

UNIVERSITATEA „VASILE ALECSANDRI” DIN BACĂU
DEPARTAMENT IDIFR
FACULTATEA DE ȘTIINȚE ECONOMICE
Program de studii MARKETING ID

FOREIGN LANGUAGE 1 AND 2.
COURSEBOOK FOR DISTANCE-LEARNING MARKETING
STUDENTS
- 2nd revised edition -

Conf. univ. dr. MIHAELA CULEA



EDITURA „ALMA MATER” BACĂU
2021

CONTENTS

GENERAL INTRODUCTION	5
MODULE 1. WORKING IN MARKETING. MARKETING ESSENTIALS	9
Module introduction	9
Module key words	10
Module objectives	10
Unit 1. Socializing. Jobs and Companies	12
Unit introduction	12
Unit key words	12
Unit objectives	12
Unit informational contents:	
M1.U1.1. Business communication skills	13
M1.U1.2. Reading and comprehension: Damon Buffini	16
M1.U1.3. Grammar study: Present tense simple and continuous	20
M1.U1.4. Writing skills: Giving and asking for advice	27
Unit summary	29
Unit self-assessment test 1	30
Unit bibliography	31
Unit 2. Marketing Essentials. Marketing and the marketing mix	32
Unit introduction	32
Unit key words	32
Unit objectives	32
Unit informational contents:	
M1.U2. 1.Business communication skills	33
M1.U2. 2.Reading and comprehension	33
M1.U2. 3.Grammar study: Past tense simple and continuous	38
M1.U2. 4.Writing skills: Making an invitation	44
Unit summary	46
Unit self-assessment test 2	47
Home assignment 1	48
Unit bibliography	52
MODULE 2. PRODUCT PURCHASING AND CONSUMER BEHAVIOUR	53
Module introduction	53
Module key words	55
Module objectives	55
Unit 1. Products	56
Unit introduction	56
Unit key words	56
Unit objectives	56
Unit informational contents:	
M2.U1. 1. Business communication skills	57
M2.U1. 2. Reading and comprehension: Standardized vs. differentiated products	58
M2.U1. 3. Grammar study: Present perfect simple and continuous	61
M2.U1. 4. Writing skills: Making an order	66
Unit summary	67
Unit self-assessment test 3	69

Unit bibliography	70
Unit 2. Brands and branding	71
Unit introduction	71
Unit key words	71
Unit objectives	71
Unit informational contents:	
M2.U2. 1. Business communication skills	72
M2.U2. 2. Reading and comprehension: Brands and branding	74
M2.U2. 3. Grammar study: Past perfect simple and continuous	76
M2.U2. 4. Writing skills: Making a suggestion	78
Unit summary	80
Unit self-assessment test 4	80
Home assignment 2	83
Unit bibliography	86
Unit 3. Consumer behaviour and spending money	87
Unit introduction	87
Unit key words	87
Unit objectives	87
Unit informational contents:	
M2.U3. 1. Business communication skills	88
M2.U3. 2. Reading and comprehension: A. Consumer types and VALS framework	88
B. Green products and consumer preferences	91
C. The purchasing decision-making process	92
M2.U3. 3. Grammar study: Expressing the future	93
M2.U3. 4. Writing skills: Making a complaint	99
Unit summary	100
Unit self-assessment test 5	101
Unit bibliography	102
General self-assessment test	104
Answers and marking scale for unit self-assessment tests	111
Answers and marking scale for general test	118
Answers and marking scale for home assignments	119
Bibliography	125