, income, education level, and family size.
Psychographic Segmentation	Grouping consumers according to their lifestyle choices, values, attitudes, interests, and personality characteristics.
Behavioural Segmentation	Classifying buyers based on their product usage rate, brand loyalty, purchase occasion, and response to marketing offers.
Buyer Persona	A semi-fictional, detailed profile of an ideal customer, based on market research and real customer data, used to guide marketing decisions.
Niche Marketing	A concentrated marketing strategy that directs all efforts towards one well-defined, specific segment of the market.
Undifferentiated Marketing	A mass-market strategy that ignores segment differences and targets all consumers with one standardised marketing mix.

Task 3. Insert the suggested words into the sentences:

Word bank: *segment* | *profile* | *loyalty* | *variables* | *lifestyle* | *targeted* | *geographic* | *criteria*

1. The company uses _____ segmentation to focus marketing in urban areas with high purchasing power.
2. Consumers in the premium _____ tend to prioritise quality and experience over price.
3. A detailed customer _____ helps marketers design products and messages that resonate with their audience.
4. Brand _____ is an important behavioural variable in market segmentation analysis.
5. The marketing team defined clear segmentation _____ before launching the new campaign.
6. Demographic _____ such as age, income, and occupation are easy to measure and interpret.
7. A well-defined _____ strategy ensures resources are not wasted on irrelevant audiences.
8. Psychographic segmentation reveals the _____ values and attitudes that drive purchasing decisions.

Task 4. Grammar Test: Past Perfect & Past Perfect Continuous

Complete the sentences with Past Perfect (had + V3) or Past Perfect Continuous (had been + V-ing).

1. By the time the company launched the new campaign, the research team _____ (segment) the market into five distinct groups.
2. The marketing director noticed that sales _____ (decline) for three months before the new strategy was introduced.
3. Before we _____ (identify) the buyer persona, we couldn't develop an effective content strategy.
4. The agency _____ (work) on the psychographic profiles for weeks before the client approved the brief.
5. She realised that the company _____ (never / conduct) proper behavioural segmentation before.
6. By 2020, the firm _____ (develop) distinct campaigns for each of its four market segments.
7. When the new team joined, the previous managers _____ (already / analyse) the demographic data.
8. The brand _____ (struggle) to reach millennials because it _____ (not / consider) psychographic factors.
9. How long _____ the consultants _____ (research) the target segments before presenting the report?
10. They _____ (use) undifferentiated marketing for years before they _____ (decide) to switch to niche strategies.

Note: Past Perfect describes an action completed before another past action. Past Perfect Continuous emphasises the duration of an action that was ongoing up to a point in the past. Both tenses are often used with 'before', 'after', 'when', and 'by the time'.

Task 5. Writing Task (Essay)

Write an essay (150–200 words) on the topic: "Which segmentation basis is most effective for marketing a premium lifestyle brand?"

Justify your choice with examples and explain how the chosen segmentation approach would influence the marketing mix.

Перелік питань для самоконтролю

1. What is market segmentation and why is it important for marketers?
2. How does geographic segmentation differ from demographic segmentation?
3. What variables are typically used in psychographic segmentation?
4. What does behavioural segmentation examine?
5. What is a buyer persona and how is it used in marketing practice?

6. What criteria should an effective market segment meet?
7. Compare undifferentiated, concentrated, and differentiated marketing strategies.
8. Why might a company choose niche marketing over mass marketing?
9. How can a company combine multiple segmentation bases to improve accuracy?
10. What challenges do companies face when attempting to segment international markets?

UNIT 6. TARGETING AND POSITIONING (STP MODEL). SEQUENCE OF TENSES

Питання до самостійного вивчення

Selecting target segments. Developing a Positioning Statement. Perceptual mapping techniques. Market placement. Writing a brand positioning summary. Sequence of Tenses. Previous and Subsequent Events. Using Past Simple, Past Perfect, and Present Perfect to sequence events. Identifying chronological order in narratives. Combining narration and explanation in reports.

Рекомендовані джерела:

Literature: 1, 3, 6, 7, 8.

Recommended materials: 9, 17, 21, 23.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

The STP model — Segmentation, Targeting, and Positioning — is a central strategic framework in marketing that guides companies in selecting and reaching their most profitable customers. Having segmented the market and identified distinct consumer groups, a company must decide which segment or segments to target and how to position its brand within those segments. Targeting involves evaluating each segment's attractiveness based on size, growth potential, competitive intensity, and alignment with company capabilities. A company may choose to serve one segment intensively (concentrated targeting), address multiple segments with customised offerings (differentiated targeting), or appeal to the entire market with a single offer (undifferentiated targeting). The choice depends on available resources, competitive dynamics, and corporate strategy. Once a target has been selected, the company develops a positioning strategy. Positioning determines how a brand is perceived in the minds of consumers relative to competitors. A clear and compelling positioning statement defines the target customer, the competitive frame of reference, the key benefit offered, and the reason for believing that claim. Strong positioning differentiates a brand and creates a lasting competitive advantage. Perceptual mapping is a visual tool used to analyse and communicate positioning. It plots brands on a two-dimensional graph according to attributes that matter to customers, such as price versus

quality or innovation versus tradition. By identifying gaps in the perceptual map, companies can find positioning opportunities that competitors have not yet occupied. Writing a brand positioning summary is a key skill for marketing professionals. It communicates the brand's unique value proposition clearly and concisely and serves as a reference point for all subsequent marketing decisions, from product design to advertising tone and media selection.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. The STP model includes Segmentation, Targeting, and Promotion. [T / F]
2. Concentrated targeting involves serving multiple segments with different marketing mixes. [T / F]
3. Positioning determines how a brand is perceived in the minds of consumers. [T / F]
4. A positioning statement includes the target customer and the key benefit offered. [T / F]
5. Perceptual mapping is a numerical data analysis technique. [T / F]
6. Gaps in a perceptual map can reveal new positioning opportunities. [T / F]
7. Differentiated targeting serves multiple market segments with tailored offerings. [T / F]
8. Targeting evaluation considers factors such as segment size and growth potential. [T / F]
9. A brand positioning summary guides all subsequent marketing decisions. [T / F]
10. Undifferentiated targeting is appropriate only for niche luxury brands. [T / F]

Task 2. Match the terms (1–7) with their definitions (a–g):

Term	Definition
STP Model	A three-stage marketing framework consisting of Segmentation, Targeting, and Positioning, used to identify and reach the most profitable customer groups.
Targeting	The process of evaluating each market segment's attractiveness and selecting one or more segments to serve with a tailored marketing strategy.
Positioning	The strategic process of creating a distinct image or identity for a product or brand in the minds of the target consumers relative to competitors.

Positioning Statement	A concise internal document that defines the target audience, competitive context, key benefit, and reason to believe for a brand or product.
Perceptual Mapping	A visual marketing research technique that plots consumers' perceptions of brands on a two-dimensional graph based on selected product attributes.
Value Proposition	A clear statement that explains how a product or service solves a customer's problem, delivers specific benefits, and why it is better than the competition.
Competitive Advantage	A condition or circumstance that puts a company in a superior or favourable position relative to its competitors in the marketplace.

Task 3. Insert the suggested words into the sentences:

Word bank: *position* | *target* | *perceptual* | *segment* |
differentiate | *statement* | *advantage* | *consumer*

1. The company decided to _____ its premium brand around the values of quality and innovation.
2. A perceptual map helps marketers identify _____ gaps where no competitor is currently positioned.
3. To _____ effectively, the company must evaluate each segment's size and growth potential.
4. The brand clearly _____ itself from competitors by offering personalised customer service.
5. The positioning _____ defines the unique value the brand promises to deliver to its customers.
6. By targeting a specific _____ with tailored messaging, the campaign achieved higher conversion rates.
7. Understanding _____ perceptions is the foundation of any effective positioning strategy.
8. A strong competitive _____ allows a brand to command a premium price in the market.

Task 4. Grammar Test: Sequence of Tenses

Rewrite the sentences using the correct sequence of tenses according to the rules of reported speech or complex narrative structures.

1. Direct: 'We have identified three target segments.' → Report: The team said that they _____ three target segments.

2. Direct: 'The brand is positioned as a premium product.' → Report: Analysts reported that the brand _____ as a premium product.
3. Complete: 'By the time the campaign launched, the company _____ (finalise) its positioning strategy.'
4. Fill in: 'She told us that the company _____ (already / develop) a perceptual map before competitors entered the market.'
5. Fill in: 'The consultant explained that STP _____ (help) brands identify the most profitable opportunities.'
6. Rewrite: 'After they had chosen the target segment, they wrote the positioning statement.' (Begin: Once...)
7. Fill in: 'The CEO announced that the company _____ (launch) a new campaign the following month.'
8. Complete: 'Before the research was published, analysts _____ (debate) which segment to target for two months.'
9. Fill in: 'We were told that the perceptual map _____ (reveal) a clear gap in the premium segment.'
10. Complete: 'By the end of the quarter, the team _____ (position) three products in distinct market segments.'

Note: In reported speech, tenses shift back: Present Simple → Past Simple; Present Perfect → Past Perfect; will → would. Use Past Perfect for actions completed before another past action, and Past Perfect Continuous for ongoing actions up to a point in the past.

Task 5. Writing Task (Essay)

Write an essay (150–200 words) on the topic: "How does effective brand positioning create a lasting competitive advantage?"

Use examples from well-known brands (e.g. Apple, Nike, Dove).

Structure: Introduction → 2–3 main arguments → Conclusion.

Перелік питань для самоконтролю

1. What do the three stages of the STP model stand for?
2. What criteria are used to evaluate the attractiveness of a market segment?
3. What is the difference between concentrated, differentiated, and undifferentiated targeting?
4. What information does a positioning statement typically include?
5. How is perceptual mapping used in marketing strategy?
6. What is a value proposition and why is it important?
7. How does positioning create a competitive advantage for a brand?
8. Why is it important to align the positioning strategy with the overall marketing mix?
9. Give an example of how a company successfully repositioned its brand.
10. What risks can arise from unclear or inconsistent brand positioning?

I курс
II СЕМЕСТР

UNIT 1. BRAND IDENTITY AND IMAGE. FUTURE FORMS

Питання до самостійного вивчення

Concept of Brand Identity vs Brand Image. Core Elements of Brand Identity. Brand Values and Mission Statements. Brand Personality and Tone of Voice. Visual Communication and Brand Recognition. Building a Consistent Brand Image Across Channels. Building a Consistent Brand Image Across Channels. Analyzing Brand Image Through Case Studies. Future Simple/Be Going to. Future Simple/Present Continuous. Future Continuous. Future Perfect. Future Perfect Continuous. Future-in- the Past tense forms. Other ways of expressing the future. Future time words + Present Simple. Questions, negatives and answers.

Рекомендовані джерела:

Literature: 1, 3, 6, 7, 8.

Recommended materials: 9, 17, 21, 23.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

Brand identity and brand image are two closely related yet fundamentally different concepts in marketing. Brand identity refers to the deliberate signals that a company sends to the world — the visual elements, messaging, values, and personality that the brand consciously creates. Brand image, on the other hand, is the result of those signals — the perception that exists in the minds of consumers. The gap between intended identity and actual image is a key challenge for brand managers. The core elements of brand identity include the brand's name, logo, colour palette, typography, tone of voice, and visual style. Together, these elements form a brand's visual and verbal identity system. Leading companies like Apple, Nike, and Coca-Cola have highly consistent visual identities that consumers recognise instantly across any channel or market. This consistency builds familiarity, which in turn builds trust. Beyond visual elements, brand identity encompasses values, mission, and personality. A brand's mission statement articulates its purpose — why it exists and what it aims to achieve beyond profit. Brand values define what the company stands for and guides every decision from product development to customer service. Brand personality is the set of human characteristics associated with a brand, making it relatable and memorable to consumers. Building a consistent brand image across channels is increasingly complex in the digital age. A brand must present the same core identity through its website, social media, retail environment, advertising, and customer service. Any inconsistency can confuse customers and dilute brand equity. Regular brand audits — using case studies, customer surveys, and media analysis — help companies assess whether their intended identity aligns with the image consumers actually hold.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. Brand identity and brand image mean the same thing in marketing. [T / F]
2. Brand identity refers to signals deliberately created by a company. [T / F]
3. Brand image is the consumer's perception of a brand. [T / F]
4. Colour palette and typography are not considered part of brand identity. [T / F]
5. A mission statement explains why a brand exists beyond making profit. [T / F]
6. Brand personality makes a brand more relatable and memorable to consumers. [T / F]
7. Consistency of brand identity across channels is irrelevant in digital marketing. [T / F]
8. Brand values guide company decisions across all areas of the business. [T / F]
9. Regular brand audits help identify gaps between intended and perceived brand image. [T / F]
10. Inconsistent brand communication can reduce brand equity. [T / F]

Task 2. Match the terms (1–7) with their definitions (a–g):

Term	Definition
Brand Identity	The collection of visual, verbal, and experiential signals that a company deliberately creates to communicate its values and personality to the world.
Brand Image	The overall perception, impression, and set of associations that consumers hold about a brand, formed through exposure to its communications and products.
Mission Statement	A formal declaration of an organisation's core purpose and values, describing what it does, for whom, and why it exists beyond generating profit.
Brand Personality	A set of human characteristics attributed to a brand that makes it relatable, distinctive, and emotionally meaningful to target consumers.
Brand Equity	The commercial value that derives from consumer perception of the brand name, including customer loyalty, brand awareness, and perceived quality.
Tone of Voice	The consistent personality, style, and manner in which a brand communicates with its audience across all written and spoken content.

Visual Identity	The tangible, graphic components of a brand – including logo, colour palette, typography, and imagery – that create a consistent visual language.
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Task 3. Insert the suggested words into the sentences:

Word bank: *consistent* | *perception* | *mission* | *personality* | *identity* | *equity* | *recognise* | *values*

1. Consumers can immediately _____ the Apple brand by its minimalist logo and clean design language.
2. A brand's _____ statement communicates its reason for existence and long-term aspirations.
3. Nike's brand _____ is associated with athletic performance, determination, and inspiration.
4. Brand _____ is built over time through consistent quality, trust, and positive customer experiences.
5. The _____ of a brand must be maintained across all touchpoints, from packaging to social media.
6. Strong brand _____ allow a company to charge premium prices and attract loyal customers.
7. Consumer _____ of a brand may differ significantly from what the company intends to communicate.
8. A clear and unique brand _____ helps a company stand out in a crowded marketplace.

Task 4. Grammar Test: Future Forms

Choose the most appropriate future form (will, be going to, Present Continuous, Future Continuous, Future Perfect, Future Perfect Continuous) to complete each sentence.

1. By the end of next year, the brand _____ (operate) in 30 countries worldwide.
2. Look at those survey results! Our brand image _____ (need) a complete overhaul.
3. The marketing team _____ (redesign) the logo next spring — everything is already scheduled.
4. I think digital branding _____ (become) even more important over the next decade.
5. By March, the agency _____ (work) on the brand identity project for six months.
6. This time next week, our CEO _____ (present) the new brand guidelines to shareholders.
7. I _____ (review) the brand audit report tonight and send you my feedback tomorrow.

8. They _____ (launch) the rebrand campaign on Monday — the press release is already written.
9. How long _____ the designers _____ (develop) the new visual identity by the launch date?
10. The brand _____ (not / exist) in its current form much longer if it doesn't reconnect with younger consumers.

Note: Use 'will' for spontaneous decisions and predictions. Use 'be going to' for planned intentions. Use Present Continuous for fixed future arrangements. Future Continuous: action in progress at a future time. Future Perfect: action completed before a future time. Future Perfect Continuous: duration up to a future point.

Task 5. Writing Task (Essay)

Write an essay (150–200 words) on the topic: "How do brand identity and brand image contribute to a company's competitive position?"

Use at least one real brand example to illustrate your argument.

Structure: Introduction → Main arguments → Conclusion.

Перелік питань для самоконтролю

1. What is the difference between brand identity and brand image?
2. What are the core visual elements of a brand identity system?
3. How does a mission statement contribute to brand identity?
4. What is brand personality and how does it make a brand more memorable?
5. What is brand equity and how is it built over time?
6. Why is consistency important when building a brand image across channels?
7. How can a company measure the gap between its intended identity and actual brand image?
8. What role does tone of voice play in brand communication?
9. Why do companies conduct brand audits and what do they examine?
10. Give an example of a brand that successfully rebuilt its image after a period of decline.

UNIT 2. PRODUCT LIFE CYCLE (PLC). MODALS

Питання до самостійного вивчення

Stages: Introduction, Growth, Maturity, Decline. Marketing Strategies at Each PLC Stage. Product extension strategies. Analyzing Product Life Cycle Graphs. Extending the Product Life Cycle. Case Studies of Real Products. Predicting and Managing Product Decline Ability (can - could - be able to). Obligation/ Duty. Necessity (must - have to - should/ ought to - need). Absence of necessity (needn't/ don't have to / don't need to – didn't need to – needn't have done). Prohibition (mustn't – can't). Probability (should/ ought). Permission (can/ could/ may /might). Advice (should/ ought to/ must).

Рекомендовані джерела:

Literature: 1, 3, 6, 7, 8.

Recommended materials: 9, 17, 21, 23.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань**Task 1. a) Read and translate the text:**

The Product Life Cycle (PLC) is a marketing concept that describes the stages a product goes through from its initial launch to its eventual decline and withdrawal from the market. Understanding the PLC helps marketers anticipate changes in sales performance and adapt their strategies accordingly. The model identifies four main stages: Introduction, Growth, Maturity, and Decline. During the Introduction stage, a new product is launched and enters the market for the first time. Sales are typically low, and marketing costs are high as the company works to build product awareness. Losses are common at this stage, and only the most innovative early adopters tend to purchase the product. Heavy investment in promotion and distribution is necessary to establish the product in the market. In the Growth stage, consumer acceptance increases rapidly. Sales rise quickly, competitors may begin to enter the market, and the company starts to generate profit. Marketing efforts shift towards differentiating the product from new competitors and broadening distribution. Brand loyalty begins to develop among customers. Maturity is the longest stage for most successful products. Sales growth slows and eventually stabilises at a high level. Competition is at its most intense, and price competition often erodes profit margins. Companies focus on product modifications, brand extensions, and customer retention strategies to maintain their market position. In the Decline stage, sales and profits begin to fall as consumer preferences change, technology advances, or better substitutes appear. Companies must decide whether to revitalise the product, harvest remaining profits, or discontinue it. Understanding where a product sits in its life cycle allows marketers to allocate resources efficiently and plan for the future.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. The Product Life Cycle model identifies five stages. [T / F]
2. During the Introduction stage, sales are typically low and marketing costs are high. [T / F]
3. The Growth stage is characterised by increasing sales and the entry of competitors. [T / F]
4. Maturity is usually the shortest stage of the product life cycle. [T / F]
5. During the Maturity stage, price competition often reduces profit margins. [T / F]

6. Brand loyalty typically begins to develop during the Introduction stage. [T / F]
7. In the Decline stage, companies must decide whether to revitalise or withdraw the product. [T / F]
8. The Growth stage requires heavy investment in promotion to build initial awareness. [T / F]
9. Product modifications and brand extensions are strategies used during the Maturity stage. [T / F]
10. The PLC model helps marketers allocate resources at different stages of a product's life. [T / F]

Task 2. Match the terms (1–7) with their definitions (a–g):

Term	Definition
Product Life Cycle (PLC)	A model describing the stages a product passes through from its introduction to the market until its decline and eventual withdrawal.
Introduction Stage	The first phase of the PLC, when a new product is launched, sales are low, costs are high, and consumer awareness needs to be established.
Growth Stage	The PLC stage during which consumer acceptance increases rapidly, sales rise significantly, and competitors begin entering the market.
Maturity Stage	The longest PLC stage, characterised by stable but slowing sales growth, intense competition, and a focus on product differentiation and customer retention.
Decline Stage	The final PLC stage, when sales and profits fall due to changing consumer preferences, new technology, or the emergence of superior substitutes.
Brand Extension	A marketing strategy in which an established brand name is used for a new product category to leverage existing brand equity with new offerings.
Market Penetration	A growth strategy that aims to increase a product's market share within existing markets by attracting new customers or increasing purchase frequency.

Task 3. Insert the suggested words into the sentences:

Word bank: *launch* | *awareness* | *maturity* | *competitors* | *decline*
| *modify* | *profit* | *strategy*

1. During the Introduction stage, companies must invest heavily in building consumer _____ for the new product.
2. Once the product enters the Growth stage, new _____ begin to enter the market with similar offerings.
3. The _____ stage is typically the longest phase of the product life cycle.
4. Companies often _____ their products during the Maturity stage to extend their appeal.
5. When sales begin to fall consistently, a product has likely entered the _____ stage.
6. The decision to _____ a product must be carefully timed to avoid cannibalising existing sales.
7. A brand extension _____ allows a company to use its established reputation in a new category.
8. Reducing production costs and maximising _____ is a key priority during the later PLC stages.

Task 4. Grammar Test: Modal Verbs

Choose the correct modal verb (can, could, must, have to, should, ought to, may, might, will, would) to complete each sentence.

1. Companies _____ conduct thorough market research before launching a new product — it is absolutely essential.
2. A brand extension _____ be a good strategy if the new product aligns with existing brand values.
3. During the decline stage, the company _____ withdraw the product or invest in its revitalisation.
4. When the product was first launched in 2010, consumers _____ buy it only in specialist stores.
5. Sales growth _____ slow significantly if competitors enter the market with better alternatives.
6. Marketing teams _____ continuously monitor PLC indicators to make timely strategic adjustments.
7. There _____ be a strong business case for brand extensions, but they carry risks too.
8. In the Growth stage, the company _____ not ignore new competitors who are rapidly gaining market share.
9. If they had invested more in innovation, the product _____ have lasted longer in the maturity stage.

10. You _____ consider repositioning the product before it reaches the decline stage — early action is critical.

Note: *'Must / have to' express obligation or necessity. 'Should / ought to' express advice or recommendation. 'Can / could' express ability or possibility. 'May / might' express possibility or permission. 'Will / would' express prediction, willingness, or habitual past action.*

Task 5. Writing Task (Business Letter)

Write a business letter (150–200 words) to the board of directors.

You are a marketing manager recommending a strategy for a product that has entered the Maturity stage of its life cycle.

Include: the current situation, the recommended strategy (product modification, brand extension, or market penetration), the expected outcomes, and a request for budget approval.

Перелік питань для самоконтролю

1. What are the four stages of the Product Life Cycle?
2. What characterises the Introduction stage in terms of sales and marketing investment?
3. Why do competitors typically enter the market during the Growth stage?
4. What strategies can companies use to extend the Maturity stage?
5. What options does a company have when a product enters the Decline stage?
6. How can the PLC model help a company plan its marketing budget?
7. What is the difference between a brand extension and a new product launch?
8. What is market penetration and how does it differ from market development?
9. How does the promotional focus change across different PLC stages?
10. Give an example of a well-known product and describe which PLC stage it is currently in.

II КУРС

III СЕМЕСТР

UNIT 1. ADVERTISING IN MARKETING. THE PASSIVE VOICE

Питання до самостійного вивчення

Role and functions of advertising in marketing. Types of advertising: above-the-line, below-the-line. Advertising media: print, broadcast, outdoor, digital. Creative strategy and advertising appeals. Advertising agencies and the campaign process. Advertising regulation and ethical standards. Measuring advertising effectiveness. Global advertising campaigns and localization.

Personal/ impersonal constructions. Special passive constructions. Passive Voice in different tenses. Passive with Modals. Passive Voice vs. Active Voice. Passive in questions. Impersonal passive structures.

Рекомендовані джерела:

Literature: 2, 4, 6, 7, 8.

Recommended materials: 15, 19, 23, 24, 25.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

Advertising is one of the most visible and powerful tools in a marketer's arsenal. It is the paid, non-personal communication of information about a product, service, or brand, delivered through mass media such as television, radio, print, outdoor displays, and digital platforms. Its primary functions are to inform, persuade, and remind consumers, ultimately driving brand awareness, preference, and purchase behaviour. Advertising can be broadly classified into above-the-line (ATL) and below-the-line (BTL) categories. ATL advertising uses mass media channels – television, radio, national press, and cinema – to reach a wide, undifferentiated audience. BTL advertising targets specific consumer groups through direct mail, sponsorship, trade promotions, and point-of-sale materials. In recent decades, a third category has emerged: through-the-line (TTL) advertising, which integrates both ATL and BTL approaches within a single, coherent campaign. Creative strategy is the foundation of effective advertising. It involves determining the key message, tone, and execution approach that will resonate with the target audience. A strong creative strategy combines insights from market research with compelling storytelling and visual communication. Advertising agencies play a central role in this process, offering creative, strategic, media planning, and production services to their clients. Advertising is subject to legal and ethical regulation. Regulatory bodies in most countries prohibit misleading claims, protect vulnerable audiences such as children, and establish standards for decency and accuracy. Companies must also consider the

social impact of their advertising, including issues of stereotyping, cultural sensitivity, and environmental responsibility. The effectiveness of advertising campaigns is measured through a range of metrics, including reach, frequency, brand recall, brand consideration, and return on investment. Digital advertising platforms offer particularly granular measurement capabilities, enabling marketers to track conversions, click-through rates, and customer acquisition costs in real time.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. Advertising is defined as unpaid, personal communication delivered through mass media. [T / F]
2. Above-the-line advertising targets specific consumer groups through direct mail. [T / F]
3. Television and radio are examples of ATL advertising channels. [T / F]
4. Creative strategy involves determining the key message and tone of an advertising campaign. [T / F]
5. Advertising agencies offer creative, media planning, and production services. [T / F]
6. Advertising regulation is primarily concerned with protecting children and vulnerable audiences. [T / F]
7. Misleading advertising claims are prohibited by regulatory bodies in most countries. [T / F]
8. Digital advertising makes it impossible to measure the effectiveness of campaigns. [T / F]
9. Brand recall and return on investment are examples of advertising effectiveness metrics. [T / F]
10. Through-the-line (TTL) advertising integrates both ATL and BTL approaches. [T / F]

Task 2. Match the terms (1–7) with their definitions (a–g):

Term	Definition
Advertising	A paid, non-personal form of communication promoting a product, service, or brand through mass media, designed to inform, persuade, and remind consumers.
Above-the-Line (ATL)	Mass media advertising — including television, radio, and national press — designed to reach a broad, undifferentiated audience.

Below-the-Line (BTL)	Targeted advertising that reaches specific consumer segments through direct mail, sponsorship, promotions, and point-of-sale materials.
Creative Strategy	The planned approach to determining the key message, tone, and execution of an advertising campaign, based on consumer insights.
Advertising Agency	An independent company that provides creative, media planning, strategic, and production services to clients wishing to advertise.
Advertising Regulation	The body of rules and standards governing advertising content, accuracy, and decency, enforced by national and industry regulatory bodies.
Brand Recall	The ability of consumers to retrieve a brand name from memory when prompted by a product category or advertising cue.

Task 3. Insert the suggested words into the sentences:

Word bank: *appeal* | *campaign* | *regulation* | *digital* | *recall* | *agency* | *broadcast* | *persuade*

1. The advertising _____ ran across television, social media, and outdoor billboards simultaneously.
2. An emotional _____ in advertising connects with consumers on a personal level rather than simply listing product features.
3. The company hired a specialist _____ to develop and execute its national launch strategy.
4. Strict advertising _____ prevents companies from making unsubstantiated health claims in their promotional materials.
5. Television and radio are classified as _____ media because they transmit content to mass audiences.
6. _____ platforms such as Instagram and Google Ads provide detailed analytics on audience engagement.
7. High brand _____ means that consumers easily remember the brand name when considering a purchase.
8. The goal of persuasive advertising is to _____ consumers to prefer one brand over its competitors.

Task 4. Grammar Test: The Passive Voice

Rewrite the sentences in the Passive Voice, or choose the correct passive form to complete each sentence.

1. Active to Passive: 'The agency developed a new advertising campaign for the client last month.'

2. Active to Passive: 'Regulatory authorities monitor all television advertising for compliance.'
3. Complete: New billboard designs _____ (currently approve) by the outdoor media committee.
4. Complete: The advertisement _____ (must / withdraw) after complaints about misleading content.
5. Active to Passive: 'Consumers widely associate the brand with quality and reliability.'
6. Complete: The marketing budget _____ (allocate) to digital channels this financial year.
7. Complete: It _____ (report) that the campaign increased brand awareness by 25 per cent.
8. Active to Passive: 'The agency presented three creative concepts to the client yesterday.'
9. Complete: This product _____ (never / advertise) on national television before this year.
10. Complete: The campaign _____ (launch) across all platforms simultaneously next week.

Note: *Passive Voice = to be + past participle. Use passive when the agent is unknown, unimportant, or obvious from context. Impersonal passive: It is reported/said/known that... Passive with modals: modal + be + past participle. In formal and business writing, the passive is widely used to maintain an objective, impersonal tone.*

Task 5. Writing Task

Write an essay (180–220 words) on the topic: "Is digital advertising more effective than traditional advertising?" Consider reach, measurability, cost, and audience engagement. Support your argument with specific examples. Structure: Introduction — Comparative Analysis — Conclusion.

Перелік питань для самоконтролю

1. What are the primary functions of advertising in a marketing strategy?
2. How does above-the-line advertising differ from below-the-line advertising?
3. What is the role of a creative strategy in developing an advertising campaign?
4. What services do advertising agencies typically provide to their clients?
5. What types of media are used in broadcast advertising?
6. What are the main legal and ethical standards that govern advertising content?
7. How do companies measure the effectiveness of their advertising campaigns?
8. What advantages does digital advertising offer over traditional mass media channels?
9. Why is brand recall considered an important metric in advertising?
10. What challenges arise when running global advertising campaigns across different cultures?

UNIT 2. PUBLIC RELATIONS AND PUBLICITY. REPORTED SPEECH

Питання до самостійного вивчення

PR functions and tools in marketing. Definitions and key concepts. Press releases and media relations. Crisis communication and reputation management. Sponsorship and event marketing. Corporate communication and stakeholder relations. Influencer relations and brand ambassadors. Measuring PR impact and media coverage.

Types of reported speech: statements, questions, and commands. Tenses in reported speech. Reporting verbs. Reported questions. Reported speech vs. Direct speech. Time and place changes in Reported Speech. Introductory verbs in Reported Speech.

Рекомендовані джерела:

Literature: 2, 4, 6, 7, 8.

Recommended materials: 15, 19, 23, 24, 25.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

Public relations (PR) is the strategic management of communication between an organisation and its various publics — including customers, investors, employees, media, and the wider community. Unlike advertising, PR is not paid-for media placement; instead, it seeks to earn favourable coverage and build trust through credible, third-party communication. Its core functions include reputation management, media relations, crisis communication, stakeholder engagement, and brand building. Press releases are among the most fundamental tools in PR practice. A well-crafted press release provides journalists with newsworthy information about a company, product launch, or event in a structured, easily reportable format. Effective media relations require PR professionals to cultivate strong working relationships with journalists, editors, and broadcasters, ensuring that organisational messages reach target audiences through trusted editorial channels. Crisis communication is one of the most demanding areas of PR. When a company faces reputational damage – caused by product recalls, data breaches, executive misconduct, or environmental incidents – its PR team must respond rapidly, transparently, and consistently.

A well-managed crisis can limit reputational damage and even strengthen public trust if handled with integrity and clear communication. Sponsorship and event marketing are increasingly important PR tools, enabling companies to align their brands with causes, sports, arts, or community events that resonate with their target audiences. Brand ambassadors and influencer partnerships have added a new dimension to PR, particularly in the digital age, where influential individuals on social media can reach millions of followers with a single post. The effectiveness of PR activities is measured through metrics such as media coverage volume, sentiment analysis, share of voice, and brand reputation tracking. Unlike advertising, the impact of PR is more difficult to quantify directly, but its long-term contribution to brand equity and stakeholder trust is widely recognised.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. Public relations involves paid media placement to reach target audiences. [T / F]
2. The primary goal of PR is to earn favourable coverage through credible communication. [T / F]
3. Press releases provide journalists with newsworthy information in a structured format. [T / F]
4. Media relations requires PR professionals to maintain relationships with journalists. [T / F]
5. Crisis communication involves rapid, transparent, and consistent responses to reputational threats. [T / F]
6. A poorly managed crisis always results in permanent and irreparable reputational damage. [T / F]
7. Sponsorship enables companies to align their brands with events that resonate with their audience. [T / F]
8. Brand ambassadors and influencers have no significant role in modern PR strategy. [T / F]
9. Share of voice and sentiment analysis are examples of PR measurement metrics. [T / F]
10. The impact of PR on brand equity is difficult to quantify but widely recognised. [T / F]

Task 2. Match the terms (1–7) with their definitions (a–g):

Term	Definition
Public Relations (PR)	The strategic management of communication between an organisation and its publics, designed to build trust, manage reputation, and earn favourable media coverage.
Press Release	An official written statement issued by a company to journalists and media outlets, providing newsworthy information about a product, event, or development.
Crisis Communication	The rapid, transparent, and consistent management of communication during events that threaten an organisation's reputation or public trust.
Media Relations	The practice of building and maintaining professional relationships with journalists, editors, and broadcasters to secure editorial coverage.

Brand Ambassador	A person – typically a public figure, celebrity, or influencer – who formally represents and promotes a brand to their audience.
Stakeholder	Any individual or group – including customers, employees, investors, and communities – with an interest in or affected by an organisation's activities.
Sentiment Analysis	The process of identifying and measuring the emotional tone – positive, negative, or neutral – of media coverage, social media posts, or consumer feedback.

Task 3. Insert the suggested words into the sentences:

Word bank: *coverage* | *crisis* | *release* | *reputation* | *ambassador* | *stakeholder* | *pitch* | *transparency*

1. The company issued a detailed press _____ announcing the launch of its new sustainable product range.
2. Media _____ in national newspapers significantly increased brand awareness following the product launch.
3. Effective _____ communication requires a pre-prepared response strategy and clear chains of authority.
4. The marketing team submitted a _____ to several lifestyle journalists, proposing a feature on the brand.
5. A damaged _____ can take years to rebuild, making proactive communication strategies essential.
6. Corporate _____ honest and open communication about business practices – builds long-term consumer trust.
7. The company appointed a well-known athlete as a brand _____ to align its image with sporting excellence.
8. Every _____ – from investors and employees to local communities — must be considered in corporate communication.

Task 4. Grammar Test: Reported Speech

Rewrite the sentences in Reported Speech, or complete the sentences with the correct reported form.

1. Direct: 'Our PR campaign has improved brand awareness significantly.' Report: The director said that their PR campaign _____ brand awareness significantly.
2. Direct: 'We will issue a formal statement tomorrow.' Report: The spokesperson announced that they _____ a formal statement the following day.
3. Direct: 'Is the company planning a crisis response?' Report: The journalist asked whether the company _____ a crisis response.

4. Direct: 'Do not comment on the investigation to the media!' Report: The lawyer told the team not to _____ on the investigation to the media.
5. Complete: The CEO explained that the brand _____ (build) its reputation through consistent ethical communication for over a decade.
6. Complete: The PR manager reported that the press release _____ (send) to all major national media outlets that morning.
7. Direct: 'When did the company first appoint a brand ambassador?' Report: The student asked _____ the company _____ first appointed a brand ambassador.
8. Complete: The analyst stated that sentiment towards the brand _____ (improve) significantly since the crisis response.
9. Direct: 'You must respond to media enquiries within 24 hours.' Report: The guidelines stated that teams _____ respond to media enquiries within 24 hours.
10. Complete: The report confirmed that the sponsorship deal _____ (already / announce) before the press conference began.

Note: *In Reported Speech: Present Simple → Past Simple; Present Perfect → Past Perfect; will → would; can → could; must → had to; may → might. Time expressions shift: today → that day; tomorrow → the following day; yesterday → the day before. Reporting verbs: said, told, announced, explained, confirmed, stated, added, admitted, warned. Questions in Reported Speech use statement word order (no inversion).*

Task 5. Writing Task

Write a business letter (180–220 words) to the editor of a national newspaper. Your company has been the subject of inaccurate negative media coverage and you wish to correct the record. Include: a polite but firm correction of the inaccuracies, key facts to support your position, a statement of your company's values and commitment to transparency, and a request for the publication of a correction. Use formal business letter format.

Перелік питань для самоконтролю

1. How does public relations differ from advertising as a marketing communication tool?
2. What are the main functions of a corporate PR department?
3. What information should a professional press release contain?
4. How do effective media relations support an organisation's communication strategy?
5. What principles should guide crisis communication to protect an organisation's reputation?
6. Why is sponsorship considered a valuable PR and marketing tool?
7. How do brand ambassadors and influencers contribute to PR campaigns?
8. What metrics are used to evaluate the effectiveness of a PR campaign?
9. Why is stakeholder communication important in corporate reputation management?
10. What is sentiment analysis and how is it used in PR evaluation?

II курс
IV семестр
UNIT 1. SALES PROMOTION AND DIRECT MARKETING.
CONDITIONALS

Питання до самостійного вивчення

Sales promotion tools: discounts, coupons, contests. Trade promotions vs. consumer promotions. Direct marketing channels: mail, telemarketing, catalogues. Personal selling and the sales process. Designing an effective sales promotion campaign. Loyalty programs and customer retention. Legal and ethical issues in promotion. Evaluating promotion campaign results.

Zero Conditional. First Conditional. Second Conditional. Third Conditional. Mixed Conditionals. Inverted Conditionals (Formal Style). Common Mistakes with Conditionals. Unless, as long as, provided that (Alternative Conditional Forms).

Рекомендовані джерела:

Literature: 2, 4, 6, 7, 8.

Recommended materials: 15, 19, 23, 24, 25.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

Sales promotion refers to the short-term incentives designed to stimulate immediate purchase behaviour among consumers or trade partners. Unlike advertising, which builds brand equity over time, sales promotions generate quick responses by offering tangible benefits such as discounts, coupons, free samples, contests, and buy-one-get-one offers. They are widely used in both consumer markets (B2C) and business-to-business (B2B) contexts. Consumer promotions are directed at end users and aim to encourage trial, increase purchase frequency, or reward loyalty. Common tools include price reductions, loyalty point schemes, in-store displays, and competitions. Trade promotions, by contrast, target retailers, distributors, and wholesalers, incentivising them to stock, display, and push products through allowances, bulk discounts, cooperative advertising, and merchandising support. Direct marketing involves communicating with individual consumers through personalised channels, bypassing traditional mass media. Key direct marketing channels include direct mail, email, telemarketing, catalogues, and text messaging. The defining characteristic of direct marketing is its measurability – every contact, response, and conversion can be tracked and analysed. Effective direct marketing depends on high-quality customer databases and precise audience segmentation. Personal selling is the most personalised form of direct marketing. It involves a two-way interaction between a sales representative and a potential customer, with the goal of diagnosing customer needs, presenting tailored solutions, and closing the sale. The sales process typically follows a structured

sequence: prospecting, preparation, approach, presentation, handling objections, closing, and follow-up. Loyalty programmes are strategic tools for customer retention. By rewarding repeat purchase behaviour with points, discounts, or exclusive benefits, companies incentivise customers to concentrate their spending with a single brand. Well-designed loyalty schemes provide valuable customer data that can be used to personalise future communications and promotions.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. Sales promotions are designed to build long-term brand equity rather than stimulate immediate purchases. [T / F]
2. Coupons, contests, and free samples are examples of consumer promotion tools. [T / F]
3. Trade promotions target retailers and distributors rather than end consumers. [T / F]
4. Direct marketing communicates with individual consumers through personalised channels. [T / F]
5. Every direct marketing contact, response, and conversion can be tracked and measured. [T / F]
6. Personal selling involves one-way communication from a company to its target audience. [T / F]
7. The sales process follows a structured sequence ending with closing and follow-up. [T / F]
8. Loyalty programmes reward repeat purchase behaviour with points or exclusive benefits. [T / F]
9. Telemarketing and catalogues are classified as direct marketing channels. [T / F]
10. Loyalty schemes provide valuable customer data that supports personalised communication. [T / F]

Task 2. Match the terms (1–7) with their definitions (a–g):

Term	Definition
Sales Promotion	Short-term incentives – such as discounts, coupons, and contests – designed to stimulate immediate purchase behaviour among consumers or trade partners.
Consumer Promotion	A promotional activity directed at end users, such as price reductions, loyalty points, competitions, or free samples, to encourage trial or purchase.
Trade Promotion	Incentives offered to retailers, distributors, or wholesalers such as bulk discounts or cooperative advertising to encourage stocking and selling a product.

Direct Marketing	A form of marketing communication that delivers personalised messages directly to individual consumers through channels such as email, direct mail, and telemarketing.
Personal Selling	A face-to-face or one-to-one interaction between a salesperson and a potential customer, designed to identify needs, present solutions, and close a sale.
Loyalty Programme	A structured marketing programme that rewards customers for repeat purchases with points, discounts, or exclusive benefits, designed to increase customer retention.
Prospecting	The first stage of the sales process, in which salespeople identify and evaluate potential new customers who may benefit from the product or service.

Task 3. Insert the suggested words into the sentences:

Word bank: *coupon* | *retention* | *catalogue* | *incentive* | *segment* | *conversion* | *allowance* | *prospect*

1. The company offered a 20% discount _____ to first-time customers to encourage trial of its new product range.
2. Customer _____ is generally more cost-effective than acquisition, which is why loyalty programmes are so widely used.
3. A printed _____ listing all available products and prices is still used effectively in B2B direct marketing.
4. A financial _____ — such as a trade discount or promotional credit — encourages retailers to stock and promote a product.
5. Effective direct marketing campaigns require marketers to _____ their customer databases by demographics and purchase history.
6. The _____ rate measures how many direct marketing contacts resulted in an actual purchase or desired action.
7. A retail _____ is a printed or electronic voucher that entitles the holder to a discount on a specific product.
8. During prospecting, a salesperson identifies and qualifies each potential _____ before making initial contact.

Task 4. Grammar Test: Conditionals

Complete each sentence using the correct conditional form.

1. If a loyalty programme _____ (design) well, it _____ (increase) customer retention significantly. [Zero Conditional]

2. If the company _____ (launch) a discount campaign next month, sales _____ (rise) considerably. [First Conditional]
3. If we _____ (have) a larger direct marketing budget, we _____ (reach) a much wider audience. [Second Conditional]
4. If the sales team _____ (follow) up with prospects sooner, they _____ (close) more deals last quarter. [Third Conditional]
5. If the promotion _____ (run) last year, the company _____ (benefit) from increased brand awareness now. [Mixed Conditional]
6. Complete with an alternative conditional form: _____ a competitor reduce its price, we would need to respond immediately. [Inverted]
7. Rewrite using 'unless': 'If you do not offer an incentive, customers will not participate in the survey.'
8. Complete: _____ long as the terms and conditions are clearly stated, a promotional contest is legal. [As long as]
9. Complete: Provided that the budget _____ (approve), the direct mail campaign can begin next week.
10. Identify the error and correct it: 'If the sales manager would have responded faster, we would have won the contract.'

Note: *Zero Conditional: if + Present Simple, Present Simple (general truths). First Conditional: if + Present Simple, will + infinitive (real future possibility). Second Conditional: if + Past Simple, would + infinitive (unreal present/future). Third Conditional: if + Past Perfect, would have + past participle (unreal past). Mixed: if + Past Perfect, would + infinitive (past condition, present result). Inverted: Had/Should/Were (formal; replaces if). Alternative forms: unless = if not; as long as / provided that = on condition that.*

Task 5. Writing Task

Write an essay (180–220 words) on the topic: "Are loyalty programmes more effective than short-term sales promotions for building customer relationships?" Compare the long-term benefits of loyalty schemes with the immediate impact of sales promotions. Consider both B2C and B2B contexts. Structure: Introduction – Comparative Analysis – Conclusion.

Перелік питань для самоконтролю

1. What is the difference between sales promotion and advertising as marketing tools?
2. Name three examples of consumer promotion tools and explain how each works.
3. How do trade promotions differ from consumer promotions in their objectives and methods?
4. What makes direct marketing distinctive compared to mass media advertising?
5. What are the main channels used in direct marketing campaigns?
6. What stages are typically involved in the personal selling process?

7. What are the key design principles of an effective loyalty programme?
8. Why is customer data quality so important in direct marketing?
9. What legal and ethical considerations must be addressed in promotional campaigns?
10. How can a company evaluate the results and return on investment of a sales promotion campaign?

UNIT 2. DIGITAL AND CONTENT MARKETING COMMUNICATIONS. WISHES AND REGRETS

Питання до самостійного вивчення

Content marketing strategy and storytelling. Email marketing and marketing automation. Search engine marketing (SEO/SEM). Social media advertising platforms. Mobile marketing and messaging apps. Marketing analytics and campaign performance tracking. Integrated marketing communications (IMC).

Wishes about the present. Wishes about the past (regrets). Wishes about the future. Wishes with "could". Using "if only" for emphasis. Wishes about other people's actions. Common mistakes in wishes and regrets.

Рекомендовані джерела:

Literature: 2, 4, 6, 7, 8.

Recommended materials: 15, 19, 23, 24, 25.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

Content marketing is a strategic approach to marketing that focuses on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience. Unlike traditional advertising, content marketing does not directly promote a product; instead, it builds brand authority, trust, and engagement by providing genuinely useful information, entertainment, or education. Typical content formats include blog articles, videos, podcasts, infographics, case studies, and social media posts. Email marketing remains one of the most cost-effective digital marketing channels. Automated email sequences – triggered by specific customer behaviours such as signing up, browsing, or abandoning a cart — allow marketers to deliver personalised messages at scale. Marketing automation platforms such as HubSpot, Mailchimp, and Salesforce Marketing Cloud enable sophisticated segmentation, A/B testing, and performance tracking. Search engine marketing encompasses both search engine optimisation (SEO) and paid search advertising (SEM). SEO involves optimising website content, structure, and backlink profiles to achieve higher organic rankings in search engine results. SEM involves placing paid advertisements at the top of search results pages, typically on a cost-per-click (CPC) basis. Together, they ensure that a brand is visible to consumers actively searching for related products or information. Social media platforms — including Instagram, TikTok, LinkedIn, and

Facebook — have become essential advertising channels. Each platform offers unique audience demographics, content formats, and targeting capabilities. Influencer marketing, user-generated content, and paid social campaigns are central to modern social media strategies. Integrated marketing communications (IMC) is the discipline of coordinating all marketing communication channels — advertising, PR, content marketing, social media, email, and direct marketing — to deliver a consistent, coherent brand message across every customer touchpoint.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. Content marketing directly promotes products through paid advertising messages. [T / F]
2. Blog articles, videos, and podcasts are examples of content marketing formats. [T / F]
3. Email marketing is considered one of the least cost-effective digital marketing channels. [T / F]
4. Marketing automation enables personalised messages to be delivered at scale. [T / F]
5. SEO involves placing paid advertisements at the top of search engine results pages. [T / F]
6. SEM refers to paid search advertising, typically on a cost-per-click basis. [T / F]
7. LinkedIn and TikTok are examples of social media platforms used in advertising. [T / F]
8. Integrated marketing communications ensures a consistent brand message across all channels. [T / F]
9. Marketing automation platforms allow for A/B testing and performance tracking. [T / F]
10. Content marketing builds brand authority by providing valuable information rather than direct promotion. [T / F]

Task 2. Match the terms (1–7) with their definitions (a–g):

Term	Definition
Content Marketing	A strategic approach that creates and distributes valuable, relevant content to attract and retain an audience, building brand authority rather than directly promoting products.
Email Automation	The use of software to send pre-scheduled, triggered, or personalised email sequences to subscribers based on their behaviour or segmentation criteria.

SEO	The practice of optimising a website's content, structure, and authority to achieve higher organic (unpaid) rankings in search engine results pages.
SEM	A form of digital marketing involving paid advertisements placed at the top of search engine results pages, typically charged on a cost-per-click basis.
Social Media Advertising	The use of social media platforms to deliver targeted paid and organic content to specific audiences, using demographic, behavioural, and interest-based targeting.
Marketing Analytics	The collection, measurement, and analysis of data from marketing campaigns to evaluate performance, optimise spending, and inform future strategic decisions.
Integrated Marketing Communications (IMC)	A strategic approach that coordinates all marketing communication channels to deliver a consistent, coherent brand message across every customer touchpoint.

Task 3. Insert the suggested words into the sentences:

Word bank: *automation* | *organic* | *engagement* | *segmentation* | *analytics*
| *integrated* | *touchpoint* | *conversion*

- Marketing _____ platforms such as HubSpot allow companies to send personalised emails triggered by customer behaviour.
- High social media _____ — measured through likes, shares, and comments — indicates that content resonates with the audience.
- SEO focuses on improving _____ search rankings rather than paying for placement on results pages.
- Effective email marketing relies on precise _____, dividing subscribers into groups based on behaviour or demographics.
- A _____ rate measures the percentage of users who completed a desired action, such as making a purchase.
- Marketing _____ tools provide real-time data on campaign performance, enabling quick strategic adjustments.
- An _____ marketing communications strategy ensures that advertising, PR, and social media convey a unified brand message.
- Every _____ — from a social media post to an in-store experience — contributes to the overall customer journey.

Task 4. Grammar Test: Wishes and Regrets

Complete each sentence using the correct wish form, or identify and correct the error.

- The marketing team wishes their content _____ (receive) more engagement on social media. [Present wish]

2. The brand manager wishes she _____ (invest) more heavily in SEO before launching the website. [Past regret]
3. If only the company _____ (have) a larger budget for social media advertising right now. [Present wish + emphasis]
4. I wish our email open rates _____ (be) higher — the current results are disappointing. [Present wish]
5. The team wishes the analytics platform _____ (provide) more detailed demographic data in the future. [Future wish]
6. If only we _____ (not / ignore) the importance of mobile optimisation for so long. [Past regret]
7. The director wishes customers _____ (stop) switching to competitor brands so frequently. [Wish about others]
8. Complete: I wish I _____ (understand) the IMC framework better before launching the campaign.
9. Identify the error: 'I wish I would have known about the algorithm change earlier.' Correct it.
10. Complete with 'if only': _____ the team _____ (brief) the agency properly, the creative output would have been much stronger.

Note: *Wish + Past Simple: unreal present situation (I wish I knew). Wish + Past Perfect: regret about past (I wish I had known). Wish + would + infinitive: dissatisfaction with present or future situation, often about other people's behaviour (I wish he would reply). If only: more emphatic form of wish (If only I had more time). Common mistake: do NOT use "would" after "wish" when referring to your own past regret — use Past Perfect instead.*

Task 5. Writing Task

Write an essay (180–220 words) on the topic: "How has digital marketing transformed the way brands communicate with consumers?" Consider changes in personalisation, measurement, and consumer interaction. Compare the digital environment with traditional marketing communication. Structure: Introduction — Main Body (2–3 points) — Conclusion.

Перелік питань для самоконтролю

1. What is the core principle of content marketing and how does it differ from traditional advertising?
2. What are the main formats used in content marketing strategies?
3. How does email automation improve the efficiency and personalisation of marketing campaigns?
4. What is the difference between SEO and SEM in search engine marketing?
5. Why is audience segmentation important in digital marketing campaigns?
6. How do social media advertising platforms target specific consumer groups?
7. What is influencer marketing and what role does it play in digital strategy?

8. What key metrics are used to measure the performance of digital marketing campaigns?
9. What is Integrated Marketing Communications and why is it important?
10. How does marketing analytics support data-driven decision-making?

III КУРС **V СЕМЕСТР**

UNIT 1. MARKETING STRATEGY AND PLANNING. NOUNS. PRONOUNS

Питання до самостійного вивчення

The marketing planning process. Mission, vision, and marketing objectives. Competitive strategy and positioning. Growth strategies: market penetration, development, diversification. Resource allocation and the marketing budget. Implementing and controlling the marketing plan. Marketing metrics and key performance indicators (KPIs). Risk management in marketing strategy.

Countable and uncountable nouns. Singular and plural nouns. Abstract and concrete nouns. Compound nouns. Personal pronouns. Reflexive pronouns. Indefinite pronouns. Negative pronouns.

Рекомендовані джерела:

Literature: 2, 4, 6, 7, 8.

Recommended materials: 15, 19, 23, 24, 25.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

Marketing strategy is the long-term plan that guides how an organisation will achieve its marketing objectives by understanding customer needs, building competitive advantage, and allocating resources effectively. It provides the framework within which all tactical marketing decisions — product development, pricing, distribution, and communication — are made. A clearly articulated marketing strategy ensures that all activities are aligned with the overall business mission and objectives. The marketing planning process typically follows a cyclical sequence: situational analysis, objective-setting, strategy formulation, implementation, and evaluation. A thorough situational analysis uses tools such as SWOT (Strengths, Weaknesses, Opportunities, Threats) and PESTLE (Political, Economic, Social, Technological, Legal, Environmental) to assess the internal capabilities and external environment of the organisation. Marketing objectives should be SMART: Specific, Measurable, Achievable, Relevant, and Time-bound. They translate the organisation's mission and vision into concrete targets, such as achieving a specified market share, growing revenue by a defined percentage, or launching a new product within a set timeframe.

Competitive strategy determines how a company will differentiate itself in the market — through cost leadership, differentiation, or focus, according to Michael Porter's generic strategies. Igor Ansoff's Growth Matrix provides a framework for growth strategy decisions. Companies can pursue market penetration (selling more existing products to existing markets), market development (entering new markets with existing products), product development (launching new products in existing markets), or diversification (new products in new markets). Marketing KPIs — such as customer acquisition cost, lifetime customer value, market share, net promoter score, and campaign return on investment — allow managers to monitor progress against objectives and make evidence-based adjustments to strategy throughout the planning cycle.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. Marketing strategy provides the framework within which all tactical marketing decisions are made. [T / F]
2. The marketing planning process begins with strategy formulation rather than situational analysis. [T / F]
3. SWOT analysis assesses both internal capabilities and external environmental factors. [T / F]
4. SMART objectives should be Specific, Measurable, Achievable, Relevant, and Time-bound. [T / F]
5. Porter's generic strategies include cost leadership, differentiation, and focus. [T / F]
6. Market penetration involves entering new markets with entirely new products. [T / F]
7. The Ansoff Growth Matrix provides a framework for growth strategy decisions. [T / F]
8. Customer acquisition cost and net promoter score are examples of marketing KPIs. [T / F]
9. Diversification involves selling existing products to existing markets more effectively. [T / F]
10. Marketing objectives translate the organisation's mission and vision into concrete targets. [T / F]

Task 2. Match the terms (1–7) with their definitions (a–g):

Term	Definition
Marketing Strategy	A long-term plan that guides how an organisation achieves its marketing objectives by understanding customer needs, building competitive advantage, and allocating resources.

SWOT Analysis	A strategic planning tool that evaluates an organisation's internal Strengths and Weaknesses and external Opportunities and Threats.
SMART Objectives	Marketing targets that are Specific, Measurable, Achievable, Relevant, and Time-bound, ensuring they can be effectively planned, monitored, and evaluated.
Competitive Advantage	The unique combination of resources, capabilities, or positioning that allows a company to outperform competitors and deliver superior value to customers.
Market Penetration	A growth strategy focused on increasing sales of existing products in existing markets through intensified marketing, pricing adjustments, or increased distribution.
Diversification	A growth strategy involving the development and launch of new products in new markets, carrying the highest level of risk in the Ansoff Growth Matrix.
KPI	A Key Performance Indicator; a quantifiable metric used to evaluate the success of an organisation or marketing activity against defined objectives.

Task 3. Insert the suggested words into the sentences:

Word bank: *penetration* | *benchmark* | *differentiation* | *allocation* | *objective* | *acquisition* | *diversify* | *evaluate*

1. The company decided to _____ into new international markets after saturating its domestic customer base.
2. Setting a clear marketing _____ — such as increasing market share by 10% within 12 months — guides all strategic decisions.
3. Market _____ strategy focuses on selling more of an existing product to the company's current customer base.
4. Effective resource _____ ensures that the marketing budget is distributed across channels according to their potential return.
5. A strong brand _____ strategy helps the company stand out from competitors and justify a premium price.
6. Customer _____ cost measures how much a company spends on marketing and sales to gain each new customer.
7. Companies _____ campaign performance using KPIs to identify what is working and what requires adjustment.
8. Industry _____ data allows marketing managers to compare their brand's performance against sector averages.

Task 4. Grammar Test: Nouns and Pronouns

Complete each sentence with the correct noun form or pronoun, or identify and correct the error.

1. Insert the correct form: Every member of the marketing team must submit _____ (his/her/their) campaign report by Friday.
2. Choose the correct form: The company's marketing strategy / strategies are reviewed annually.
3. Correct the error: 'Marketing informations are essential for strategic decision-making.'
4. Complete with the correct pronoun: The brand _____ (itself/themselves) has become synonymous with quality and reliability.
5. Form a compound noun from: plan + marketing (correct order): _____ plan.
6. Complete: _____ (Anyone/Everyone/No one) in the organisation should be unfamiliar with the company's core values.
7. Choose: We need some _____ (advice/advices) from our marketing consultant before proceeding.
8. Complete with a reflexive pronoun: The CEO said that the company had _____ set the standard for ethical marketing.
9. Correct the error: 'Each of the marketing objectives were achieved ahead of schedule.'
10. Complete: _____ (Neither/Both) of the proposed strategies addresses the problem of declining brand awareness adequately.

Note: *Countable nouns have singular and plural forms (strategy/strategies; objective/objectives). Uncountable nouns have no plural and take singular verbs (information, advice, research, data, feedback). Compound nouns: word order is modifier + noun (marketing plan, brand strategy). Reflexive pronouns (-self/-selves) are used when subject and object are the same. Indefinite pronouns (anyone, everyone, someone, no one) take singular verbs. Neither/Either + singular verb when referring to two options.*

Task 5. Writing Task

Write an essay (180–220 words) on the topic: "What is the most important stage in the marketing planning process and why?" Choose one stage (situational analysis, objective-setting, strategy formulation, implementation, or evaluation) and defend your choice. Support your argument with examples and reasoning. Structure: Introduction — Argument — Counter-argument — Conclusion.

Перелік питань для самоконтролю

1. What is the purpose of a marketing strategy and how does it differ from a marketing plan?
2. What stages are involved in the marketing planning process?

3. How does SWOT analysis contribute to strategic decision-making?
4. What are SMART objectives and why is each characteristic important?
5. What are Porter's generic competitive strategies and when is each most appropriate?
6. What is the Ansoff Growth Matrix and what growth options does it present?
7. What is the difference between market penetration and market development?
8. Why is diversification considered the riskiest growth strategy in the Ansoff Matrix?
9. What are the key KPIs used to measure the effectiveness of a marketing strategy?
10. How does risk management contribute to the marketing planning process?

UNIT 2. MARKET RESEARCH AND CONSUMER BEHAVIOUR. DETERMINERS AND QUANTIFIERS

Питання до самостійного вивчення

The market research process. Qualitative vs. quantitative research methods. Surveys, focus groups, and observation. Consumer decision-making process. Factors influencing consumer behaviour. Data analysis and market insights. Ethical considerations in market research.

Specific determiners. General determiners. The indefinite article: 'a' and 'an'. The definite article: 'the'. Interrogative determiners: 'which' and 'what'. Quantifiers. Numbers.

Рекомендовані джерела:

Literature: 2, 4, 6, 7, 8.

Recommended materials: 15, 19, 23, 24, 25.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

Market research is the systematic process of gathering, analysing, and interpreting information about a market, target customers, competitors, and the broader business environment. It provides the empirical foundation for strategic and tactical marketing decisions, reducing uncertainty and supporting evidence-based planning. The market research process follows a structured sequence: defining the research problem, designing the research plan, collecting data, analysing findings, and reporting results. Research methods are broadly divided into primary and secondary approaches. Primary research involves the direct collection of original data through surveys, interviews, focus groups, observational studies, and experiments. Secondary research draws on existing data from published reports, government statistics, industry databases, and academic studies. Within primary research, methods are further classified as quantitative (structured, numerical, statistically generalisable) or qualitative (exploratory, interpretive, and focused on understanding attitudes, motivations, and perceptions). Understanding consumer behaviour is central to effective marketing.

Consumers progress through a five-stage decision-making process: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. This process is influenced by a complex interplay of psychological factors (motivation, perception, learning, beliefs), personal factors (age, occupation, lifestyle), social factors (family, reference groups, social class), and cultural factors (culture, subculture, nationality). Data analysis transforms raw research findings into actionable market insights. Modern marketing analytics platforms enable researchers to identify patterns, segment markets, test hypotheses, and develop predictive models. Ethical considerations in market research include obtaining informed consent, ensuring participant anonymity, avoiding deceptive research practices, and handling personal data in compliance with data protection legislation.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. Market research provides the empirical foundation for strategic marketing decisions. [T / F]
2. The market research process begins with collecting data before defining the research problem. [T / F]
3. Focus groups are an example of primary qualitative research. [T / F]
4. Secondary research involves the direct collection of original data through surveys. [T / F]
5. Quantitative research produces structured, numerical, and statistically generalisable data. [T / F]
6. The consumer decision-making process consists of three main stages. [T / F]
7. Cultural factors influencing consumer behaviour include family and reference groups. [T / F]
8. Post-purchase evaluation is the final stage of the consumer decision-making process. [T / F]
9. Informed consent and participant anonymity are ethical requirements in market research. [T / F]
10. Marketing analytics platforms help identify patterns and develop predictive models. [T / F]

Task 2. Match the terms (1–7) with their definitions (a–g):

Term	Definition
Market Research	The systematic process of collecting, analysing, and interpreting data about a market, customers, and competitors to support marketing decision-making.
Primary Research	The collection of original, first-hand data through surveys, interviews, focus groups, or observations,

	specifically designed to address the research objectives.
Focus Group	A qualitative research method in which a small group of participants discusses a product, brand, or topic under the guidance of a moderator.
Quantitative Research	A structured research approach that collects numerical data, enabling statistical analysis and the generalisation of findings to a wider population.
Consumer Decision-Making Process	The five-stage sequence – need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation – through which buyers make choices.
Market Segmentation	The division of a market into distinct groups of consumers with similar characteristics, needs, or behaviours, enabling targeted marketing strategies.
Informed Consent	The ethical principle requiring research participants to be fully informed of the purpose and procedures of a study before voluntarily agreeing to participate.

Task 3. Insert the suggested words into the sentences:

Word bank: *qualitative* | *anonymous* | *survey* | *insight* | *hypothesis* | *demographic* | *perception* | *segment*

1. A _____ research approach uses in-depth interviews and focus groups to explore attitudes and motivations.
2. Participants in the study were assured that their responses would be kept completely _____ to encourage honest feedback.
3. The online _____ collected responses from over 5,000 consumers, providing a statistically reliable dataset.
4. Market _____ data — including age, income, and education level — helps companies target the right audiences.
5. The research team developed a _____ that higher prices would reduce consumer demand among younger buyers.
6. Accurate consumer _____ into purchasing motivations and barriers helps marketers refine their messaging and positioning.
7. The analyst used statistical software to _____ the data and identify subgroups with distinct purchasing behaviours.
8. Consumer _____ of quality is often more important than actual product specifications in influencing purchase decisions.

Task 4. Grammar Test: Determiners and Quantifiers

Choose the correct determiner, article, or quantifier to complete each sentence.

1. Complete: _____ market research is _____ expensive but essential investment for any growing company. [a/an/the/—]
2. Choose: _____ (Which/What) research method is most appropriate depends on the objectives of the study.
3. Complete: We interviewed _____ (a few/a little/few) consumers but found that their feedback was highly consistent.
4. Correct the error: 'The company conducted a research into consumer attitudes towards sustainable packaging.'
5. Complete: _____ (Some/Any/No) of the focus group participants had previously used the competitor's product.
6. Choose: _____ (Much/Many) time is needed to design and conduct a thorough market research study.
7. Complete: The findings provided _____ (several/much) valuable insights into consumer decision-making patterns.
8. Choose: _____ (The/A) consumer decision-making process has five distinct stages.
9. Complete: There was _____ (little/a little/few) disagreement among participants about the new product concept.
10. Correct the error: 'The both methods — surveys and focus groups — were used to triangulate the data.'

Note: Articles: 'a/an' for first mention or non-specific references; 'the' for specific or previously mentioned items; no article with plural or uncountable nouns in general statements. Quantifiers: much/little with uncountable nouns; many/few with countable nouns; some/any/no with both. Which: choice from a defined set; What: open question. Few (almost none) vs. a few (some); little (almost none) vs. a little (some).

Task 5. Writing Task

Write an essay (180–220 words) on the topic: "Which is more valuable in market research — qualitative or quantitative methods?" Compare the strengths and limitations of each approach. Suggest when each method is most appropriately used. Structure: Introduction — Comparative Analysis — Recommendation — Conclusion.

Перелік питань для самоконтролю

1. What is the purpose of market research and why is it important for marketing decision-making?
2. What are the main stages of the market research process?
3. How does primary research differ from secondary research?

4. What is the difference between qualitative and quantitative research methods?
5. What are the advantages of using focus groups in consumer research?
6. What are the five stages of the consumer decision-making process?
7. What psychological factors influence consumer behaviour?
8. What social and cultural factors shape consumer purchasing decisions?
9. How do marketing analytics platforms transform research data into actionable insights?
10. What ethical obligations must researchers fulfil when conducting market research?

III курс
VI семестр

UNIT 1. E-COMMERCE AND RETAIL MARKETING. ADJECTIVES

Питання до самостійного вивчення

Trends in e-commerce and online retail. Omnichannel and multichannel retailing. Online customer experience and UX. The role of marketplaces and platforms in retail. Retail store design and merchandising. Logistics and fulfilment in e-commerce. Gradable and non-gradable adjectives. Degrees of comparison of adjectives. Comparative and superlative forms of adjectives. Comparative structures: as...as, not so...as. Comparative structures: the more...the less, the same as. Comparative structures: the+ comparative, so and such, enough and too with adjectives.

Рекомендовані джерела:

Literature: 2, 4, 6, 7, 8.

Recommended materials: 15, 19, 23, 24, 25.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

E-commerce has fundamentally transformed the retail landscape over the past two decades. The global growth of online shopping — accelerated dramatically by the COVID-19 pandemic — has forced traditional retailers to rethink their business models, invest in digital infrastructure, and compete with platform giants such as Amazon, Alibaba, and Zalando. E-commerce encompasses not only the buying and selling of physical goods but also digital products, subscription services, and online marketplaces. Omnichannel retailing represents the most sophisticated contemporary approach to retail. Unlike multichannel retailing — which uses multiple sales channels independently — omnichannel retail integrates physical stores, websites, mobile apps, social commerce, and direct-to-consumer channels into a seamless, unified customer experience. Customers can browse online, purchase on mobile, collect in-store, or return through any channel without friction. This integration requires significant investment in technology, logistics, and customer data management. Customer

experience (CX) and user experience (UX) are increasingly critical differentiators in e-commerce. A well-designed website or app should be fast, intuitive, secure, and visually appealing. Personalisation — driven by data analytics and AI — allows retailers to deliver tailored recommendations, dynamic pricing, and relevant promotions to individual customers. Mobile commerce (m-commerce) has become dominant, with the majority of online transactions now initiated on smartphones. Online marketplaces such as Amazon, eBay, and Etsy provide retailers with immediate access to large, established audiences, but at the cost of platform fees and reduced brand control. Retail store design and visual merchandising retain importance even in the digital age, particularly for luxury brands and those creating immersive, experiential retail environments. Logistics and fulfilment are critical operational components of e-commerce success. Fast, reliable, and flexible delivery — including same-day delivery, click-and-collect, and easy returns — has become a major competitive factor. Sustainable logistics and packaging are increasingly important as consumers and regulators demand greener supply chain practices.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. E-commerce is limited to the buying and selling of physical goods online. [T / F]
2. Omnichannel retailing integrates all sales channels into a unified customer experience. [T / F]
3. Multichannel retailing uses all available channels in a fully integrated way. [T / F]
4. Mobile commerce has become the dominant platform for initiating online transactions. [T / F]
5. Personalisation in e-commerce is driven by data analytics and artificial intelligence. [T / F]
6. Online marketplaces offer retailers complete control over their brand presentation. [T / F]
7. UX design focuses on making websites fast, intuitive, secure, and visually appealing. [T / F]
8. Click-and-collect is an example of a flexible e-commerce fulfilment option. [T / F]
9. Sustainable packaging and logistics are increasingly demanded by consumers and regulators. [T / F]
10. Retail store design is now entirely irrelevant in an era of dominant e-commerce. [T / F]

Task 2. Match the terms (1–7) with their definitions (a–g):

Term	Definition
E-commerce	The buying and selling of products or services over the internet, including physical goods, digital products, subscription services, and online marketplaces.
Omnichannel Retail	A fully integrated retail approach that delivers a seamless customer experience across all channels — including physical stores, websites, apps, and social commerce.
User Experience (UX)	The overall quality of a user's interaction with a digital product or service, encompassing usability, accessibility, speed, visual design, and emotional response.
Personalisation	The use of customer data and AI to deliver tailored recommendations, dynamic pricing, and relevant promotions to individual users based on their behaviour and preferences.
Marketplace	An online platform – such as Amazon, eBay, or Etsy – that connects multiple third-party sellers with buyers, offering a wide range of products in one digital location.
Fulfilment	The end-to-end process of receiving, processing, picking, packing, and delivering orders to customers, including returns handling.
Visual Merchandising	The practice of designing and arranging retail displays, layouts, and signage to attract customers, communicate brand values, and encourage purchase.

Task 3. Insert the suggested words into the sentences:

Word bank: *seamless* | *personalised* | *fulfilment* | *conversion* | *omnichannel* | *sustainable* | *frictionless* | *immersive*

1. An _____ retail strategy integrates physical stores, websites, and mobile apps into a unified customer journey.
2. A _____ shopping experience eliminates unnecessary steps and barriers between the customer's intention and purchase.
3. The e-commerce platform's _____ centre processes over 10,000 orders per day and offers next-day delivery.

4. The _____ rate measures the percentage of website visitors who complete a purchase or desired action.
5. _____ product recommendations, based on a customer's browsing and purchase history, significantly increase average order value.
6. Luxury retail brands invest heavily in _____ in-store experiences to differentiate themselves from online-only competitors.
7. The company committed to using _____ packaging materials made from 100% recycled or biodegradable sources.
8. A _____ checkout process — with minimal clicks and clear instructions — is essential for reducing cart abandonment.

Task 4. Grammar Test: Adjectives and Comparison

Complete each sentence using the correct adjective form or comparative structure.

1. Complete: This website is _____ (fast) to navigate than our previous platform, resulting in lower bounce rates.
2. Choose: The new e-commerce system is absolutely _____ (perfect/very perfect) for managing high volumes of orders.
3. Complete: _____ more personalised the shopping experience, _____ higher the customer satisfaction scores tend to be.
4. Complete: Our mobile app is _____ (not so/not as) intuitive _____ (as) the competitor's version.
5. Complete: The omnichannel strategy was _____ (good) investment the company had ever made in digital retail.
6. Complete: The checkout process is not _____ (simple) enough — customers are abandoning their carts at an alarming rate.
7. Complete: The new fulfilment centre is _____ (large) than all our previous warehouses combined.
8. Complete: This delivery option is _____ expensive _____ (so/too) that most customers prefer the standard service.
9. Compare: The online store is _____ (convenient) as the physical store for browsing but _____ (personal).
10. Correct the error: 'The more faster the website loads, the more better the customer experience will be.'

Note: *Gradable adjectives can be modified by degree adverbs (very fast, quite expensive). Non-gradable adjectives express absolute states and cannot be graded (perfect, unique, essential — NOT 'very essential'). Comparative: adjective + -er or more + adjective; as...as / not so...as for equality/inequality. Superlative: the + adjective + -est or the most + adjective. The more...the more/less: parallel structures expressing proportional relationships. Too + adjective = excessive; adjective + enough = sufficient.*

Task 5. Writing Task

Write an essay (180–220 words) on the topic: "Is omnichannel retailing the future of all retail, or will physical stores retain a distinct role?" Consider the advantages of digital integration alongside the irreplaceable qualities of physical retail. Support your view with examples from current retail trends. Structure: Introduction – Argument – Counter-argument — Conclusion.

Перелік питань для самоконтролю

1. What are the main trends shaping the growth of e-commerce in recent years?
2. How does omnichannel retailing differ from multichannel retailing?
3. Why is user experience (UX) design so critical to e-commerce success?
4. How does AI-driven personalisation enhance the online shopping experience?
5. What advantages and disadvantages do online marketplaces offer to retailers?
6. Why has mobile commerce become the dominant form of e-commerce?
7. What role does visual merchandising play in modern physical retail environments?
8. What are the key components of an effective e-commerce fulfilment strategy?
9. How is sustainability influencing logistics and packaging decisions in e-commerce?
10. What makes click-and-collect an attractive option for both retailers and consumers?

UNIT 2. SUSTAINABLE AND ETHICAL BUSINESS PRACTICES. ADVERBS

Питання до самостійного вивчення

Sustainability in marketing and business operations. Corporate Social Responsibility (CSR) strategies. Green marketing and eco-labelling. Ethical decision-making in business management. Stakeholder engagement and corporate governance. Reporting and communicating sustainability performance.

Adverbs of frequency and time. Adverbs of place and manner. Adverbs of probability, degree, and completeness. Connecting adverbs (so, too, either, neither; first, next, then, etc; actually, fortunately, etc; only, even). Comparison of adverbs. Adverbs of degree: quite – rather.

Рекомендовані джерела:

Literature: 2, 4, 6, 7, 8.

Recommended materials: 15, 19, 23, 24, 25.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

Sustainability has moved from a peripheral concern to a core strategic priority for businesses across all industries. Driven by climate change, resource scarcity, regulatory pressure, and evolving consumer expectations, companies are increasingly integrating environmental, social, and governance (ESG) considerations into their business models and marketing strategies. Sustainable business practices are no longer viewed as a cost — they are increasingly recognised as a source of competitive advantage, innovation, and long-term value creation. Corporate Social Responsibility (CSR) is the framework through which companies take responsibility for their impact on society and the environment, beyond legal compliance. CSR programmes typically address environmental sustainability, community development, fair labour practices, supply chain ethics, and diversity and inclusion. Effective CSR is embedded in corporate strategy rather than treated as a separate, add-on initiative. Green marketing involves promoting products and services on the basis of their environmental benefits. Eco-labelling — such as the EU Ecolabel, the Forest Stewardship Council (FSC) certification, or Fairtrade marks — provides consumers with verified, standardised information about the environmental or ethical attributes of a product. However, companies must avoid greenwashing — making false or exaggerated environmental claims — which is both unethical and increasingly subject to legal penalties. Ethical decision-making in marketing requires companies to consider the impact of their actions on all stakeholders, not just shareholders. Stakeholder engagement — proactively communicating with and listening to customers, employees, suppliers, communities, and investors — is a foundational principle of ethical governance. Corporate governance frameworks ensure that companies are managed transparently, responsibly, and in accordance with legal and ethical standards. Sustainability reporting — through frameworks such as the Global Reporting Initiative (GRI), the UN Sustainable Development Goals (SDGs), or the Task Force on Climate-related Financial Disclosures (TCFD) — enables companies to communicate their sustainability performance to investors, regulators, and the public.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. Sustainability is now considered a core strategic priority rather than a peripheral concern. [T / F]
2. ESG stands for Environmental, Social, and Governance considerations in business. [T / F]
3. CSR programmes are only concerned with environmental sustainability issues. [T / F]
4. Green marketing promotes products based on their environmental benefits. [T / F]

5. Greenwashing refers to the practice of making accurate and verified environmental claims. [T / F]
6. Eco-labelling provides consumers with standardised information about product attributes. [T / F]
7. Stakeholder engagement involves only communication with shareholders and investors. [T / F]
8. Ethical decision-making considers the impact of business actions on all stakeholders. [T / F]
9. The Global Reporting Initiative (GRI) provides a framework for sustainability reporting. [T / F]
10. Corporate governance frameworks ensure transparent and responsible company management. [T / F]

Task 2. Match the terms (1–7) with their definitions (a–g):

Term	Definition
ESG	Environmental, Social, and Governance criteria used by investors and companies to evaluate the sustainability and ethical impact of a business.
Corporate Social Responsibility (CSR)	A management approach through which companies voluntarily integrate social, environmental, and ethical considerations into their core business operations and strategy.
Green Marketing	The promotion of products, services, or brands on the basis of their environmental benefits, including reduced environmental impact or sustainable sourcing.
Greenwashing	The practice of making misleading or unsubstantiated claims about the environmental benefits of a product or company to attract environmentally conscious consumers.
Eco-labelling	A voluntary certification or labelling scheme that provides consumers with verified, standardised information about the environmental or ethical attributes of a product.
Stakeholder Engagement	The process of proactively communicating with and involving all parties — customers, employees, suppliers, communities, and investors — affected by or with an interest in a company's activities.
Sustainability Reporting	The practice of publicly disclosing a company's environmental, social, and governance performance using recognised frameworks such as GRI or TCFD.

Task 3. Insert the suggested words into the sentences:

Word bank: *transparent* | *ethical* | *sustainable* | *certified* | *embedded* | *governance* | *greenwashing* | *stakeholder*

1. The company's CSR strategy is _____ in its core business model rather than treated as a separate initiative.
2. Consumers increasingly prefer _____ products that minimise environmental impact and support fair trade practices.
3. The board of directors is responsible for ensuring strong corporate _____ and ethical decision-making at all levels.
4. All products carrying the eco-label are independently _____ to ensure they meet strict environmental standards.
5. Proactive _____ engagement — including regular consultation with local communities — builds trust and reduces business risk.
6. _____ communication about environmental performance requires companies to disclose both achievements and ongoing challenges.
7. The regulator launched an investigation into the company's _____ claims about its packaging being fully biodegradable.
8. An _____ marketing team refuses to use manipulative tactics or exploit consumer vulnerabilities, even when legally permitted.

Task 4. Grammar Test: Adverbs

Complete each sentence using the correct adverb form or structure, or identify and correct the error.

1. Complete: The company _____ (frequent) publishes its sustainability report in January each year.
2. Complete: The new ESG policy was implemented _____ (smooth) across all divisions without significant resistance.
3. Complete: _____ (Fortunate), the company identified the greenwashing risk before launching the advertising campaign.
4. Correct the error: 'The CEO spoke very passionate about the importance of ethical supply chain management.'
5. Complete: The sustainability team works _____ harder than _____ before, given the increasing regulatory demands.
6. Complete: The company _____ (complete) revised its CSR strategy following the shareholder resolution.
7. Complete: _____ (First), the audit team reviews internal data; _____ (next), it assesses supplier compliance.
8. Choose: The new eco-label is _____ (quite / rather) useful for consumers comparing environmental credentials.

9. Complete: The company does not manufacture sustainably; _____ (neither/either) does it use recycled packaging.
10. Compare: The new policy performs _____ (well) than the previous one in reducing carbon emissions per unit.

Note: *Adverbs of frequency: always, usually, often, sometimes, rarely, never — placed before the main verb or after 'be'. Adverbs of manner: formed by adding -ly to adjective (smooth → smoothly); irregular forms: well (not 'goodly'), fast, hard. Adverbs of degree: quite (partial), rather (slightly negative/different), completely, fully, significantly. Connecting adverbs: first, next, then, finally (sequence); actually, fortunately, surprisingly (comment). Comparison: adverb + -er or more + adverb; as...as for equality.*

Task 5. Writing Task

Write an essay (180–220 words) on the topic: "Should sustainability reporting be made compulsory for all companies, or should it remain voluntary?" Consider the benefits and challenges of mandatory versus voluntary disclosure. Evaluate which approach better serves consumers, investors, and the environment. Structure: Introduction – Arguments for mandatory reporting – Arguments for voluntary reporting – Conclusion.

Перелік питань для самоконтролю

1. What does ESG stand for and why have these criteria become central to business strategy?
2. How does Corporate Social Responsibility (CSR) go beyond legal compliance?
3. What is green marketing and what distinguishes it from conventional marketing?
4. What is greenwashing and what are its potential legal and reputational consequences?
5. How does eco-labelling help consumers make more informed purchasing decisions?
6. What principles underpin ethical decision-making in a business environment?
7. Who are the main stakeholders in a company and why is their engagement important?
8. What is corporate governance and what role does it play in ethical business management?
9. What international frameworks are used for sustainability reporting?
10. How can a company effectively communicate its sustainability performance to consumers?

IV КУРС

VII СЕМЕСТР

UNIT 1. GLOBAL MARKETING STRATEGY. PREPOSITIONS. RELATIVE CLAUSES

Питання до самостійного вивчення

The scope and importance of global marketing. Standardization vs. adaptation strategies. Market entry strategies: exporting, licensing, joint ventures. Foreign direct investment as a market entry mode. Global market segmentation and targeting. International product and branding decisions. International pricing strategies. International distribution channels and logistics.

Prepositions of position and movement. Prepositions of time. Talking about exceptions. Prepositions after verbs. Prepositions after nouns. Defining and Non-Defining Relative Clause. Relative clauses with who/that/which. Relative clauses with whose/whom/where.

Рекомендовані джерела:

Literature: 2, 4, 6, 7, 8.

Recommended materials: 15, 19, 23, 24, 25.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

Global marketing is the process of developing and implementing marketing strategies that operate across national boundaries, responding to the needs of customers in different countries while achieving the organisation's overall commercial objectives. As barriers to international trade have fallen and communication technology has connected consumers worldwide, even small and medium-sized enterprises increasingly operate in global markets. One of the most fundamental strategic decisions for global marketers is whether to standardise their marketing mix globally or adapt it to local market conditions. Standardisation — offering essentially the same product, brand, and communication strategy worldwide — achieves economies of scale and consistent global brand positioning. Adaptation — adjusting product features, pricing, promotion, and distribution to meet local preferences, regulations, and competitive conditions — better addresses diverse consumer needs but increases costs and operational complexity. Companies enter international markets through a range of modes, each carrying different levels of investment, risk, and control. Exporting — either directly to international customers or through intermediaries — requires minimal investment but offers limited market control. Licensing and franchising allow foreign partners to produce or sell under the company's brand in exchange for royalties or fees. Joint ventures and strategic alliances involve shared investment and management with

a local partner. Foreign direct investment (FDI) — establishing wholly-owned subsidiaries or acquiring local companies — offers maximum control but requires the highest level of resource commitment. Global market segmentation requires companies to identify consumer segments that share characteristics across national borders — such as young urban professionals, luxury consumers, or sustainability-focused buyers — and develop targeted strategies accordingly. International pricing decisions must balance local cost structures, competitive positions, purchasing power, and currency fluctuations.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. Global marketing strategies operate exclusively within a single national boundary. [T / F]
2. Standardisation of the marketing mix achieves economies of scale and consistent brand positioning. [T / F]
3. Adaptation involves adjusting product features and promotion to meet local market conditions. [T / F]
4. Exporting requires the highest level of investment among international market entry modes. [T / F]
5. Licensing allows a foreign partner to produce or sell under the company's brand for a fee. [T / F]
6. A joint venture involves shared investment and management with a local partner. [T / F]
7. Foreign direct investment offers maximum control but requires the highest resource commitment. [T / F]
8. Global market segmentation identifies consumer groups that share characteristics across borders. [T / F]
9. International pricing decisions are independent of local purchasing power and currency. [T / F]
10. Franchising is a form of market entry that allows foreign partners to use the company's brand. [T / F]

Task 2. Match the terms (1–7) with their definitions (a–g):

Term	Definition
Global Marketing	The process of developing and implementing marketing strategies that operate across national boundaries, addressing the needs of consumers in different countries.

Standardisation	A global marketing approach that offers essentially the same product, brand, and communication strategy across all markets to achieve economies of scale.
Adaptation	A global marketing strategy that adjusts the marketing mix — product, price, promotion, and distribution — to meet the specific needs of each local market.
Licensing	A market entry mode in which a company grants a foreign partner the right to produce or sell its products under its brand in exchange for royalties or licensing fees.
Joint Venture	A market entry mode in which two or more companies create a jointly owned and managed enterprise to operate in a new or foreign market.
Foreign Direct Investment (FDI)	A market entry mode involving the direct establishment or acquisition of a business operation in a foreign country, offering maximum control.
Global Segmentation	The identification of consumer groups that share similar characteristics, needs, or behaviours across multiple countries, enabling internationally targeted marketing strategies.

Task 3. Insert the suggested words into the sentences:

Word bank: *standardise* | *adapt* | *export* | *subsidiary* | *franchise* | *tariff*
| *segmentation* | *entry*

1. The decision to _____ or _____ the marketing mix is central to global marketing strategy.
2. Many fashion brands choose to _____ their products to international markets before committing to local production.
3. The company established a wholly-owned _____ in the German market to gain full operational control.
4. A _____ model allows the brand to expand rapidly into new markets using local operators who pay royalties.
5. Import _____ and trade barriers can significantly increase the cost of entering a foreign market.
6. International market _____ identifies shared consumer characteristics across borders to enable targeted campaigns.
7. Choosing the right market _____ mode — exporting, licensing, or FDI — depends on the company's risk appetite and resources.

8. The company decided to _____ its product packaging for the Asian market to reflect local cultural preferences.

Task 4. Grammar Test: Prepositions and Relative Clauses

Complete each sentence with the correct preposition or relative clause structure.

1. Complete: The company expanded _____ international markets _____ 2018, starting _____ South-East Asia.
2. Complete: The licensing agreement, _____ (which/that/who) was signed last year, covers 12 Asian markets.
3. Complete: The joint venture partner, _____ (who/whose/which) distribution network covers the entire country, was essential.
4. Complete: This is the market _____ (where/which/when) the company achieved its highest growth rate last year.
5. Choose: The product _____ (which/who) we adapted for local tastes has outperformed our original global version.
6. Complete: The brand is successful _____ most markets, _____ (except/apart from) those with very strong local competitors.
7. Complete: The marketing director, _____ (whose/who) team developed the entry strategy, will present the results.
8. Add prepositions: The FDI decision depends _____ many factors, including risk tolerance and regulatory compliance.
9. Choose (defining vs. non-defining): The company that / , which / has the largest market share is our primary competitor.
10. Complete: _____ (Despite/In spite of) the high entry cost, FDI was chosen as the preferred market entry mode.

Note: *Prepositions of time: at (a point in time: at noon), on (a day/date: on Monday), in (a period: in 2018). Prepositions of movement: to, towards, into, through, across, along. Exceptions: except for, apart from, with the exception of. Relative clauses: Defining (no commas, that/which/who): specifies which one. Non-defining (commas, which/who — NOT that): adds extra information. Whose = possessive; Whom = formal object; Where = place. After prepositions: the company to which / in which (formal); the company which/that...to (informal).*

Task 5. Writing Task

Write an essay (180–220 words) on the topic: "Should a company standardise or adapt its marketing strategy when entering foreign markets?" Consider the advantages and disadvantages of each approach. Refer to at least one real or hypothetical example of a company entering a new market. Structure: Introduction – Standardisation arguments – Adaptation arguments – Conclusion.

Перелік питань для самоконтролю

1. What is global marketing and why is it increasingly important for companies of all sizes?
2. What are the main advantages and disadvantages of standardising the global marketing mix?
3. When is an adaptation strategy more appropriate than standardisation in global marketing?
4. What are the main modes of international market entry and how do they differ in risk and control?
5. What is the difference between direct and indirect exporting?
6. How do licensing and franchising differ as modes of international market entry?
7. What are the advantages of a joint venture over wholly-owned foreign direct investment?
8. How does global market segmentation differ from domestic market segmentation?
9. What factors must be considered when setting prices in international markets?
10. What role do international distribution channels play in a global marketing strategy?

UNIT 2. CROSS-CULTURAL MARKETING AND MARKET ENTRY. PHRASAL VERBS

Питання до самостійного вивчення

Cultural dimensions and their impact on marketing. Cross-cultural communication in international business. Adapting marketing communications across cultures. Managing international marketing teams. Legal and regulatory environment of global marketing. Global brand management challenges. Trends shaping the future of international marketing.

Transitive Phrasal Verbs. Intransitive Phrasal Verbs. Separable Phrasal Verbs. Inseparable Phrasal Verbs. Phrasal Verbs with multiple meanings. Thematic groups of Phrasal Verbs. Phrasal Verbs in idiomatic expressions.

Рекомендовані джерела:

Literature: 2, 4, 6, 7, 8.

Recommended materials: 15, 19, 23, 24, 25.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

Culture profoundly shapes consumer behaviour, communication styles, and purchasing decisions. For international marketers, understanding and respecting cultural differences is not merely a courtesy — it is a commercial necessity. Hofstede's cultural

dimensions theory identifies key axes of cultural variation: individualism vs. collectivism, power distance, uncertainty avoidance, long-term vs. short-term orientation, and indulgence vs. restraint. Each dimension has direct implications for how marketing messages, brand values, and product offerings should be designed and communicated. Cross-cultural communication in international business is fraught with potential misunderstandings. Languages carry connotations, humour, and symbolism that resist direct translation. Colour symbolism, for example, varies dramatically across cultures: white is associated with mourning in some Asian cultures but with purity in Western ones. Product names that work well in one language may carry negative or absurd meanings in another. Effective cross-cultural communicators develop deep cultural competence — not merely language proficiency — to navigate these complexities. Managing international marketing teams requires cultural intelligence alongside traditional management skills. In high-context cultures such as Japan and China, communication is indirect and relationships are built slowly through trust and shared experience. In low-context cultures such as the United States or Germany, communication is direct, explicit, and task-focused. Global managers must adapt their leadership and communication styles accordingly. The legal and regulatory environment varies significantly across national markets. Advertising standards, data protection laws, product safety requirements, labelling regulations, and competition rules differ substantially between jurisdictions. Companies must invest in local legal expertise and compliance infrastructure to operate effectively and avoid costly regulatory violations. Global brand management faces the dual challenge of maintaining a consistent, distinctive brand identity worldwide while allowing sufficient local flexibility to remain relevant in diverse cultural contexts. The most successful global brands — such as Apple, Nike, and IKEA — achieve this balance through strong global brand architecture and locally adapted execution.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. Hofstede's cultural dimensions theory identifies key axes of cultural variation that affect marketing. [T / F]
2. Individualism vs. collectivism has no practical implications for international marketing strategy. [T / F]
3. Product names should always be used without modification in new international markets. [T / F]
4. White symbolises purity universally, regardless of cultural context. [T / F]
5. High-context cultures tend to communicate indirectly and build relationships slowly. [T / F]
6. In low-context cultures, communication is typically direct, explicit, and task-focused. [T / F]
7. The legal and regulatory environment is standardised across all international markets. [T / F]

8. Data protection laws and advertising standards differ substantially between countries. [T / F]
9. Global brand management requires maintaining brand consistency while allowing local flexibility. [T / F]
10. Apple, Nike, and IKEA are examples of globally successful brands with strong brand architecture. [T / F]

Task 2. Match the terms (1–7) with their definitions (a–g):

Term	Definition
Cultural Dimensions (Hofstede)	A theoretical framework that identifies key axes of cultural variation — including individualism, power distance, and uncertainty avoidance — with implications for international marketing.
Cross-Cultural Communication	The process of sharing information between people from different cultural backgrounds, requiring awareness of linguistic, symbolic, and contextual differences.
High-Context Culture	A cultural environment in which communication is largely indirect, relying heavily on context, non-verbal signals, and established relationships rather than explicit verbal messages.
Low-Context Culture	A cultural environment characterised by direct, explicit, and task-focused communication, with less reliance on context or implicit understanding.
Cultural Intelligence (CQ)	The ability to function effectively across different cultural contexts, demonstrating awareness of cultural differences and adapting behaviour accordingly.
Global Brand Architecture	The strategic framework that defines the structure, roles, and relationships of brands within an organisation's portfolio to ensure consistency and market efficiency.
Regulatory Compliance	The process of adhering to laws, regulations, and standards applicable in each market where a company operates, covering areas such as advertising, data protection, and product safety.

Task 3. Insert the suggested words into the sentences:

Word bank: *adapt* | *navigate* | *comply* | *roll out* | *set up* | *carry out* | *break into* | *look into*

1. The marketing team had to _____ the campaign messaging carefully to avoid cultural misunderstandings in the new market.
2. The company plans to _____ its digital loyalty programme across all European markets next quarter.
3. International marketers must learn to _____ complex cultural differences to communicate effectively with local audiences.
4. The legal team was asked to _____ the regulatory requirements before the product launch in the new market.
5. It is essential to _____ with local advertising standards and data protection regulations in every market.
6. The brand manager decided to _____ a local distribution partnership to increase market penetration.
7. The company finally managed to _____ the highly competitive South Korean consumer electronics market.
8. The team was asked to _____ the compliance audit before expanding into the regulated pharmaceutical segment.

Task 4. Grammar Test: Phrasal Verbs

Complete each sentence with the correct phrasal verb from the box, or identify whether the phrasal verb is separable or inseparable.

1. Complete: The company decided to _____ a joint venture with a local partner to _____ the Asian market. [set up / break into]
2. Complete: The marketing team _____ a full cultural audit before adapting the brand's communication strategy. [carry out]
3. Is this phrasal verb separable or inseparable? 'The company set the new distribution network up within six months.'
4. Complete: Regulators asked the company to _____ its data handling practices after concerns were raised. [look into]
5. Complete: The brand manager _____ the idea of adapting the global slogan for the local market. [put forward / bring up]
6. Complete: It took the brand several years to _____ a strong presence in the competitive Chinese retail market. [build up]
7. Explain the two meanings of 'take over' in international business contexts.
8. Complete: The agency was brought _____ to help the company navigate cultural differences in its new market. [in / on]
9. Complete: The legal team needed to _____ a full compliance review before the product could be launched. [carry out]
10. Identify the phrasal verb and classify it: 'The company ran into unexpected regulatory problems in the German market.'

Note: *Phrasal verbs = verb + particle (preposition/adverb). Transitive phrasal verbs take an object; intransitive do not. Separable phrasal verbs: the object can come between verb and particle (set it up / set up the system). Inseparable phrasal verbs: object always follows the particle (break into the market — NOT 'break the market into'). With pronouns, always use separable form (set it up — NOT 'set up it'). Many phrasal verbs have multiple meanings: 'take over' = to acquire a company OR to assume control. Business English thematic groups: financial (write off, pay back), operational (roll out, set up), communication (put forward, bring up).*

Task 5. Writing Task

Write an essay (180–220 words) on the topic: "What are the greatest challenges facing global brands in managing their identity across diverse cultural markets?" Consider the tension between global consistency and local relevance. Use examples to illustrate your key points. Structure: Introduction — Challenge 1 — Challenge 2 — Strategies to Address Challenges — Conclusion.

Перелік питань для самоконтролю

1. What is Hofstede's cultural dimensions theory and why is it relevant to international marketing?
2. How does the distinction between individualism and collectivism affect marketing strategy?
3. What is cross-cultural communication and what are its main challenges in international business?
4. What is the difference between high-context and low-context cultures and how does it affect communication?
5. What is cultural intelligence and why is it important for international marketing managers?
6. How should international marketers adapt their communications to account for cultural differences in symbolism and language?
7. What legal and regulatory challenges do companies face when marketing in multiple international markets?
8. What is global brand architecture and how does it help manage brands across diverse markets?
9. How do the world's most successful global brands balance consistency and local relevance?
10. What trends are currently shaping the future of international and cross-cultural marketing?

IV курс
VIII СЕМЕСТР

**UNIT 1. JOB HUNTING IN THE FIELD OF MARKETING.
THE INFINITIVE**

Питання до самостійного вивчення

Career paths in marketing. Building a marketing-oriented resume and cover letter.

Networking and professional platforms. Interview preparation. Business communication and intercultural fluency.

Forms and functions of the Infinitive. To-infinitive vs. bare infinitive. The Objective infinitive complex. The Subjective infinitive complex. Split infinitives.

Рекомендовані джерела:

Literature: 1, 3, 6, 7, 8.

Recommended materials: 9, 17, 21, 23.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

The field of marketing offers a wide range of rewarding career paths, from brand management and digital marketing to market research, advertising, and public relations. As companies increasingly prioritise data-driven decision-making and digital communication, the demand for marketing professionals with analytical skills, creativity, and strong business acumen continues to grow. Building a compelling marketing-oriented CV is one of the first and most critical steps in a job search. A strong CV clearly summarises professional experience, measurable achievements, technical skills, and qualifications. Marketing employers particularly value evidence of results — campaign performance metrics, conversion rate improvements, or audience growth figures — over generic job descriptions. A tailored cover letter should demonstrate genuine knowledge of the employer's brand, products, and competitive position, and should articulate how the applicant's skills align with the specific role. Professional networking has become indispensable in modern job hunting. LinkedIn and other professional platforms enable candidates to connect with industry practitioners, follow companies of interest, and engage with relevant content. Alumni networks, industry events, and informational interviews are all valuable ways to develop professional relationships that can open doors. Interview preparation requires thorough research into the company, its marketing strategy, and the competitive landscape of its industry. Competency-based interviews require candidates to provide structured examples of past behaviour and achievements. For marketing roles, interviewers frequently test commercial awareness, creativity, and the ability to apply analytical frameworks such as SWOT, STP, or the 4Ps to real business challenges.

Intercultural fluency and effective professional communication are increasingly valued in international marketing roles, where the ability to adapt messages across cultural contexts is a critical competency.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. Marketing career paths are limited to advertising and brand management roles. [T / F]
2. A strong marketing CV should focus on measurable results rather than generic job descriptions. [T / F]
3. A tailored cover letter should demonstrate specific knowledge of the employer's brand. [T / F]
4. Professional networking has no role in modern job searching in marketing. [T / F]
5. LinkedIn is an example of a professional networking platform used in job hunting. [T / F]
6. Competency-based interviews require candidates to give structured examples of past behaviour. [T / F]
7. In marketing interviews, analytical skills and commercial awareness are rarely tested. [T / F]
8. Intercultural fluency is increasingly important in international marketing roles. [T / F]
9. A good cover letter is generic and can be sent to any company without changes. [T / F]
10. Market research and public relations are recognised career paths within marketing. [T / F]

Task 2. Match the terms (1-7) with their definitions (a-g):

Term	Definition
Curriculum Vitae (CV)	A document summarising a candidate's education, professional experience, skills, and achievements, submitted as part of a job application.
Cover Letter	A personalised letter accompanying a CV that explains the applicant's motivation, relevant experience, and suitability for a specific role and organisation.
Competency-Based Interview	A structured interview technique in which candidates are asked to demonstrate skills and behaviours by providing specific examples from past experience.

Professional Networking	The practice of building and maintaining professional relationships through platforms, events, and personal interactions to support career development.
Commercial Awareness	The ability to understand how a business operates commercially, including its market position, competitive environment, customers, and financial performance.
Personal Branding	The deliberate effort to create and maintain a consistent professional identity and reputation across platforms, interactions, and communications.
Intercultural Fluency	The ability to communicate effectively and adapt one's professional style and messaging across different cultural contexts and international audiences.

Task 3. Insert the suggested words into the sentences:

Word bank: *tailored* | *measurable* | *networking* | *competency* | *awareness* | *fluency* | *articulate* | *portfolio*

1. A _____ cover letter demonstrates genuine knowledge of the company and explains how your skills match the role.
2. Marketing employers value _____ achievements such as increased conversion rates or audience growth.
3. Professional _____ through LinkedIn and industry events can open doors to unadvertised vacancies.
4. A _____ -based interview requires you to give structured examples that demonstrate specific professional skills.
5. Commercial _____ means understanding how your employer's business makes money and competes in the market.
6. A digital _____ of past campaigns and projects provides employers with concrete evidence of your skills.
7. The ability to _____ clearly how your experience adds value to the team is essential in any job interview.
8. Intercultural _____ is a critical skill for marketing professionals working in international organisations.

Task 4. Grammar Test: The Infinitive

Complete each sentence using the correct infinitive form (to-infinitive, bare infinitive, or infinitive complex).

1. The marketing manager decided _____ (revise) the CV guidelines for all job applicants.
2. The interviewer asked the candidate _____ (describe) a successful campaign they had managed.
3. Would you rather _____ (work) in brand management or digital marketing?
4. It is essential _____ (tailor) your cover letter to each individual employer.
5. The company is reported _____ (expand) its marketing team by 20% next year.
6. She seems _____ (have) extensive experience in data-driven marketing campaigns.
7. The recruiter encouraged all applicants _____ (build) their LinkedIn profiles before applying.
8. Candidates are expected _____ (demonstrate) commercial awareness during the interview.
9. It appears _____ (be) increasingly important for marketers _____ (develop) analytical skills.
10. They made the interns _____ (prepare) a full market analysis as part of the onboarding process.

Note: *To-infinitive is used after most verbs (decide, plan, want, expect, seem, appear), adjectives (important, essential, pleased), and in purpose clauses. Bare infinitive is used after modal auxiliaries, 'make', 'let', 'would rather', 'had better'. The Subjective Infinitive Complex: subject + seem/appear/be reported + to-infinitive.*

Task 5. Writing Task (Cover Letter)

Write a cover letter (180-220 words) for a Marketing Specialist position at an international FMCG company.

Include: a strong opening paragraph stating the role applied for, evidence of relevant skills and measurable achievements, specific reasons for wanting to work at this company, and a professional closing requesting an interview.

Use formal business letter format.

Перелік питань для самоконтролю

1. What career paths are available to graduates with a marketing degree?
2. What information should a strong marketing-focused CV include?
3. Why should a cover letter be tailored specifically to each job application?
4. How can professional networking platforms like LinkedIn support a job search?
5. What is a competency-based interview and how should candidates prepare for it?
6. What does commercial awareness mean and how can candidates demonstrate it?
7. How should a marketing candidate prepare for a role-specific interview?
8. Why is intercultural fluency important in international marketing roles?
9. What is personal branding and how can it help a marketing job seeker?
10. How can a digital portfolio strengthen a marketing job application?

UNIT 2. COMMUNICATING IN THE DIGITALISED WORLD OF MARKETING. THE PARTICIPLE

Питання до самостійного вивчення

Digital communication tools in marketing. E-etiquette and professional online communication. Cybersecurity and data protection in international communication. Social media and Public relations in marketing. AI and automation in marketing.

Functions of the Participle as adjectives, in participial phrases, reduced clauses. Active vs. passive meanings of the Participle. The Objective Participle complex. The Subjective Participle complex. Using Participles to shorten or combine clauses.

Рекомендовані джерела:

Literature: 1, 3, 6, 7, 8.

Recommended materials: 9, 17, 21, 23.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

Digital communication technologies have fundamentally transformed the way marketing professionals interact with clients, colleagues, and consumers. From email and video conferencing to social media and AI-driven automation, today's marketers operate in a fast-paced, always-connected environment that demands both technical proficiency and strong interpersonal skills. Professional e-etiquette has become as important as face-to-face communication skills. Business emails should be clear, concise, and appropriately formal. Response times, subject line clarity, and tone are all signals of professional competence. In international communication, cultural differences in directness, formality, and communication style must be carefully navigated to avoid misunderstandings that can damage client relationships. Cybersecurity and data protection are major responsibilities for marketing professionals. Working with customer data requires strict adherence to regulations such as the General Data Protection Regulation (GDPR) in Europe. Phishing attacks, data breaches, and unauthorised data sharing represent serious risks both to individual customers and to corporate reputation. Marketers must understand their legal obligations and ensure that data collection, storage, and use practices are fully compliant. Social media has transformed both marketing communications and public relations. Platforms like LinkedIn, Instagram, and TikTok are not only channels for branded content but also arenas where corporate crises can unfold in real time. Effective social media management requires a clear brand voice, a content strategy aligned with business objectives, and rapid response capabilities. Artificial intelligence and automation are reshaping marketing operations at every level, from personalised content delivery and predictive analytics to chatbots and programmatic advertising. Marketers who can work effectively alongside AI tools – using them to enhance creativity and efficiency without losing the human touch – will be best positioned for the future.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. Digital communication technologies have had little effect on marketing practice. [T / F]
2. Professional e-etiquette includes factors such as response time and subject line clarity. [T / F]
3. Cultural differences in communication style are irrelevant in international business. [T / F]
4. GDPR refers to a European data protection regulation relevant to marketing. [T / F]
5. Phishing attacks can pose risks to both customer data and corporate reputation. [T / F]
6. Social media is only useful for small businesses, not for large corporations. [T / F]
7. AI automation is replacing human creativity entirely in modern marketing. [T / F]
8. Programmatic advertising involves the automated buying and selling of digital ads. [T / F]
9. Data breaches represent a significant reputational and legal risk for companies. [T / F]
10. Marketers who can work effectively with AI tools will have a competitive advantage. [T / F]

Task 2. Match the terms (1-7) with their definitions (a-g):

Term	Definition
E-etiquette	The set of professional norms and best practices governing communication via digital channels such as email, messaging platforms, and video conferencing.
GDPR	The General Data Protection Regulation; a comprehensive EU legal framework governing the collection, storage, processing, and transfer of personal data.
Phishing	A form of cybercrime in which fraudulent messages — typically emails — impersonate trusted entities to trick recipients into revealing sensitive information.
Programmatic Advertising	The automated buying and selling of digital advertising inventory in real time, using data and algorithms to target specific audiences precisely.

Content Strategy	A plan for creating, publishing, and managing digital content to achieve marketing objectives, aligned with audience needs and brand values.
Data Breach	An incident in which sensitive, protected, or confidential information is accessed, disclosed, or stolen by an unauthorised party.
Chatbot	An AI-powered conversational tool that simulates human interaction through text or voice, used to provide customer service, information, or sales support.

Task 3. Insert the suggested words into the sentences:

Word bank: *automation* | *compliance* | *etiquette* | *breach* | *programmatic* | *reputation* | *aligned* | *proficiency*

1. AI-driven _____ is transforming routine marketing tasks such as email scheduling and audience segmentation.
2. Strict _____ with GDPR requires companies to obtain explicit consent before collecting personal data.
3. A serious data _____ can cause irreparable damage to a company's reputation and customer trust.
4. Professional _____ in digital communication includes responding promptly and using appropriate formality.
5. _____ advertising uses algorithms to serve personalised ads to precisely defined audience segments.
6. Technical _____ in digital tools is increasingly expected of graduates entering the marketing field.
7. A coherent social media presence must be _____ with the company's overall brand and business strategy.
8. Strong _____ risk management involves proactive communication and a pre-prepared crisis response plan.

Task 4. Grammar Test: The Participle

Complete each sentence by using the correct participle form (Present Participle -ing, Past Participle -ed/irregular, or Participial Phrase).

1. _____ (Use) AI tools effectively, marketers can significantly improve campaign targeting accuracy.
2. The data _____ (collect) from social media platforms was analysed to identify consumer trends.

3. The marketing team, _____ (face) a reputational crisis, issued an immediate public statement.
4. _____ (Comply) with GDPR requirements, the company updated its data collection consent forms.
5. The email _____ (send) to the wrong mailing list caused a serious professional embarrassment.
6. The campaign _____ (base) on psychographic segmentation achieved higher engagement than expected.
7. _____ (not receive) a response within 48 hours, the client assumed the proposal had been rejected.
8. The chatbot, _____ (design) to handle routine queries, freed the team to focus on complex cases.
9. The agency noticed several accounts _____ (impersonate) well-known marketing professionals online.
10. _____ (launch) in 2018, the platform has become an essential tool for B2B digital marketing.

Note: *Present Participle (-ing): active ongoing action. Past Participle (-ed/irregular): passive or completed action. Participial phrases can function as reduced relative clauses or adverbial phrases. The Objective Participial Complex: I noticed him working. The Subjective Participial Complex: He was seen entering the office.*

Task 5. Writing Task (Essay)

Write an essay (180-220 words) on the topic: "How is artificial intelligence reshaping the role of the marketing professional?"

Consider opportunities (efficiency, personalisation) and challenges (data ethics, creativity, job displacement).

Reach a balanced, forward-looking conclusion.

Перелік питань для самоконтролю

1. How have digital communication tools changed the way marketing professionals work?
2. What are the key principles of professional e-etiquette in business communication?
3. Why is cultural competence important in international digital communication?
4. What is GDPR and what obligations does it place on marketing professionals?
5. What are the main cybersecurity risks facing marketing teams?
6. How has social media changed public relations and crisis communications?
7. What is programmatic advertising and how does it use data?
8. What is a content strategy and how is it developed?
9. How are AI and automation changing marketing operations?
10. What skills will marketers need to remain competitive in an AI-driven environment?

UNIT 3. PROFESSIONAL ETHICS IN MARKETING. THE GERUND

Питання до самостійного вивчення

Ethical standards in marketing. Corporate Social Responsibility (CSR). Ethics in negotiations. Human rights and labor standards in supply chains. Ethical challenges in marketing and cross-cultural collaboration.

Gerunds after prepositions. Verbs commonly followed by Gerunds. Gerunds as subjects and complements. Complexes with the Gerund. The Gerund vs. The Infinitive mix-ups.

Рекомендовані джерела:

Literature: 1, 3, 6, 7, 8.

Recommended materials: 9, 17, 21, 23.

Internet sources: 26, 27, 28, 29, 30, 31, 32, 33.

Перелік індивідуальних завдань

Task 1. a) Read and translate the text:

Professional ethics in marketing is the application of ethical principles to marketing decisions, communications, and relationships. It encompasses honesty in advertising, respect for consumer privacy, fair competition, and responsibility towards all stakeholders, including employees, customers, communities, and the environment. Ethical marketing goes beyond mere legal compliance.

While regulations set minimum standards of acceptable behaviour, ethical marketing requires companies to ask whether their practices are genuinely fair and beneficial, not merely lawful. Misleading advertising, manipulative pricing tactics, exploitation of vulnerable consumers, and greenwashing – false or exaggerated environmental claims – are examples of unethical marketing practices that can cause consumer harm even when they technically comply with the law.

Corporate Social Responsibility (CSR) is the framework through which companies embed ethical and social considerations into their core strategies. A CSR agenda might include reducing environmental footprint, supporting community development, ensuring fair labour conditions in supply chains, and promoting diversity and inclusion within the organisation. CSR is increasingly expected by consumers, employees, and investors, making it both an ethical imperative and a competitive advantage.

Ethical challenges in cross-cultural marketing are particularly complex. Marketing practices acceptable in one cultural context may be offensive or inappropriate in another. Negotiations between parties from different cultures require sensitivity to varying norms of communication, decision-making, and relationship-building.

Human rights and labour standards in global supply chains are a growing concern, particularly as consumers and NGOs scrutinise the sourcing practices of major international brands. Marketing professionals who cultivate a strong ethical foundation build trust with clients and consumers, safeguard corporate reputation, and contribute to a more sustainable and equitable business environment.

Task 1. b) Decide if the following statements are TRUE (T) or FALSE (F):

1. Ethical marketing practice requires companies to go beyond mere legal compliance. [T / F]
2. Greenwashing refers to the practice of making genuine environmental improvements. [T / F]
3. CSR requires companies to consider only their financial performance. [T / F]
4. Ethical marketing includes responsibility towards employees, communities, and the environment. [T / F]
5. Marketing practices considered acceptable in one culture may be offensive in another. [T / F]
6. Human rights and labour standards in supply chains are irrelevant to marketing ethics. [T / F]
7. Greenwashing can cause consumer harm even when it is technically lawful. [T / F]
8. CSR is increasingly valued by consumers, investors, and employees. [T / F]
9. Ethical marketing reduces consumer trust by restricting marketing creativity. [T / F]
10. Cross-cultural marketing requires sensitivity to different communication norms. [T / F]

Task 2. Match the terms (1-7) with their definitions (a-g):

Term	Definition
Marketing Ethics	The application of moral principles to marketing decision-making, communication, and relationships, going beyond legal compliance to consider fairness and responsibility.
Greenwashing	The practice of making misleading or unsubstantiated claims about the environmental benefits of a product, service, or company to attract environmentally conscious consumers.
Corporate Social Responsibility (CSR)	A management approach in which companies integrate social, environmental, and ethical concerns into their business strategy and operations.
Sustainable Marketing	A form of marketing that creates, communicates, and delivers value to customers while preserving or enhancing the wellbeing of society and the natural environment.

Labour Standards	The baseline legal and ethical requirements governing employment conditions, including fair wages, safe working conditions, and freedom from exploitation.
Stakeholder	Any individual or group — including customers, employees, investors, communities, and regulators — who is affected by or has an interest in a company's activities.
Transparency	The practice of openly and honestly communicating relevant information about products, pricing, sourcing, and business practices to all stakeholders.

Task 3. Insert the suggested words into the sentences:

Word bank: *compliance* | *stakeholder* | *greenwashing* | *transparency* | *ethical* | *sustainable* | *scrutiny* | *standards*

1. Companies that engage in _____ exaggerate their environmental credentials to attract eco-conscious consumers.
2. Legal _____ is the minimum requirement, but ethical marketing demands much higher standards of conduct.
3. Every _____ — from customers and employees to investors and communities — has a legitimate interest in the firm.
4. True _____ marketing minimises environmental impact while delivering genuine value to consumers.
5. Greater corporate _____ allows consumers to make more informed and values-aligned purchasing decisions.
6. Supply chain _____ by NGOs and journalists has exposed poor labour conditions in some global brands.
7. Labour _____ in global supply chains are increasingly subject to international legal frameworks.
8. An _____ marketing team refuses to use manipulative tactics even when they might increase short-term sales.

Task 4. Grammar Test: The Gerund

Complete each sentence using the correct gerund form, or choose between the gerund and the infinitive.

1. The company is committed to _____ (improve) labour standards throughout its supply chain.
2. Many consumers have stopped _____ (buy) from brands they associate with greenwashing.

3. The marketing director suggested _____ (conduct) an independent ethical audit of all advertising materials.
4. It is worth _____ (note) that CSR commitments must be genuine to be effective.
5. The firm was accused of _____ (mislead) consumers about the sustainability of its packaging.
6. They decided _____ (adopt) a transparent pricing policy after losing customer trust. [Use the infinitive here]
7. Practising ethical negotiation means _____ (avoid) manipulative tactics in cross-cultural business dealings.
8. The policy prohibits _____ (share) customer data with third parties without explicit consent.
9. I remember _____ (read) about the company's CSR programme in a business case study last year.
10. Marketers should consider _____ (consult) cultural advisers before _____ (launch) campaigns in new markets.

Note: *Gerunds (-ing form used as nouns) follow prepositions, specific verbs (enjoy, avoid, suggest, consider, stop, finish, deny, risk, be committed to, be accused of), and in subject/complement positions. 'Stop + gerund' means ceasing an action; 'stop + infinitive' means pausing to do something. 'Remember + gerund' refers to a past memory; 'remember + infinitive' refers to a future task.*

Task 5. Writing Task (Essay)

Write an essay (180-220 words) on the topic: "Should ethical conduct in marketing be enforced by law or guided by voluntary corporate responsibility?"

Consider the role of regulation versus self-regulation.

Evaluate the advantages and limitations of each approach with examples.

Перелік питань для самоконтролю

1. What is marketing ethics and how does it differ from simple legal compliance?
2. What is greenwashing and why is it considered unethical?
3. How does Corporate Social Responsibility integrate ethics into business strategy?
4. What is sustainable marketing and how does it differ from conventional marketing?
5. Why are labour standards in global supply chains a concern for marketing professionals?
6. What challenges arise when applying ethical standards across different cultural contexts?
7. Who are a company's key stakeholders and how does ethical marketing address their interests?
8. How does transparency in marketing communications build consumer trust?
9. What is the relationship between CSR and competitive advantage?
10. How can marketing professionals maintain ethical standards in negotiations with cross-cultural partners?

IV. ПЕРЕЛІК ФОРМ КОНТРОЛЮ ТА ОЦІНКА ЇХ У БАЛАХ (КРИТЕРІЇ ОЦІНЮВАННЯ САМОСТІЙНОЇ РОБОТИ)

Оцінювання знань здобувачів вищої освіти з освітнього компонента «Іноземна мова за професійним спрямуванням» здійснюється на основі поточного і підсумкового контролю знань.

Поточна навчальна робота включає аудиторну (практичні заняття) та самостійну.

За кожне практичне заняття здобувач може отримати 3-6 балів:

Семестр 1 (30 занять $\times$ 3 бали) = 90 балів.

Семестр 2-7 (15 занять $\times$ 6 балів) = 90 балів.

Семестр 8 (30 занять $\times$ 3 бали) = 90 балів.

На практичному занятті оцінюється:

опрацювання теоретичних джерел з тем, підготовка до практичного заняття;

усні відповіді здобувача вищої освіти;

повнота і правильність виконання практичного заняття;

участь в обговоренні результатів виконання практичного заняття;

формулювання висновків, їх повнота і обґрунтованість.

Самостійна робота здобувачів вищої освіти з освітнього компонента «Іноземна мова за професійним спрямуванням» оцінюється у 10 балів щосеместра.

Зокрема, сюди входять такі види робіт:

участь у наукових заходах – 10 балів;

складання ментальної карти до теми – 6 балів;

написання есе – 2 бали;

складання тематичного словника – 2 бали.

Перелік умовних позначень форм контролю та оцінка їх у балах:

В – відповідь на практичних заняттях – 1 бал

УД – участь у дискусії – 2 бали

КТ – комп'ютерне тестування – 1 бал

Т – тестування – 1 бал

К – кейс-стаді – 2 бали

РМГ – робота в малих групах – 2 бали

Д – доповідь – 2 бали

П – презентація – 2 бали

ПР – проєкт – 2 бали

УО – усне опитування – 2 бали

ПЗ – письмові завдання – 2 бали

ТД – термінологічний диктант – 1 бал

ІЗ – індивідуальне завдання – 10 балів (участь у наукових заходах – 10 балів; складання ментальної карти до теми – 6 балів; есе – 2 бали; складання тематичного словника – 2 бали).

Загальна сума за поточну навчальну роботу (аудиторну та самостійну) за семестр – 100 балів.

Результати самостійної роботи здаються здобувачами вищої освіти поетапно протягом семестру відповідно до вивченого матеріалу згідно тематичного плану.

Підсумковий контроль – екзамен. До екзамену допускаються всі здобувачі, які набрали за результатами поточної роботи протягом семестру 60 балів.

Результат підсумкового контролю (екзамен) з освітнього компонента «Іноземна мова за професійним спрямуванням» для здобувачів очної форми навчання визначається як середньоарифметична сума балів поточної роботи та екзамену.

Кращим здобувачам, які повністю виконали програму з освітнього компонента, виявили активність в науково-дослідній роботі за відповідною тематикою, стали призерами студентських олімпіад, виступали на конференціях та за результатами поточної роботи набрали 90 і більше балів, науково-педагогічний працівник має право виставити результат екзамену без опитування (при усному екзамені) чи виконання екзаменаційного завдання (при письмовому екзамені).

V. РЕКОМЕНДОВАНІ ДЖЕРЕЛА

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