

Код УГПС: 42.02.01

Тематика модуля Тема 3 - Государственные учреждения, бизнес и услуги

1. READING The secrets of supermarket

- a) What do you think rational consumer behaviour is?
- b) Read the article about some marketing tricks used in supermarkets

This-and-that — всячина

Adjacent shelves —соседние полки

Upbeat music — позитивная, радостная музыка

To stack — укладывать, складывать

Trolley — тележка для продуктов (брит.)

Sometimes we go into the supermarket to buy a bottle of milk, some bacon and a loaf of bread, but a quarter of an hour later, we go home with two large plastic bags full of this-and-that. Why does it happen? Well, we'll try to explain and tell you about some tricks used by different stores.

Placing essential items far away from the entrance and each other.

This forces you to spend more time in the supermarket searching for one essential thing and buying more stuff just because you think it may be necessary. That's why you'll never find bread, milk, cereals and spam on adjacent shelves.

Playing slow music in the background.

Upbeat music will make you more active, so you won't spend a lot of time in store or pay much attention to shelves with items. It's much better for supermarket when you slowly and thoughtfully wander past the shelves of goods.

Staking expensive goods at eye level.

How often do you buy goods that are placed on the top or the lowest shelf? Not so often, we guess. But you should explore these shelves once, maybe you'll find high-quality but affordable things there. Not everyone wants to reach up or down to take the same goods they see at eye-level. And supermarkets love it.

Providing bigger trolleys

When we put in trolley only essential items, it never looks like it's enough. This bottle of oil with garlic and that package of strange gluten-free biscuits now seem extremely important to fill up the trolley, but then we'll forget about them for a couple of

months and throw them away because they expired. It's sad, but supermarkets are interested in forcing us to spend more money, not being rational customers.

c) Discuss in pairs

- How often do you go shopping? Why?
- What other marketing tricks do you know?
- Do you follow the rules of the rational consumer in your day-to-day life?

2. SKILLS Profile cases

Do the tasks according to your field of studies

Технологический: Find information on what tech inventions changed commercial field and make 10 slides about it.

Естественно-научный: Find some information on how these tricks affect our brain and prepare a short presentation about it (1.5 min).

Социально-экономический: Make up a survey to find out if your classmates have rational consumer behaviour. Present general results in class.

Гуманитарный: Which slogans attract the most attention? Think of five different slogans to promote any one product and present them in class.