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## Terminological Content of The Concept “Marketing”

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### **Abstract**

*This article is devoted to study the terminological content of the concept “Marketing”. It deals with semantic-cognitive analysis of the concept in professional contexts and is analyzed using various linguistic and terminological dictionaries. Synonyms and antonyms of the concept are carefully studied using different sources. The frequency of the term is also clarified in the British National Corpus. Further, twelve essential layers of terminological verbalization of the Marketing concept are singled out and discussed addressing different sources.*

**Keywords:** *Marketing Concept, Verbalization, Terminology, Content, Layers Of Verbalization, Dictionaries, British National Corpus, Professional Context, Specialized Vocabulary.*

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### **INTRODUCTION**

The concept of Marketing, which is included in the conceptual sphere of economic relations and is the focus of study for this article, is a verbalization of the targeted interaction of sellers and buyers within the framework of the market structure of the economy. Formation of marketing as an academic discipline and practical activity took place in the United States since the beginning of the twentieth century, and it is legitimate to assume that the development of the concept of Marketing also originates from approximately this period of time [1].

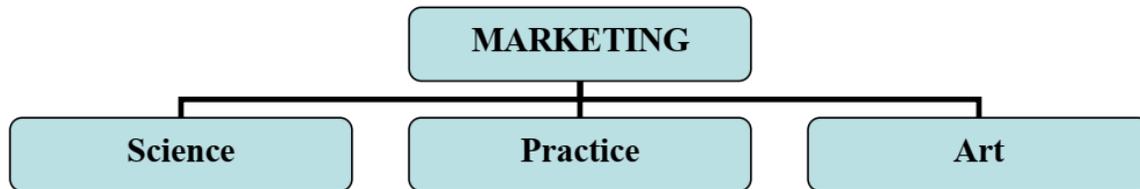
The method of semantic-cognitive analysis of concepts involves the direction "from language to concept", that is, a description of the structure of the concept's content based on the results of cognitive interpretation of the semantics of the objectifying concept units. To describe the internal organization of the Marketing concept in this work, basic semantic segmentation is carried out, the formation of the main sections of the concept and consideration of its actualization in terminological dictionaries, professional texts and the business press.

Studying the concept of Marketing in professional contexts from the standpoint of cognitive terminology involves considering its verbalization within the framework of various theories, classification models and schemes operating in a professional environment, as well as the principles of systematizing objects of professional interest.

Acquaintance with the terminology based on terminographic sources and specialized literature showed that the concept of Marketing outlines the entire spectrum of professional knowledge obtained as a result of communication between specialists and has an anthropocentric nature.

Modern marketing is a synthesis and unity of science, practice and art, which can be represented in the form of a visual diagram:

Scheme 1. Marketing as a synthesis of science, practice and art.



Consideration of concepts traditionally begins with the analysis of the name of the concept. The Advanced Dictionary of Marketing defines Marketing as “An organizational function and a set of processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders”[2].

The next step in the analysis of concepts is to refer to dictionaries of synonyms. The presence of synonyms allows us to highlight additional differentiating conceptual features that can be used to recreate the structure of the concept under study.

Electronic dictionaries offer the following synonyms for polysemantic word marketing: *merchandising* [m-w.com]; *advertising, PR* [macmillandictionary.com]; *promotion, PR* [collinsdictionary.com]; *buying, commerce, purchasing, retailing, selling*[thesaurus.com]; *merchandising, selling*[dictionary.com]; [dictionary.reference.com]; [synonym.org]; *merchandising, selling, shopping* [visualthesaurus.com]; [synonym-finder.com]; *shopping, retailing, purchasing, buying, selling*[thesaurus.yourdictionary.com].

An indicator of the relevance of the concept and its implementation in society are its frequency characteristics. Frequency data shows that marketing ranks 1962 out of a sample of 86,800 vocabulary items [wordcount.org]. Consequently, this concept is quite significant for the modern English-speaking society.

The latest qualimetric methods of mathematical statistics make a significant contribution to the development of the methodological apparatus of cognitive linguistics. Currently, cognitive terminology also uses computer-corpus research methods. The proposed methods provide a reliable database for obtaining statistical information about lexical units.

An appeal to the British National Corpus showed that it offers 8,891 lexical units representing the concept of Marketing with relevant examples from the press and publications in the specialty. In the British National Corpus, the lexical unit Marketing occurs 558 times, while, for example, competition occurs 717 times [natcorp.ox.ac.uk]. The frequency of using the lexical units of the concept representatives is correlated with its relevance and fixation in the minds of native speakers, as well as with its psychological value. Corpus analysis of the frequency of terminology within the framework of professional communication of specialists reveals a certain section of the state of a particular science and confirms its status and significance in the modern world.

Analysis of the definitions of terms allows us to determine the main features characteristic of the development of the professional field of a particular era. Various definitions of the term marketing, reflected in the special literature, are presented in the monograph [3]. According to the definition of prof. F. Kotler, “Marketing is a social and managerial process by which individuals and organizations obtain

what they need and want through creating and exchanging value with others. In a narrower business context, marketing involves building profitable, value laden exchange relationships with customers.”[4].

Explanations and interpretations in the specialized literature emphasize the various functions of the Marketing specialty, highlighting, in particular, the planning, implementation and control of a set of business events designed for the mutually beneficial exchange of goods between sellers and buyers, as well as creating a competitive advantage for the company.

For example:

- *Marketing*: The systematic *planning, implementation and control* of a mix of business activities intended *to bring together buyers and sellers* for the mutually advantageous *exchange or transfer of products* [marketing.about.com].
- The purpose of *marketing* is *to create competitive advantage* [enotes.com].

Information based on the analysis of antonyms is consistent with the depth of abstraction characteristic in the definitions of the name of the concept. So, in an opposing relationship with the term Marketing are the terms demarketing (measures to suppress demand) and countermarketing (activities to reduce demand).

For instance:

- *Demarketing*: Efforts aimed at discouraging (not destroying) the demand of a product which (1) a firm cannot supply in large-enough quantities, or (2) does not want to supply in a certain region where the high costs of distribution or promotion allow only a too little profit margin [businessdictionary.com].
- *Counter marketing*: efforts to permanently reduce demand for a product or service that may reflect poorly on the product itself, such as efforts by a group to discourage the use of a product the group deems unhealthy or bad for society. It is unlike demarketing, in which one attempts to reduce demand without maligning the product. Political advertising targeted toward supporters of the opposing candidate uses counter marketing to reduce demand for that candidate.[allbusiness.com].

Furthermore, proceeding from the unity of theory, practice and creativity for modern marketing as a scientific and practical discipline, we have singled out for discussion twelve essential layers of terminological verbalization of the Marketing concept: Theoretical, Territorial, Cultural, Political and legislative, Information and communication, Ethical, Psychological, Emotional, Metaphorical, Marketing Dilemmas and Paradoxes, Mythological, Digital (Email Marketing).

## 1. Theoretical

The formation of any professional field and its development by specialists and academic thought leads to the need to create new categories and classifications on various grounds in order to streamline the information accumulated in the course of practical activity. The field of marketing is no exception in this sense.

So, in the explanatory terminological dictionaries on marketing, various types of marketing are offered, represented, as a rule, by two-component terms with the main component of marketing: *affinity marketing, agricultural marketing, ambush marketing, brand marketing, bench marketing, direct marketing, event marketing, electronic marketing, differentiated marketing, guerilla marketing, incentive marketing, integrated marketing, interactive marketing, internet marketing, media marketing, mega marketing, mobile marketing, multilevel marketing, multichannel marketing, multisegment marketing, multistep marketing, network marketing, neuromarketing, niche marketing, scientific marketing, segmented marketing, services marketing, stimulating marketing, social marketing, sports marketing,*

*telemarketing, television marketing, test marketing, café marketing, restaurant marketing* [marketingweek.co.uk].

For

example:

- *Sports Marketing* is a growing division of the Marketing field that focuses on the business of sports and the use of sports as a marketing tool [degreedirectory.org].
- *Mobile marketing and proximity marketing* is very valuable because you are hitting the consumer at the time they are out and about looking for products or services [ukmarketingnews.com].

The terminological units presented above are divided into several large groups: firstly, they characterize the goods or services that are promoted (*agricultural marketing, sports marketing, event marketing, café marketing, restaurant marketing*), and secondly, they highlight the technical means of promotion goods (*electronic marketing, interactive marketing, internet marketing, mobile marketing*), thirdly, indicate the tactics of conducting marketing campaigns (*ambush marketing, guerilla marketing, niche marketing*), fourthly, emphasize the multidimensionality of marketing on various grounds (*multilevel marketing, multichannel marketing, multisegment marketing, multistep marketing*).

Some types of marketing are explicated in three-component terminological units, for example: back-end marketing, direct response marketing, product-differentiated marketing, product-oriented marketing, professional services marketing, sense-of-mission marketing.

Since specialists are constantly looking for a balance between the tasks of business and the interests of society, a critical rethinking of marketing and its philosophy periodically occurs, which leads to a dynamic development of the concept. New hypotheses, theories, scientific postulates and paradigms create a set of semantic features, objectified in terms that represent a certain slice (layer) of the concept, but not the entire concept as a whole.

We correlate the theoretical layer of the marketing concept with its scientific segment, but it does not affect its practice and art.

## 2. Territorial

The entry of international corporations into world markets in the course of globalization led to the differentiation of marketing into zonal components, which is actualized in terminology and free speech phrases. The territorial layer of marketing perception determines the functioning of multicomponent substantive phrases: *international marketing, worldwide marketing, worldwidemarketing strategy, global marketing strategy, global marketer, internationalmarketing efforts, international marketing team, worldwide marketing team, worldwide marketing director, worldwide marketing chief, new global marketingrole* [marketingweek.co.uk].

For instance:

- Visit Britain will this week unveil a *three-year overseas marketing strategy*, based around the Visit Britain website and targeting key emerging markets [marketingweek.co.uk].

According to the definition, Global marketing is a process of conceptualizing: “the process of conceptualizing and then conveying a final service worldwide with the hopes of reaching the international marketing community. Proper global marketing has the ability to catapult a company to the next level, if they do it correctly”[businessdictionary.com].

For instance:

- *Global marketing* is a lot different from *international marketing*. In *global marketing*, marketers look at the globe as one market, they offer a single line of product with a minimal adoption of the local market [businessdictionary.com].

The territorial layer of the marketing concept is correlated with its practical component, that is, the daily activities of marketing practitioners and is the result of the previous global conceptualization.

### 3. Cultural

The development of the global market has led to the need to study the factors that can promote or hinder the expansion of goods on the territory of foreign states. Culture began to be understood as an important element of business, bringing complication of practical tasks into marketing. The terminological content of this layer of the marketing concept includes such units as, for example, *cultural capital*, *cultural categories*, *cultural gatekeepers*, *culture production system*, *creolization*, *ethnocentrism*, *food culture*, *globalized consumption ethics*, *global consumer*, *culture*, *gift-giving ritual*, *high-context culture*, *host culture*, *individualist culture*, *values*, *low-context culture*, *popular culture*, *ritual*, *ritual artifacts*.

The literature provides a variety of information about national traditions, tastes and preferences in different countries.

For example:

- Individuals are realizing the value of developing their *intellectual capital* (what we know), *social capital* (who we know) and *cultural capital* (what we are interested in). But building each one of these is a complex challenge in its own right [marketingweek.co.uk].
- Some countries are very *patriotic*: in Switzerland you see lots of packs that carry the Swiss flag or pictures of mountains [marketingweek.co.uk].

Cultural and religious traditions of different peoples impose restrictions and even taboos on certain types of goods. Stereotypes of behavior and way of life, which have evolved over the centuries and constitute the foundation of society, persist to this day. Western experts G. Hofstede, E. Hall, F. Trompenaars and R. Lewis have developed various criteria for comparing traditional cultural values and the principles of intercultural communication, which are used both in politics and in business.

According to E.S. Kubryakova, the study of ways of concept verbalization is based on the assertion that language reveals and objectifies how the world is seen and understood by the human mind, how it is refracted and categorized by consciousness [5]. The multicoloredness of the modern world inspires and fascinates. The study of world cultural traditions allows not only to conduct global business, but also to better understand your own culture, see the main thing in it and appreciate its uniqueness.

### 4. Political and legislative

The state creates conditions for the orderly development of marketing, issues regulatory documents (for example, the Federal Trade Commission Deception Policy Statement, Consumer Protection Telemarketing Act, Telephone Consumer Protection Act). In addition to the legislative framework, there is a developed infrastructure of state and public regulation, which includes various organizations (Consumer Product Safety Commission, Federal Trade Commission, Food and Drug Administration, World Health Organization, Advertising Standards Authority). State protectionism and the activities of marketing experts are objectified by various phrases, for example, *advertising restrictions*, *medical expert group*, *alcohol advertising rules*, *junk food advertising*, etc.

*For example:*

- *The Government's alcohol consultation proposals* could spark a brand equity war between producers and retailers [marketingweek.co.uk].
- Last week the cross-party *Health Committee* concluded that the current *system of controls on alcoholic promotion and advertising* is «failing to protect the young people it is intended to protect» [marketingweek.co.uk].
- A proposed *ban on the advertising of manufactured baby milk* has been abandoned by the Government [marketingweek.co.uk].

It is the concept, according to N.N. Boldyrev, defines the semantics of linguistic units used to express it [6]. According to N.N. Boldyrev, the identification of the internal structure of simple and complex mental objects underlies all types and types of conceptual analysis and involves the allocation of some components and certain relationships between them [7].

The political and legislative layer of the marketing concept is correlated with its practical component, and actualizes the direction of the state's activity in the legal regulation of market relations.

## 5. Information and communication

Marketing communications are considered to be one of the most essential functions in the field. Promotion of goods and stimulation of their sales take place in the information-communication plane of interaction between companies and customers and is explicated in advertising and PR by various verbal and non-verbal means.

Promotion is defined in Longman's Explanatory Dictionary of Business English as “activities aimed to increase the demand for a product” [LDBE, 1993: 362]. Multi-component vocabulary related to product promotion often contains a term component. *promotion or promotional: price promotion, sales promotion, product promotion, promotion strategy, promotion tactics, price promotion tactics, promotional gifts, promotional items, logo-imprinted promotional gifts, promotional products, personalized promotional gifts, corporate promotional gifts, promotional merchandise, promotional umbrellas, promotional product supplier.*

*For example:*

- Tesco and Asda have launched a fresh round of *discount voucher promotion* in an early bid to drive preference and brand loyalty in the run up to Christmas, the key trading period of the year [marketingweek.co.uk].
- *Third-party sales promotions* are effective in allowing brands to build on each other's strengths through association [marketingweek.co.uk].

Substantive phrases related to marketing communications and, in particular, with advertising activities, are widely represented in terminological dictionaries, function in special literature and the press: *advertising campaign, advertising agent, advertising agency, advertiser, brand message, booklet, commercial, leaflet, marketing message, outdoor advertising, poster, public relations, slogan.*

*For instance:*

- *Marketing communications* include a number of elements that make up the *marketing communication mix: advertising, personal selling, sales promotion, publicity, direct marketing and cyber marketing* [oup.com].
- Just imagine your nearest UK city with no *billboard advertising*, no *ads* on the

train, nothing on taxi and no clever creative that arguably makes waiting for a bus more fun [marketingweek.co.uk].

The development of a methodology for researching concepts and their structure is the result of the efforts of many scientists.

The concept as a complex mental unit in the process of mental activity turns in different directions, actualizing different signs and layers [8]. Advertising, which is an essential link in the structure of modern marketing, should be considered as an independent activity, since it is in it that the main volume is formed by the image-perceptual and value-interpretive components, and non-conceptual.

## 6. Ethical

The first theoretical articles on marketing ethics appeared in the 60s. Vocabulary representing this level of the marketing concept (for example, *marketing ethics*, *ethical marketing practices*, *unfair marketing practices*, *deceptive marketing practice*, *questionable marketing, tactics*, *ethical advertising*, *unethical advertising*, *ethics of pharmaceutical marketing*) introduces elements of moral and ethical assessment into the principles of relationships between companies and consumers.

The American Marketing Association (AMA) developed special code of ethics - code of ethics [ama.org]. For companies, recommendation materials are created for self-regulation in certain issues of product promotion (for example, Self-Regulatory Guidelines for Children's Advertising, 1997). Experts recognize that such self-regulation helps firms to better respond to changing market conditions and avoid government interference. The ethical layer of understanding and perception of marketing is objectified both in the specialized literature and in the business press.

*For instance:*

- *Tobacco marketing* has been the target of government regulation [enotes.com].
- Practicing *ethics in marketing* means deliberately applying standards of fairness, or moral rights and wrongs, to marketing decision making, behaviour, and practice in the organization [enotes.com].

The need for a public positive moral and ethical assessment of the activities of companies is an imperative for the modern business community, since the creation of an impeccable reputation is one of the main factors of the image. Thus, the ethical layer of the marketing concept is the intersection of the perception of the ideals and values of society on the one hand and marketing practice on the other.

## 7. Psychological

Marketing as a professional area is essential is interdisciplinary, and integrates the efforts and achievements of various sciences about man and society. Marketing terminology glossaries contain a large number of terms that explicate the psychological knowledge that marketers need in their day-to-day work: *actual self*, *adaptation*, *aspirational reference group*, *attention*, *attitude*, *behavioral influence*, *behavioral segmentation*, *buying behavior*, *cognitive learning theory*, *compulsive consumption*, *conditioned stimulus*, *consumer behavior*, *consumer confidence*, *customer satisfaction*, *perception*, *personality traits*.

Marketers use emotional motivators that influence customer behavior (such as praise from others, pride of accomplishment, self-confidence, advancement, personal prestige, increased enjoyment). Thus, the psychological level of the marketing concept is actualized by a wide arsenal of verbal means and plays an important role in the development of marketing. Consumer behavior as a subject of scientific analysis has given rise to a special discipline - marketing psychology.

*For example:*

- «*Marketing psychology is the study of human behaviours it relates to beliefs, ideas, judgments and consumer behaviour. A marketing psychologist is able to analyze and explain why humans behave the way they do under certain circumstances*» [ehow.com].
- According to LCR, which carried out a survey into *consumers' attitudes to luxury brands*, people do use brands for *personal indulgence*, and often view their purchase as a *self-centered act* [marketingweek.co.uk].

Understanding the psychology of the buying process that covers rational and irrational factors of human behavior are seen as a necessary element of the company's competitiveness and the study of customer behavior helps companies to improve their marketing strategies and sales results. Thus, the psychological layer of the marketing concept connects theory with practice.

## 8. Emotional

Today's marketers recognize the need to emotionally impact customers because the best customer is the happy customer. The creation of positive emotions as a professional task brings to life the functioning of phrases in which the mood and emotional state of clients is explicated: *delighted customers, satisfied customers, dissatisfied customers, «customer delight», feel good factor, consumer confidence*. The formation of a positive perception of customers, the targeted generation of positive emotional reactions is tracked in many contexts.

*For instance:*

- Coca-cola says *inspirational marketing campaigns* for its global brand portfolio helped loft revenue by 13% last year [marketingweek.co.uk].
- If the nature of your product is not particularly *aspirational* – you can increase this *emotional appeal* by carefully managing your brand [marketing-made simple.com].

Thus, the emotional layer of the Marketing concept can be planned, organized and controlled by marketers.

## 9. Metaphorical

Metaphors reflect a person's need to change reality, transform it. Metaphors are used, for example, to associate an entity with a semantic domain that has positive connotations. Marketing metaphors should be divided into at least two groups. The first group includes marketing terms formed with the help of metaphorical transfer. The second group includes metaphors created within the framework of marketing itself as a professional activity (for example, verbal and visual metaphors in advertising), which deserve a separate study and are not considered in this work.

According to G.N. Sklyarevskaya, “All phenomena of the real world, embracing both material and ideal essences, are involved in the process of metaphORIZATION”[9]. The metaphor, according to Aristotle, gives the right “speaking about the real, to connect the impossible with it” [10]. Fantasizing about the future and bright prospects of a sweet life, images of luxury are the external product of marketers.

Marketing itself is often compared to war, military operations, battles, battles. Terminological phrases: *marketing war, marketing warfare, offensive marketing warfare strategy, defensive marketing, warfare strategy* are defined in the dictionaries.

*For instance:*

- *Offensive warfare* – marketing strategy whereby a company in a second or third position will attack a competitive leader in the marketplace [DMT, 2000: 389].

In professional and popular literature, there are words and expressions such as: *battle for market share, to capture a market share, target market, ambush marketing, guerilla marketing, tactics, campaign, battle, blitz, weapons of mass persuasion, ways of winning brand marketing war, principles of marketing war, organization of intelligence, strategic and tactical applications of the principles.*

*For instance:*

- It's a *constant battle* for the share of heart. This is the most prized hill of all *to conquer*. To connect emotionally. *Marketing is a war*. Just ask Coke and Pepsi [terryoreilly.ca].

The metaphorical layer of the marketing concept, in our opinion, is at the intersection of practice and art and demonstrates its versatility.

## 10. Mythological

In any profession, generally accepted stereotyped beliefs arise ("everybody knows that"), which are periodically debunked and replaced with more acceptable ones. Marketing in this case follows the general rule, acquiring its own legends.

*For instance:*

- «*Marketing is full of myths*. And like all good stories, as more people accept and pass them on, these *myths* gain credence until it is thought that there is no other way to operate» [marketingweek.co.uk].
- *The first marketing myth* to go is the idea that you have to please your customers. Yes, that right. But don't bother to go extra mile. *The second marketing myth* is the idea that everything comes back to return on investment. The new ROI is return on integrity. *The third marketing myth* to be debunked is the idea that you need to obtain every possible customer on the planet. Trying to get nearly 7 billion people to love your brand is probably not only ambitious but unnecessary [marketingweek.co.uk].

Marketing myths that are discussed in special editions are phrased in different ways. The mythological component of the marketing concept is perceived as professional humor, however, there is no doubt that it reflects certain sections of the profession and shows the difficulties that marketers are working on.

*For example:*

- «*Ten myths that impede marketing success*»: «*Marketing is selling*». - No, marketing is the total process that uses a broad spectrum of tools, all designed to bring the professional and the prospective client into a context in which the professional can do the selling [marketingweek.co.uk].
- When we see successful brands excelling in their marketing activities, we often think *marketing is a magic* and there *must be some charms* we need to look for [yinkalaito.com].

The mythological layer of the marketing concept also reveals the unity of practice and shows not so many professional challenges of marketers as the points of their growth.

## 11. Marketing dilemmas and paradoxes

The controversy over the theory and practice of marketing creates the basis for its further evolution. In the texts of professional marketing publications, statements are found that have a polemical or rhetorical nature.

*For example:*

• *Dilemma: Is marketing an art or a science? Is it both? To what extent can marketing be quantified and predicted by mathematical models and algorithms, and to what extent does it require a human touch? [allvoices.com].*

• *Is marketing an art or a science? It's both, and that's the problem. Some marketers are scientists. They test and measure. They do the math. Some marketers are artists. They inspire and challenge and connect. The persistent debate rages on: art pulls one way; science pulls another [sethgodin.typepad.com].*

Paradoxes connect contradictory but interrelated elements. The absurdity and inconsistency of the situation reveal some imperfection or lack of knowledge in a particular area. Various approaches to marketing paradoxes are discussed in the literature. For example, “the Paradox of Choice - Why More is Less” is seen as one of the paradoxes: «*The more choices you have, the more paralyzed you become as the result of your inability to make clear buying decisions. The more indecisive you become, the less freedom you have in making buying decisions*» [alexmandossian.com]. Revealing the difficulty of the problems that marketers solve, marketing paradoxes show that the modern market economy is a very complex mechanism based on the achievements and results of many scientific fields.

*For example:*

• *Everyone wants to feel unique, but the only way to keep prices down is mass production [linkedin.com].*

• *That no matter how good product you have, nobody wants to be the first consumer of it [linkedin.com].*

• *In marketing itself the paradox is that the harder you try to convince your prospective client of something, the more they suspect what you say [linkedin.com].*

One cannot fail to mention the paradoxes of global marketing communications, which are discussed by De Mooij Marieke [11].

*For instance:*

• *Think global, act local [11].*

• *Local markets are people, global markets are products [11].*

• *It is paradoxical that global advertisers prefer to develop what is universal instead of what should appeal to specific people in particular [11].*

Indeed, the global interaction of nations over the past two decades has shown that not all ideas are universally adaptable within the framework of the “global village”. However, global challenges are forcing humanity to move towards unity, communication and productive interaction.

Dilemmas and paradoxes of marketing are associated with professional discussion of the state of affairs in the profession on an informal basis, with a share of criticism, self-criticism and humor.

## **12. Digital (Internet Marketing)**

The business concept sphere and its constituent concepts are characterized by a very high rate of change and a large number of innovations. The emerging new types of marketing, associated mainly with digital and communication technologies, are not always reflected in dictionaries, but are discussed in specialized literature. *For example: cyber marketing, e-mail marketing, digital marketing, offline and online*

*marketing, social media marketing, neuro marketing, content marketing, viral marketing, newsletter marketing, proximity marketing* [marketingweek.co.uk]. The development of the electronic component of the *marketing* concept seems to create additional opportunities for the creative growth of ambitious professionals.

*For instance:*

- *Cyber marketing:* Internet-based promotion through websites, banners, email, etc. [businessdictionary.com].
- *Proximity marketing* is a new and exciting *mobile marketing channel* that will enable us to offer value to customers and in a targeted and engaging way [ukmarketingnews.com].

The digital (electronic) layer of the marketing concept is correlated with its practical component, since it is due to modern methods of distributing marketing information.

As noted by I. B. Rubert, despite the presence of features the structure and functioning of concepts, their basic properties make it possible to understand the meaning of a statement in the process of communication [12]. The layers of concepts associated with the development of new technologies are at first the property of a small number of specialists, but then they are involved in the life of a large number of people and change it.

V.Z. Demyankov emphasizes that sciences are born in the depths specific cultures, however, are internationalized, developing in the direction of a future civilization [13]. In this sense, English economic terminology, like its concepts, plays a significant role in the formation of general civilizational ideas about the rational organization and management of the economic sector and improving the welfare of society.

## CONCLUSION

Summing up the results of this article, we note that at the present stage in the public consciousness of the Anglo-Saxon ethnos, the concept of marketing occupies an important place and is of a complex nature, absorbing a variety of positive aspects of the content. Since in countries with market economies, entrepreneurship acts as the main factor of prosperity and the creation of material well-being and belongs to significant phenomena of national culture, an established and ramified system of professional marketing is an essential creative element of business activity.

The conducted research makes it possible to construct a laconic scheme for describing the marketing concept in English, however, the semantic content and linguistic explication of the concept can be detailed in certain directions of the model presented by us.

We see that the multidisciplinary of the professional field of marketing opens up prospects for considering related concepts, such as advertising or innovative sections in marketing itself, such as neuromarketing. Interlingual comparative studies may also be of interest.

Time-changing marketing paradigms that focus on new marketing theories tied to the dynamics of industrial markets, lead to periodic updates of conceptual content as marketing evolves and is perceived in development.

Summarizing the aforementioned analysis, we emphasize that the study of the twelve conceptual layers of the concept of **Marketing** shows that its formation and development is intensive, but controlled. The structure of the semantic space, concentrated in the concept of **Marketing**, is formed by interconnected layers that are the result of the efforts of the professional community.

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