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## MARKETING TERMS IN ENGLISH AND UZBEK LANGUAGE

**Abstract:** Questions of terms and term formation in recent times great attention is paid. This is facilitated by the following factors development of science, technology, culture, art, the emergence of new realities and new industries. In this article highlights of marketing terms in English and Uzbek language.

**Key words:** terms, terminology, marketing, economy, development.

**Language:** English

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### Introduction

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The role of Economics and marketing is growing in the modern world on the basis of widespread introduction of information technologies. This circumstance determines the priority development of science, education and non-material elements of production activities.

Our country is no exception, and at present, much attention is paid to the economy and marketing as the main tools for the development of modern society.

Terminology plays a significant role in all areas of society's life, including in the sphere of economics and marketing. The developed Uzbek-English explanatory dictionary of terms on economics and marketing is an attempt to generalize the existing terminology in the field of Economics and marketing and, of course, is not exhaustive. The dictionary contains an interpretation of economic, financial, marketing and legal concepts used in modern business life. Considerable attention is paid to the psychological and economic aspects of the theory of buyer behavior, the basics of marketing management and the characteristics of the content of marketing activities. A distinctive feature of our dictionary is the inclusion, along with traditional words, of relatively new ones that have come into use in recent years.

Currently there is a sharp increase terminological vocabulary. This is primarily due to the unseen growth

and development of new areas of production, the emergence of new industrial enterprises and nanotechnologies. All this leads to the appearance and borrowing of hundreds and thousands of words related to the most various branches of science. So there are terms that, at the end after all, they are first included in special terminology dictionaries.

Only after fixing them in industry dictionaries and general communication, they are included and codified in explanatory and bilingual dictionaries.

Why should marketers learn English? Here are two main reasons:

Marketing terminology comes from the English language, so it will be easier for you to understand the essence of all the terms, and this is especially important for novice marketers.

The most up-to-date professional literature for marketers is easier to find in English. You will be aware of the latest concepts and cases, and will be able to apply them in practice, while your competitors are not yet familiar with these ideas. Please note that the ideas of foreign authors are not always translated correctly into Uzbek, especially if you are reading an excerpt from a book on the Internet. Knowledge of English will allow you to understand exactly what the author wanted to convey to you.

Basic marketing terms in English with translation.

First, let's figure out how to properly call a marketing specialist in English. The most common terms are marketing manager, marketing specialist,

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marketing expert, and marketer /mɑ:kə'tɪə(r)/. However, in foreign literature you can find the word marketeer /,mɑ:kə'tɪə(r)/, it is usually called a marketer who is more engaged in the sale of a product and less in its advertising.

As you know, there is a 4P: product theory in marketing (product), price( price), promotion (advertising, PR), place (place — market, distribution channels ). This is a classic concept, and some marketers add a few more "PI" to it. There are different theories, but the most common ones include: people( people), physical presence (physical presence: what your store or website looks like), process (process: how your product is produced and delivered to the consumer, how it is sold), package (packaging), purchase (purchases), personalization (personalization).

By the way, the word "product" can be denoted not only by the word product. In the business environment, the concept of commodity is often used - it is a product or resource that is freely bought and sold. Usually, commodity includes grain, metals, fuel, and so on.

There are also other concepts in marketing:

4C: customer needs and wants( needs and desires of the consumer), cost (cost, expenses of the consumer), convenience (convenience for the consumer), communication (communication with the consumer).

4A marketing (on this concept for quite a long time kept the marketing strategy of the world famous brand Coca-Cola): acceptability (acceptable to buyer), affordability (accessibility for the customer at a price), accessibility (availability and ease of purchase), awareness (awareness product).

4O marketing: objects (products, products: their quality and method of production), objects (goals related to the price of the product and the profit from its sales), organization (organization of sales and distribution of the product), operations (actions related to advertising the product).

Of course, all marketers know the term "AIDA", which describes the actions of the buyer. The concept stands for: attention( attention), interest (interest), desire (desire), action (action).

Correct goal setting is the Foundation of marketing, because any action begins with the goal statement. Your Manager may set goals for you, or you may have to formulate them yourself. In any case, it is not superfluous to add words related to this topic to your vocabulary. So, the goal should be: specific, measurable, achievable, relevant, time-bound.

SWOT analysis also helps you implement strategic planning. To do this, you need to identify the factors of your company's internal and external environment and divide them into 4 components:

strength — factors of the internal environment that have a positive impact, for example: market experience( experience in the market), strong

leadership( confident leadership in the market), good reputation among customers (good image among consumers);

weaknesses — internal environmental factors that have a negative impact, for example: a weak brand name, lack of access to key distribution channels, project is very complex);

opportunities — factors of the external environment that have a positive impact, for example: an unfulfilled customer need( unsatisfied customer need), loosening of regulations (easing administrative rules/requirements), removal of international trade barriers (removing barriers to the international market);

threats — environmental factors that have a negative impact, for example: new regulations( new administrative measures of regulation), increasing international trade barriers (growing barriers to international trade), competitors have a similar product (competitors have a similar product).

STEP / PEST analysis is another marketing tool that analyzes environmental factors:

- political: tax policy, employment laws, political stability, etc.;
- economic (economic): economic growth, exchange rates, inflation rate);
- social: population growth rate, age distribution, law changes affecting social factors);
- technological: research funding, intellectual property issues, innovation potential.

In addition to the above, the following types of research are used in marketing:

- package test - testing of packaging, checks how the target audience (target group) reacts to new product packaging;
- taste test-taste testing, checks how the target audience reacts to the new taste of the product;
- home test - a home test that allows consumers to try a new product at home, in real life conditions;
- telephone survey-telephone survey;
- mail survey-a survey by email, the consumer is sent a questionnaire, he fills it out and sends it back;
- online survey-a survey on a website on the Internet;
- mystery shopping-mystery shopper checks the quality of customer service;
- omnibus surveys is a multi-purpose survey, usually conducted for several companies at once, whose products are evaluated according to several criteria.

At the end of the article, we want to give you a list of manuals that are useful for learning English for marketing professionals:

Professional English in Use: Marketing.

Market Leader: Marketing.

Business English: Marketing and Sales.

English for Marketing & Advertising.

Test Your Professional English: Marketing.

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Thus, the occurrence of marketing terms in the the Uzbek language environment is one of the natural processes enriching the General vocabulary of the language. Introduction of international words and terms from the sphere of education Economics

(macroeconomics) in everyday life requires rapid integration codifications not only by specialists, but also by explanatory and philological experts dictionaries.

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