

## **Hünäri boýunça iňlis dili**

**dersinden amaly okuwynyň**

**Ähli hünärleriň  
II ýyl talyplary üçin**

**Taýýarlan mugallym Kurbanow S.**

### **Lesson 1.**

#### **Modals. Marketing to students.**

(2 hours)

#### **1. Read and retell.**

Ashgabat is the white-marble capital of the independent and neutral Turkmenistan. The capital is situated in the South, at the foothills of the Kopetdag Mountains. It was founded in 1881. Ashgabat is an administrative, cultural and scientific centre of the country. Tens of architectural structures have been constructed, such as the President's palace, Memorial of Neutrality, Halk Hakydasy Memorial Complex, Ashgabat International Airport and swimming complexes, buildings of higher education institutions, mosques, hotels, offices and business centres. Ashgabat is becoming one of the largest business centres in Central Asia thank to its communication conditions.

#### **2. Discuss about these questions.**

- a. Which shopping centre is the best for shopping in your country?
- b. What kind of shopping centres do you have in your city?
- c. What do you or don't you like about shopping?
- d. What are the advantages of shopping online?
- e. Which of the items on the left have you bought online? Why?
- f. Which of those items would you *not* buy online, and why? Give three reasons why some people prefer not to buy goods and services online.

#### **3. Choose the correct word to complete each sentence.**

1. We offer a \_\_\_\_\_ to customers who buy in bulk.  
a) refund    b) discount    c) delivery

2. We ask customers who are not fully satisfied to \_\_\_\_\_ goods within seven days.  
a) discount    b) refund    c) return
3. In order to get a full \_\_\_\_\_ customers must send back goods in the original packaging.  
a) discount    b) refund    c) return
4. Goods will be \_\_\_\_\_ within 24 hours of your order.  
a) despatched    b) purchased    c) exchanged
5. Goods are kept in our \_\_\_\_\_ until ready for delivery.  
a) stock    b) storage    c) warehouse
6. Products and services offered at a large discount are generally a(an) \_\_\_\_\_.  
a) sale    b) bargain    c) offer

**4. Read the statements. What do you do when you want to have ideas?**

- a. I like to think in silence.
- b. I get lots of ideas when I go on a long walk
- c. I discuss work problems with my colleagues it helps me to think of new ideas and find solution,
- d. My ideas usually come when I'm doing something manual. For example, gardening or driving the car.

**5. Read the quotation by British writer George Bernard Shaw and discuss the questions below.**

If you have an apple and I have an apple and we exchange these apples - then, you and I still have one apple each. But if you have an idea and I have an idea and we exchange these ideas - then each of us has two ideas.

- a. *Is it always good to exchange ideas?*
- b. *Can ideas change when we discuss them with another person?*

**Modals for advice and suggestions**

**1. Match *should*, *shouldn't* and *could* with the uses 1-3.**

- a. The others shouldn't give their opinion.
- b. Someone should write down all the suggestions.
- c. You could ask everyone to think of one or two ideas.

1. a suggestion    2. advice    3. advice not to do something

**2. Are these statements true or false?**

1. Should and could add s with he/she/it.
2. We don't use do/does to make the negative.

**3. What suggestions or advice would you give in these situations? Compare your ideas with a partner.**

1. A friend asks for ideas about what to take to his host and hostess when he goes to their house for dinner tomorrow.

*You could take chocolates. You shouldn't take flowers.*

2. A new colleague wants to know the safest way to travel around your country. Are there any areas or types of transport she should avoid?
3. A friend is thinking about leaving her job as an office manager and starting her own business running a small hotel (she has never worked in a hotel before). She wants to know what you think.
4. A colleague asks for ideas about where to entertain some new clients this evening.
5. A member of your family wins \$35,000 and wants ideas about what to do with the money.

**4. Work with a partner. Think of a simple problem and take turns to ask for and give suggestions and advice. Then ask a different partner and see if you get the same advice.**

What do you think I should do?

Well, you could ... // think you should ...

**5. Work in groups. You want to start a new company. Choose one of the Brainstorm ideas for an interesting or unusual business that it could be used for. Choose the best idea and discuss ways to market the business.**

**6. Read the article and translate it.**

## **MARKETING TO STUDENTS**

The student market in the UK is estimated to be worth £13 billion of spending power in a year. It is a market no company should ignore. Marketers are desperate to get students' attention before they turn into high-earning graduates. But students are hard to reach and cynical. How can brands target them?

Youth market trends analyst Sean Pillot de Chenecey advises companies who hope to market to students. He says there is no single strategy. Students organise their life on their mobile phones, respect brands that are ethical, but worry more about how they're going to pay off their debt than world peace. To get students' attention, marketers must offer them something that adds to their lives. It isn't enough to simply sponsor a music tour: they have to make the event happen. For example, Carling introduced live music on the Tube.

Offering students help with their education and careers is an effective marketing method. The Guardian newspaper runs careers fairs and offers discounts on its products, such as Guardian Student, a 32-page newspaper.

Coke, a successful energy drinks brand, uses what it calls 'energy teams' on university campuses. The company recruits teams of students and gives them a Coke car, which has a fridge. The students offer samples and give information about the product benefits.

They do this on campus at sporting events and at times of the year when students might need an energy boost. 'It's extremely important that it's a student doing this and not a company sales rep,' says the company's consumer manager who runs the scheme. 'You need to have an approach that doesn't look like a sales pitch.'

Having an insider on campus can help marketers understand student life. Youth marketing agency, Virgin D3, has a database of students who act as "field staff". They ask them for help when planning an event at their university. Perhaps, by getting ideas from the students themselves, companies can find ways to reach this difficult market.

## **Glossary**

*Cynical* not believing that people are sincere or honest

*The Tube* London's underground train system (informal)

*Sales rep* sales representative (informal)

*Sales pitch* selling something by saying how good it is

*Insider* someone who is part of an organisation and so has special knowledge of it

## **7. Answer the questions**

1. How much money do UK students spend in a year in total?
2. Find two reasons why it is difficult to sell products to students.
3. How does The Guardian help students?
4. What are 'energy teams'?
5. Why is it important to use students and not company sales reps to sell products?
6. How can marketers learn more about student life?

**8. Match the companies 1-4 with the promotion method they use a-e, as described in the article. One company uses two methods.**

- |                 |  |
|-----------------|--|
| 1. Carlinga.    | a. offers discounts on products              |
| 2. The Guardian | b. employs students to sell on campus        |
| 3. Coke         | c. asks students to help plan special events |
| 4. Virgin D3    | d. organises music events in public places   |
|                 | e. offers help with education and careers    |

**9. ‘Students have a strong sense of social responsibility and ethical branding. They want companies to behave well.’ What do you think of this description of UK students? Could you describe students in your country in the same way?**

**10. What ethical reasons could people have for not buying from a particular company? Are there any companies whose products or services you would never buy?**

**11. Complete the sentences with these words and phrases from the article.**

*Boost            debt            discount            estimate            high-earning  
method            pay off            spending power            worth*

1. The market for new cars is \_\_\_\_\_ about €200 million a year.
2. We \_\_\_\_\_ that our share of the market will be 28 per cent.
3. We are targeting \_\_\_\_\_ consumers with salaries above €100,000 a year, who have enormous\_\_\_\_\_.
4. Many of our customers have a \_\_\_\_\_ of €5,000 or more.
5. It will take them several years to \_\_\_\_\_ these loans.
6. We have a special offer this month: a 5 per cent \_\_\_\_\_ on all software products.
7. We are trying a new \_\_\_\_\_ of selling: sending special offers by text message.
- 8 The company hopes that its new strategy will give sales a\_\_\_\_\_ .