

Unit 3

Marketing

实训模块三 市场营销

Position Definition 岗位定义

Marketing Personnel are major forces for a company's marketing, who should work out influential marketing strategies such as pricing, promotion activities and sales channels and further control the factors that may affect the company's sales. They help to open new market areas for company and consolidate the company's position in the market. Marketing personnel can be further classified into the following categories: marketing developing manager, marketing planner and market surveyor.

营销人员是企业开展市场营销活动的主体,负责制订有重要影响力的市场营销策略,如定价、促销、销售渠道,并进一步控制可能影响公司销售的因素。他们帮助企业开拓新市场,巩固企业在市场中的地位。市场营销人员可以再细分为市场开发经理、营销策划、市场调查员。

Responsibilities and Tasks 职责和任务

Responsibilities and Tasks Chart

职责和任务表

Position 岗位	Marketing Manager 市场开发经理	Market Surveyor 市场调查员	Marketing Planner 营销策划
Responsibilities 职责	Enterprise Marketing 企业营销主控	Market survey 市场调查	Marketing Planning 市场营销策划
Typical Tasks 典型工作任务	Making a Market Survey 进行市场调查	Making a Market Survey Plan 做市场调查计划	
		Designing Questionnaire 设计问卷	
		Carrying out the Survey 进行调查	
		Compiling a Simple Market Survey Report 做简易市场调查报告	

续表

Typical Tasks 典型工作任务	Making a Marketing Planning 做市场营销策划	Positioning 市场定位
		Analyzing the competitors 分析竞争者
		Determining the Marketing Objectives 确定营销目标
		Deciding the Marketing Strategy 制订营销战略
		Discussing the Marketing Activities 讨论营销活动
		Controlling 营销控制
	Participating the International Fairs 参加国际会展	Making a Reservation 预订展位
		Designing the Booth 布展
		Receiving Customers 接待客户
		Writing up the Negotiation Minute 编写洽谈纪要

Position Capabilities and Qualities 岗位能力和素养

The main skills for successful Market Personnel are marketing developing, establishing public relationship, wise judgement, strategic planning, innovation, and seeking and developing potential clients. Marketing Personnel are able to find the demands of the customers, to evaluate how much they would pay for the product, to meet the consumers' needs for convenience, to well communicate with them, to position the product of the company, to select sales channels, and to carry out promotions.

The basic qualities for a successful marketing personnel are hard working, creativity, positive attitude, passion, dedication, persistence.

营销人员最主要的技能是市场开拓、人际公关、睿智的判断、战略的策划、创新和拓展潜在客户。其能够瞄准消费者需求、消费者所愿意支付的成本、消费者的便利性,与消费者沟通,做好企业产品定位、渠道策略和促销活动。

成功的营销人员的基本职业素养是努力工作、有开拓性、态度积极、热诚、专注与坚忍。

Practice 1 Making a Market Survey

技能实训 1 进行市场调查

Scenario 情境

Kevin Wu(Wu Tong), Nicole Guo(Guo Sisi) and Lucas Fu(Fu Haichao) are newly-recruited staff of Beijing Sunshine Import and Export Co., Ltd..

Kevin is the Market Developing Manager of the Marketing Department, who specializes in developing new market for enterprises.

Nicole is the Marketing Planner who also works in Marketing Department, specializing in making market plan.

Lucas is the market surveyor, whose responsibility is to carry out market survey of various products for Beijing Sunshine Import and Export Co., Ltd..

Smith is the customer of North America.

Beijing Sunshine Import and Export Co., Ltd. is established through the previous preparations. At present, Marketing Department, Finance Department and HR Department are ready to carry out tasks respectively. In this section of the chapter, Beijing Sunshine Import and Export Co., Ltd. plans to seek North American market, and thus the Marketing Department becomes very active to do market related work, such as a survey to the North American market in domain of children underwear and obtaining the relevant information needed urgently by Beijing Sunshine Import and Export Co., Ltd..

The students are divided into groups which contains 4 members each. Student A plays a role as Kevin. Student B plays a role as Nicole. Student C plays a role as Lucas. Student D plays a role as a customer.

They will work out a market survey plan, design a questionnaire, carry out the survey, and write a report of the survey.

凯文·武(武同)、尼科尔·郭(郭思思)和卢卡斯·付(付海潮)是阳光进出口有限公司新近招聘的职员。

凯文是市场部的市场开发经理,专长是为企业开拓新市场。

尼科尔是市场策划,也任职于市场部。她的专长是制订市场营销计划。

卢卡斯是市场调研员,职责是为阳光进出口有限公司开展不同产品的调研工作。

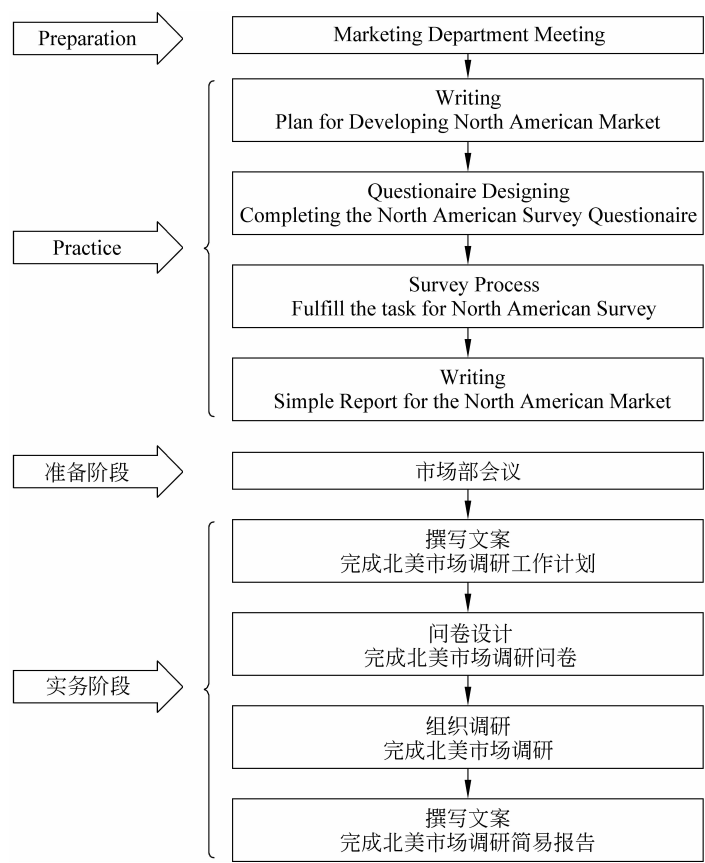
史密斯是北美的某顾客。

经过前期的准备,北京阳光进出口有限责任公司正式成立了。目前,市场部、财务部、人事部都分别做好开展业务的准备。在这一章里,北京阳光进出口有限责任公司计划开拓北美市场,市场部开始积极着手相关工作,如开展北美儿童内衣市场调查,获取公司急需的相关信息。

学生被分成四人一组。学生 A 扮演凯文,学生 B 扮演尼科尔,学生 C 扮演卢卡斯。学生 D 扮演史密斯。

他们要做市场调查计划,设计调查问卷,进行市场调查,撰写市场调查报告。

Procedure 工作流程



Task 1 Making a Market Research Plan

任务 1 做市场调查计划

Background of Practice 实训背景

Information Chart 1 Knowledge of International Marketing Research
信息表 1 国际市场调研常识

Marketing Research is the leading step for an enterprise that aims at entering international market. Carrying out the international marketing research is the fundamental preparatory work for an informationized enterprise. Therefore, it is crucial to grasp knowledge about international marketing research, such as research items, methods, procedures and so on.

Main types of international marketing research are exploratory research, descriptive research, causal research, desk research and field research.

续表

Basic methods of international marketing research are primary data, second data, observational research, experimental research, mail questionnaire, telephone interview, personal interview and on-line interview.

市场调查是企业进入国际市场的第一步。进行国际市场调研是一个信息化企业的基本前期工作。因此,掌握相关国际市场调研知识非常必要,如调研内容、调研方法和调研步骤等。

国际市场调研的主要种类有探索性调研、描述性调研、因果性调研、案头调研和实地调研。

基本的国际市场调研方法有第一手资料、第二手资料、观察法、实验法、邮寄调查表、电话访问法、当面访问法、网络在线访问法。

Task of Practice 实训任务

Now, let's begin the practice based on the following Task Chart.

现在让我们开始根据下面的实训任务表进行实训。

Task Chart 1

实训任务表 1

Kevin, the Marketing Developing Manager, calls upon Lucas, marketing surveyor, and Nicole, sales planner, to discuss the issues of the research of North American market.

市场开发经理凯文召集营销策划尼科尔、市场调查员卢卡斯讨论北美市场调研计划相关问题。

Practice Steps	Student A _____ plays a role as Kevin 学生 A _____ 扮演凯文	Student B _____ plays a role as Nicole 学生 B _____ 扮演尼科尔	Student C _____ plays a role as Lucas 学生 C _____ 扮演卢卡斯
Step 1 步骤 1	Greet B and C, and ask for their opinions 招呼 B 和 C 并询问二人意见		
Step 2 步骤 2		Start an opinion; about general information analysis 给出观点: 关于初步情况分析	
Step 3 步骤 3			Start another opinion; deciding the investigating subject 给出观点: 确定调研资料来源
Step 4 步骤 4	Ask Questions; how to carry out investigation 提出问题: 如何展开调研		
Step 5 步骤 5		Answer; about making investigation plan 回答: 制订调研计划	
Step 6 步骤 6			Answer; about collecting information 回答: 资料收集
Step 7 步骤 7	Ask C to write the investigation report 让 C 撰写调研计划		
Step 8 步骤 8			Receive his task 接受任务

Model of Practice 实训对照

Kevin: Good morning, guys. Now I'd like to listen to your suggestions about the North American market research.

Nicole: Personally, I think the purpose of our research is to know the North American textile market situation, its demands, and our competitors so that we can position our product. Due to the present situation of our company, I suggest we make good use of the government statistics and research reports from other authorities. Thus we can gain direct and authoritative materials with limited capital and time.

Lucas: I agree with Nicole. We can refer to China Import and Export Guidance published by Business Ministry to find what we need to know about the North American Textiles Market. In addition, we can collect necessary information by means of questionnaires sent to potential customers through Internet.

Kevin: I'm interested in Lucas' idea. Then how are you going to carry out the research?

Nicole: I think we ought to open our sales channel with children color cotton underwear first, and later present other products. There has to be a good research plan beforehand, in which we need to make sure our researching purpose, items, subjects, and methods. Meanwhile a questionnaire has to be designed. We can carry out the research on-line or by means of telephone interviewing.

Lucas: I agree with Nicole. When the plan is finished, relevant information needs to be collected according to it, followed by a thorough analysis of the information. Then we can have our own statistics, which will help our company know about the North American in detail and lay solid foundation for our company to enter into the North American textile market.

Kevin: Very good. So Lucas your job for the next two days will be work out an research plan.

Lucas: OK. I'll e-mail to you the plan as soon as I finish.

Kevin: Nicole, you assist Lucas finishing the investigation plan and as well, you and Lucas need to design a questionnaire.

Nicole: No problem. We will discuss the issue about the plan and questionnaire as soon as possible.

凯文: 大家早上好。今天我想知道你们二人对目标市场调研的建议。

尼科尔: 我个人认为,我们此次调查的目的应当是了解北美纺织品市场情况、需求情况和竞争对手的情况,以便我们进行产品定位。鉴于公司的现状,我认为我们应充分应用国家统计局和相关权威机构的调查报告。既可以节约资金和时间,资料又直接、权威。

卢卡斯: 我赞同尼科尔的观点,我们可以参阅商务部发行的《中国进出口技术指南》,来获取我们所需的北美纺织品市场信息。此外,我们可以利用互联网,发放调查问卷给潜在客户来收集所需的信息。

凯文: 我对卢卡斯的想法很感兴趣。那么,你们想如何开展调研呢?

尼科尔: 我想我们应该先以儿童彩棉内衣为首选产品打开我们的销售渠道,再逐步跟进其

他产品。调研开展之前,我们需要制订一份市场调研计划,明确调查目的、调查项目、调查对象和调查方法。同时,还需要设计一份调查问卷。我们可以通过互联网和电话访问,完成调查。

卢卡斯: 尼科尔说得对。当调查计划完成后,相关信息需依此收集。我们就可以拥有自己的统计数据,有助于公司详细了解北美市场,为公司产品进入北美纺织品市场打下坚实的基础。

凯文: 很好。那么卢卡斯这两天你要完成我们的市场调研计划。

卢卡斯: 好的,我一写完就发电子邮件给你。

凯文: 尼科尔请你协助卢卡斯完成调研计划,并一同设计调查问卷。

尼科尔: 没问题,我们会尽快讨论调研计划和调查问卷相关问题。

Task 2 Designing a Questionnaire

任务 2 设计调查问卷

Background of Practice 实训背景

Information Chart 2 Questionnaire for Marketing Research

信息表 2 市场调研调查问卷

Designing marketing research questionnaire is a key task in marketing. A properly-designed marketing research questionnaire can fully record and reflect the replies of the research subjects to the questions related to enterprises; thus provides accurate market information.

It is suggested that the questions be simple to read, brief, precise and closely related to the research topic, have clear focus. A complete questionnaire is composed of three parts: the description (the beginning part), the background information questions and the main research questions.

设计市场调查问卷是市场营销的一项关键任务。一份设计合理的市场调查问卷可以全面记录和反映调查对象对企业关心问题的回答状况,从而为企业提供真实的市场信息。

调查问卷问题设计应浅显易懂、言简意赅、准确无误、密切围绕调查主题、重点突出。一份完整的调查问卷由说明词(卷头部分)、背景问题部分、主体调研问题三部分组成。

Task of Practice 实训任务

Now, let's begin the practice based on the following Task Chart.

现在让我们开始根据下面的实训任务表进行实训。

Task Chart 2

实训任务表 2

Practice Steps	Student C _____ plays a role as Lucas to design a questionnaire 学生 C _____ 扮演卢卡斯设计一份调查问卷
Step 1 步骤 1	To write the description part of the questionnaire; research purpose, acknowledgement and guarantee 编写调查问卷的卷头部分: 调查目的、致谢、承诺

续表

Practice Steps	Student C _____ plays a role as Lucas to design a questionnaire 学生 C _____ 扮演卢卡斯设计一份调查问卷
Step 2 步骤 2	To write the first group of questions concerning surveyee's backgrounds: age, gender, education, job, salary 编写调查问卷第一组问题,调查对象的背景信息部分:年龄、性别、学历、工作、收入
Step 3 步骤 3	To write the main part of the questionnaire: consuming habit, consuming capability, consuming liability, consuming preference 编写调查问卷的主体部分:消费习惯、消费能力、消费倾向、消费偏好

Questionnaire

Description:

Que. 1

_____ (Required)

A. _____ B. _____ C. _____ D. _____

Que. 2

_____ (Required)

A. _____ B. _____

Que. 3

_____ (Required)

A. _____ B. _____ C. _____ D. _____

Que. 4

_____ (Required)

A. _____ B. _____ C. _____ D. _____

Que. 5

_____ (Required)

A. _____ B. _____ C. _____ D. _____

E. _____

Que. 6

_____ (Required)

A. _____ B. _____ C. _____ D. _____

Que. 7

_____ (Required)

A. _____ B. _____ C. _____ D. _____

Que. 8

_____ (Required)

A. _____ B. _____ C. _____ D. _____

Que. 9

_____ (Required)

A. _____ B. _____ C. _____ D. _____

E. _____ F. _____

Que. 10

A. _____ B. _____ C. _____ D. _____

E. _____

Que. 11

A. _____ B. _____ C. _____ D. _____

Que. 12

A. _____ B. _____ C. _____

Que. 13

_____ (Required)

A. _____ B. _____ C. _____ D. _____

E. _____

Que. 14

_____?

Answer: _____

Que. 15

_____?

Answer: _____

Model of Practice 实训对照

Questionnaire

Description:

In order to know about the consuming habit to the adults' underwear, the questionnaire is released. We highly appreciate your participation and we assure what you have filled in here is only used for our research.

Que. 1

Age(Required)

A. under 20 B. 21-30 C. 31-40 D. 41-50

Que. 2

Gender(Required)

A. Male B. Female

Que. 3

Education(Required)

A. Master and above B. University graduate
C. College diploma D. Secondary school diploma

Que. 4

Job(Required)

- A. Student B. Employee C. Freelance D. Other

Que. 5

Salary(Required)

- A. under 1000 yuan B. 1001-2000 yuan
C. 2001-3000 yuan D. 3001-5000 yuan
E. above 5000 yuan

Que. 6

Propotion of salary spend on underwear monthly (Required)

- A. under 100 yuan B. 101-200 yuan
C. 201-500 yuan D. above 500 yuan

Que. 7

Price of each item(Required)

- A. 10-30 yuan B. 31-60 yuan
C. 61-100 yuan D. 101-150 yuan
E. above 150 yuan

Que. 8

The highest price you can afford(Required)

- A. under 50 yuan B. 51-80 yuan C. 81-150 yuan D. above 150 yuan

Que. 9

The items you pay more attention to(Required)

- A. Feel B. Style C. Color D. Fame
E. Practical F. Customer Service

Que. 10

The styles you prefer

- A. Elegant B. Individual C. Lovely D. Casual
E. Simple

Que. 11

Time when you purchase underwear

- A. weekly B. monthly C. per season D. on holidays
E. others

Que. 12

Your attention towards underwear fashion

- A. closely B. so-so C. indifferent

Que. 13

The way you know about the brand(Required)

- A. friends B. shops C. magazines D. advertisement
E. others

Que. 14

What brand do you often purchase and why?