

**Czech University of Life Sciences Prague**  
**Faculty of Economics and Management**

**Department of Languages**



**English-speaking country as a marketing product**

**Chertkoti Diana**

# CZECH UNIVERSITY OF LIFE SCIENCES PRAGUE

Faculty of Economics and Management

## BACHELOR THESIS ASSIGNMENT

Diana Chertkoti

Business Administration

Thesis title

**English-speaking country as a marketing product**

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### **Objectives of thesis**

Each country or nation is characterised by specific features, unique to this country or nation. Such special features might relate to the country's culture, history, architecture, geography, or nature. They might include culinary habits, language, or social customs. Very often they contribute to and increase the country's attractiveness, especially in tourism, business, or education.

The main objective of this work is to evaluate a selected feature in a particular English-speaking country in terms of marketing, identify its weaknesses and strengths and propose recommendations to improve its marketing quality.

A partial objective is to evaluate the role of English in marketing the product.

### **Methodology**

The work will be processed using the following methods: synthesis, analysis, comparison, and deduction.

The theoretical part will contain a review of specialist literature and online sources.

In the practical part, a selected country's attraction – product – will be analyzed, and conclusions will be drawn to propose marketing product quality improvement.

## The proposed extent of the thesis

30-40 pages

## Keywords

Advertising, English-speaking country, marketing, promotion, social media, tourism

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## Recommended information sources

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Prague on 26. 02. 2023

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### **Declaration**

I declare that I have worked on my bachelor thesis titled "English-speaking country as a marketing product" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break copyrights of any their person.

In Prague on 15.03.2023 \_\_\_\_\_

## Acknowledgement

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# **English-speaking country as a marketing product**

## **Abstract**

This Bachelor Thesis studies the connection between the English language and marketing. The research provides a detailed analysis of the history of the English language and marketing in general, as well as marketing strategies, marketing mix (product, price, promotion and place), and marketing in real life. Moreover, the objective of the Bachelor Thesis is to analyze English language courses in the Czech Republic and Canada and to identify and consider the strengths and weaknesses of each country for learning English.

The practical part of the thesis employs both the qualitative and the quantitative survey among students studying English in both selected countries, the Czech Republic and Canada, to determine their reasons for studying English in one of the selected countries.

**Keywords:** Advertising, English-speaking country, marketing, product, promotion, tourism, English language courses

# **Anglicky mluvící země jako marketingový produkt**

## **Abstrakt**

Tato bakalářská práce se zabývá spojitostí mezi anglickým jazykem a marketingem. Výzkum poskytuje podrobnou analýzu historie angličtiny a marketingu obecně, dále marketingové strategie, marketingového mixu (produkt, cena, propagace a místo), marketingu v reálném životě. Kromě toho je cílem bakalářské práce analyzovat kurzy anglického jazyka v České republice a Kanadě a identifikovat a zvážit silné a slabé stránky jednotlivých zemí pro výuku angličtiny.

Praktická část využívá jak kvalitativní, tak kvantitativní šetření mezi studenty studujícími angličtinu v obou vybraných zemích, České republice a Kanadě, s cílem zjistit jejich důvody, proč studovat angličtinu v jedné z vybraných zemí.

**Klíčová slova:** Reklama, anglicky mluvící země, marketing, produkt, propagace, cestovní ruch, kurzy angličtiny

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# 1 Introduction

The environment in which people live now is constantly changing. All spheres of our life are completely different comparing them with the state they were in 10 years ago, for example. English is also strengthened in the world as an international language of communication. People all over the world learn English for different purposes: studying, working, travelling, etc. Most of them start to learn English as a mandatory subject at school.

English speaking countries are the most developed countries in the whole world. The economy of these countries is very high, people have a good standard of living, so people from all over the world dream of moving to the USA or Canada. Also, these countries are very attractive due to their marketing.

Generally speaking, as English-speaking countries are the most developed countries in the world, they dictate to others how to live and behave. For example, in the field of advertising and marketing, everyone tries to copy large and successful companies, but it should be not forgotten that most of these companies come from English-speaking countries.

The first part of the thesis is a literature review about English language, the history of English language and about marketing in general.

The second part of the thesis contains the analysis of the English language courses in Czech Republic and Canada as a marketing product related to an English-speaking country. For the purpose of the research, 2 types of the analysis were used, - qualitative and quantitative.

As a conclusion of the thesis the quality improvement of the marketing product, - English language course, is proposed.

## **2 Objectives and Methodology**

### **2.1 Objectives**

Each country or nation is characterised by specific features, unique to this country or nation. Such special features might relate to the country's culture, history, architecture, geography, or nature. They might include culinary habits, language, or social customs. Very often they contribute to and increase the country's attractiveness, especially in tourism, business, or education.

The main purpose of this work is to evaluate English language courses in Canada and the Czech Republic from a marketing point of view, identify its strengths and weaknesses, and offer recommendations for improving its marketing quality. Also, the purpose of the work is to make a comparison between these two countries.

### **2.2 Methodology**

The work is processed using the following methods: synthesis, analysis, comparison, and deduction.

The theoretical part contains a review of specialist literature and online sources. In the practical part, a selected country's attraction – product – is analyzed, and conclusions are drawn to propose marketing product quality improvement. The thesis focuses on English language courses in the Czech republic and Canada.

For the purpose of the thesis, two questionnaire surveys were performed among young people, students studying in the Czech republic. The first questionnaire survey focused on the importance of English language while the second questionnaire concentrated on the reasons for studying English in the Czech Republic.

The reasons for studying English in Canada were investigated through semi-structured interviews. The results of both the quantitative and qualitative analyses are summarised and a SWOT analysis is performed.

## **3 Literature Review**

### **3.1 History of English language**

“How do you do”, “Excuse me”, “Thank you”, “How much” - these phrases are perfectly familiar to those who speak different languages and even those who do not speak English. And not everyone will be able to translate these simple phrases into French, Spanish, Russian, Arabic or Chinese - and after all, all these 5 languages, along with English, are the official languages of the United Nations.

The answer to the question of why English became international must be sought in the historical events of the last three or four centuries, and in the first place it owes its ubiquity to the aggressive colonial policy of the British crown, begun in the 17th century. and led to the capture by the island state of most of the land of our planet (Crystal, 2003).

The widespread use of the English language and its fame throughout the world is due to the extensive colonization of the British Empire in the 18th and 19th centuries, as well as the political influence and economic dominance of the United States from the late nineteenth century to the present day (Crystal, 2003).

As stated in the book “English as a global language” (Crystal, 2003) , the first steps in the globalization of the English language were taken at the end of the 16th century. At that time there were approximately 5-7 million English speakers, but almost all of them lived in the British Isles. From about the end of the reign of Queen Elizabeth 1 until the beginning of the reign of Elizabeth 2, this number reached 250 million people. Most of these people were Americans and are still now.

After the British colonized many states, they began to establish trade relations and, of course, used their native language, English.

Against the backdrop of the commercial flourishing of the colonial state, its noticeable successes appeared in other areas, such as:

\* literature;

- \* scientific research;
- \* industrial production.

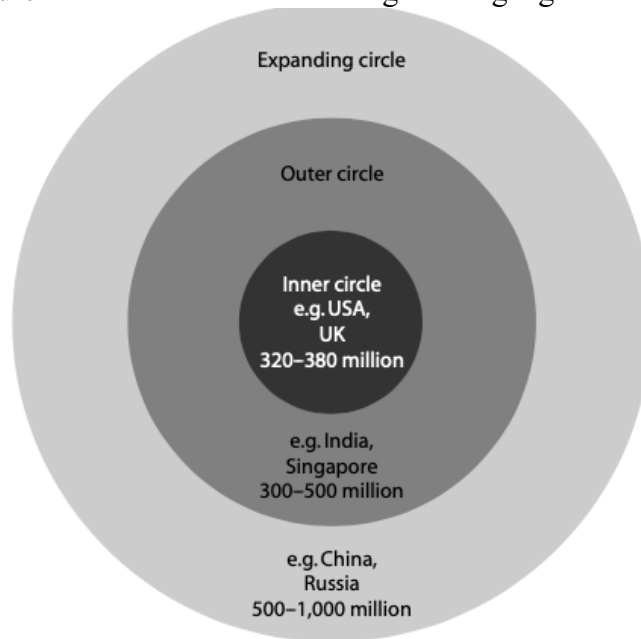
For example, the Industrial Revolution of the 18th century (mass transition from manual labor to machine labor) made many dependent on knowing the language in which the instructions for innovative machines were written - and still many people learn English in order to read Shakespeare in the original: this is the reality (Crystal, 2003).

The American linguist Braj Kachru (2003) proposed to think of the spread of English around the world as three concentric circles representing different ways of acquiring a language.

1. The inner circle is where English is the native language for the population: USA, UK, Australia and New Zealand.
2. The outer or extended circle is where the English language has become only part of the main institutions of the country: Singapore, India, etc.
3. The expanding or extending circle is those countries where people understand the importance and significance of the English language, but it does not represent any administrative significance for the country inside. In these countries, English is taught in schools and universities as a foreign language.

Below (Figure 1) is a graphical representation of these three circles.

Figure 1 The three 'circles' of English language



Source: Crystal, 2003

This circumstance is due to the fact, that all countries of the world recognize it as the language of international communication. This happens, according to Crystal (2003), that, firstly, English is native for the vast of majority of residents of the UK, Canada, USA, Australia, etc. Secondly, it is a priority as a foreign language taught in most schools in more than 100 countries around the world. And, thirdly, it is used as official in more than 70 countries of the world. Thus, English becomes the lost common language of mankind, which owned it in ancient times during the construction of the Tower of Babel.

### **3.2 Cultural aspect of English language**

As stated in the first chapter, by the beginning of the 19th century Great Britain had become powerful in world trade and industry. Most of the innovations led to the appearance of several thousands of new words in the English language. The most important factor is that the new terminology greatly affected the desire to learn English from people from abroad, as they wanted to understand and get benefits from new technologies (Crystal, 2003)

After the French wars (1792-1815) many foreign workers came to Britain, while people from Great Britain went on business trips, where they taught foreign workers something new. This all became another factor in the spread of the English language around the world.

Unfortunately, due to political problems in their countries, many scientists fled to the US and UK, where they received a calling for their discoveries and work.

For example, The civil engineer Marc Isambard Brunel was born in France, but because of the revolution he moved to the USA, and later to England (1799).

Every year the USA has become a magnet for many scientists such as electrical engineer Nikola Tesla (in 1884) and industrial chemist Leo Baekeland (in 1889) and so on. Thus, the English language became more and more common in this world.

Also at the beginning of the 19th century there was a huge progress in the international banking system. World trade and investment grew very strongly. The less wealthy countries of Europe were very interested in this new investment from outside. For example, in 1914, the United States and Great Britain invested more than 4.5 billion pounds abroad. It was many times more than France and Germany did. Thus, the superiority was very strongly felt, which led to an increase in linguistic forces. As David Crystal wrote in his book, “‘Access to knowledge’ has now become ‘access to knowledge about how to get financial backing’. If the metaphor ‘money talks’ has any meaning at all, those were the days when it was shouting loudly – and the language in which it was shouting was chiefly English” (Crystal, 2003, p. 83).

### **3.3 Marketing**

What is marketing? Why has it become so important in our time? These and other questions are answered in this chapter.

Marketing is an activity that aims to make a profit by satisfying the needs of customers. This is a very general definition that shows the essence of any marketing activities - the ability to sell a product or service to the target audience (Brenner, 2022).

In a broader sense, it is a complex discipline that includes the ability to analyze, predict and build communications with customers. Thus, if we try to explain what marketing is more briefly, then it is an activity to satisfy the needs of customers (Brenner, 2022).

However, not everything is as simple as it looks. In order to achieve this goal, marketers solve the following tasks (Twin, 2022):

- analyzing the needs of customers in a particular sphere to understand whether the product is in demand, what are the selection criteria for customers before buying a product

- studying the offers of competitors, analyzing the goods, prices, and on the basis of this, think about the prices for the goods in the company

- analysis of demand and adjustment of the assortment according to its criteria

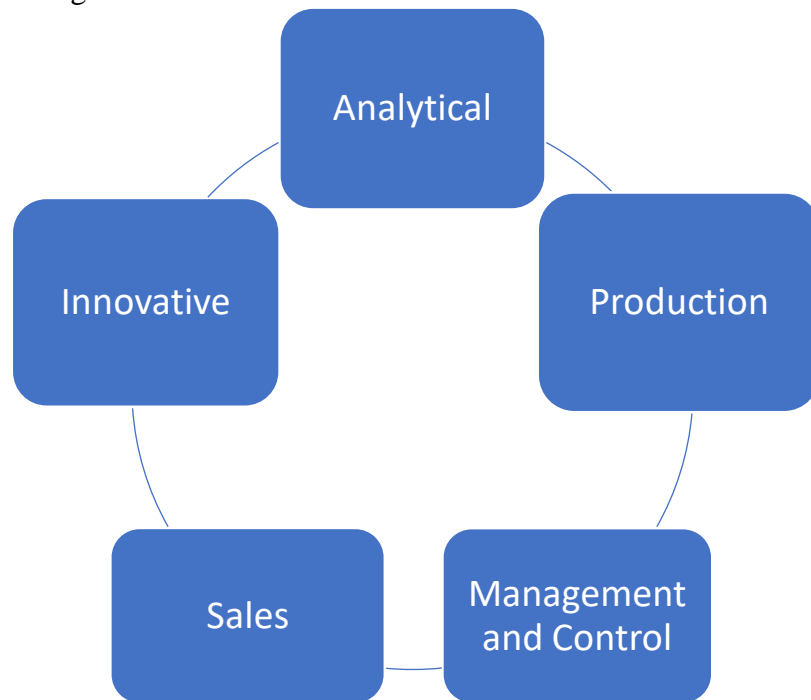
- advertising in online/offline format

- keeping in touch with customers, as ideal marketing is not only a one-time sale of goods, but also customer retention (Twin, 2022).

### 3.3.1 Marketing Functions

Now that the definition of marketing was covered, it is time to proceed to marketing functions (Figure 2).

Figure 2 Marketing Functions



Source: author's own work

Let us have a look at the five key functions of marketing (Nandini, 2022):

Analytical. A set of measures to study external and internal factors that affect the company, the market and consumer demand. This includes analyzing the niche and competitors, studying the needs of the target audience and predicting consumer behavior. In addition, the internal activities of the company are also analyzed - how the corporate environment meets the needs of the time, how the company looks against the background of competitors.

Production. These functions are responsible for introducing new technologies into the production process. The process itself can be divided into several components: the organization of procurement, the sale of goods and services, warehousing, and others. Also, production functions solve the problems of managing the quality and competitiveness of goods in the market, control the compliance of products with quality standards.



Management and control. Responsible for planning marketing activities in the company. This also includes information support for customers and partners, risk management.

Sales. Everything that is responsible for the formation of the pricing and product policy of the enterprise. In a broader sense, sales also include activities to expand demand for goods and services, the development of new markets.

Innovative. Development and introduction of a new product to the market.

The functionality is supported by the following marketing methods - survey, market situation analysis, observation, consumer demand study. In terms of product promotion, online and offline advertising technologies, PR, personal sales, and consultations are used (Nandini, 2022).

### 3.3.2 Marketing Product

In the previous chapter, marketing and all its components were discussed in detail. After all stages of marketing have been completed, as a result, a marketing product is obtained. The product is the result of the work of the company, which can be offered to customers.

A product can be anything that can benefit the buyer and is the subject of an exchange. A product can be a product, work or service.

At the same time, it is fair to say that any product has a certain set of different properties and qualities, thanks to which, we, the buyers, make a choice.

What one likes, others may not like and even cause hatred or disgust. Therefore, it is impossible to meet the needs of all people with one product, with uniform properties and qualities (Scott, 2020).

A good example is the inventor and creator of the first production car, Henry Ford, who once said literally the following: “Any customer can get a car painted in the color he wants, as long as this color is black” (Sutton, 2018).

Nowadays, any buyer can find a product for every taste and color: a large number of manufacturers are represented on the automotive market with a wide variety of models, sometimes impossible shapes, colors and options. Or the example of mobile phone manufacturers - the choice is huge.

In any market you can find a large selection of a wide variety of products. In order to offer the market an attractive product, manufacturers carefully study the markets and then act, accurately guessing the needs and desires of buyers (Scott, 2020).

### 3.3.3 Old marketing

Like any area in our life, marketing has also undergone many changes. With the advent of the Internet, the types of advertising began to change.

For example, Scott (2020) in his book entitled “The new rules of marketing & PR: how to use social media, online video, mobile applications, blogs, news releases, and viral marketing to reach buyers directly” details how “The Old Rules of Marketing and PR Are Ineffective in an Online World”.

As proof of this, in the first chapter, Scott (2020) writes about his personal experience with choosing a car. On every website there was an advertisement that attracted attention only about prices, there were some promotions, unique offers. Each site has been adapted for customers who are ready to buy a car in a matter of hours, minutes, although sometimes people just want to study the product, identify the pros and cons for themselves, and then make a choice. “Prior to the web, organizations had only two significant choices to attract attention: Buy expensive or get third-party advertising ink from the media. But the web has changed the rules. The web is not TV. Organizations that understand the New Rules of Marketing and PR develop relationships directly with consumers like you and me” (Scott, 2020).

### Old rules of marketing:

- marketing is just advertising (brand)
- advertising-appeal to people
- advertising exclusively for the sale of goods
- advertising and PR were separate disciplines run by different people
- advertising was based on the fact, that a person, having seen it on TV, sharply turned his attention to it

None of this is true anymore. Internet advertising has brought its own rules that help to use the Internet marketplace of ideas effectively. The Internet helps communicate directly with customers (buyers) (Scott, 2020).

### **3.4 Marketing strategy**

The global task of marketing is to determine the qualities of a product and figure out how to present it to customers.

A marketing strategy is a company's overall plan of action to attract consumers and convert them into customers (Figure 3).

The marketing strategy contains the company's value proposition, its key messages, information about the demographic characteristics of the target consumers, and other market data (Godin, 2018).

Figure 3 Marketing Strategy



Source: Henderson, 2020

Marketing strategy helps to achieve:

- \* Greater market presence. Through research and testing of hypotheses, the business is able to capture new market shares and strengthen its presence in relevant segments.
- \* Increasing profits. The company knows the audience, knows when to stimulate sales and how to position itself to increase sales.
- \* Increase competitiveness. A marketing strategy allows you to better understand your own advantages and use them correctly (Godin, 2018).

### 3.4.1 Classification of marketing strategies

Marketing strategies can be classified according to several development criteria:

1. Concentrated growth. The sales market adjusts to new products or services are upgraded to fit the characteristics of the niche. Often, marketing is aimed at expanding the zones of influence of one brand product (horizontal increase in market share), as well as at competition.
2. Integrated growth. This is a type of vertical development marketing strategy. That is, it is not the market itself that is expanding, but the structure of the enterprise. It is

based on the production of new types of goods or services, the opening of branches, cooperation with dealers and partners.

3. Diversified growth. This type is applicable when the company has already exhausted the resources to promote certain goods and services on the market. In this case, it makes sense to expand the assortment matrix by releasing new or modified old products (Godin, 2018).

### **3.5 Marketing mix**

A marketing mix is a set of marketing tools used by a company in events to promote its products. In other words, the goal of the marketing mix is to create an offer for the market like the right product at the right price in the right place at the right time.

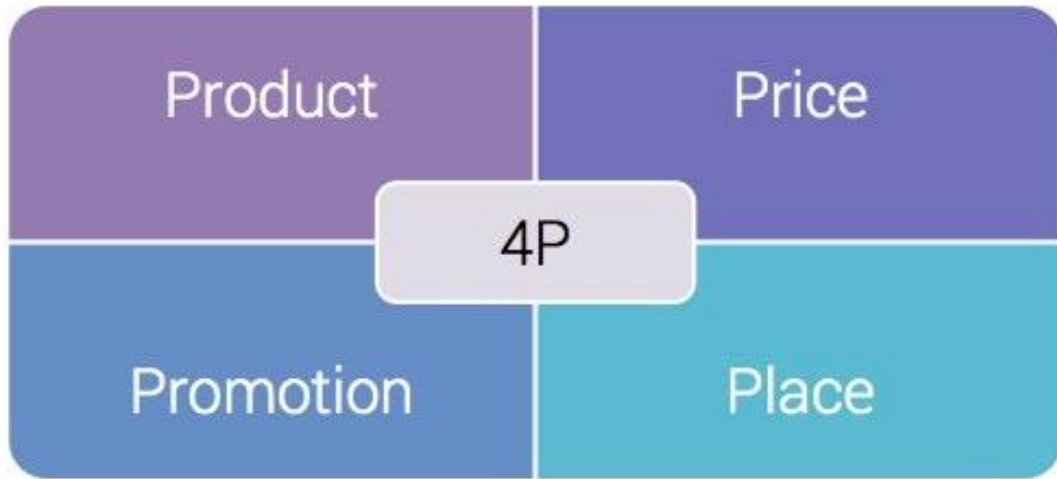
The concept of marketing mix appeared in the article "The Concept of the Marketing Mix", published by Neil Borden in 1964. With this concept, he wanted to systematize and describe all the marketing tools needed to create a marketing plan for the development of a company's product (Borden, 1964).

#### **3.5.1 Elements of the marketing mix**

Borden's original marketing mix consisted of a huge number of "ingredients": pricing, branding, distribution, personal selling, advertising, promotions, packaging, service, product development, and so on. Later, an extensive list of elements of the complex was transformed into the 4P's model, making them convenient for memorization and operational work (Borden, 1964).

The chart below (Figure 4) shows the 4P model.

Figure 3 4P Model of Marketing



Source: Marketing mix, 2015

The “Product” element answers the question “What does the market or target audience need?”, the “Price” element helps to determine the cost of selling a product and assess the level of profitability of sales, the “Place” element helps to build the right distribution model (or delivery of goods to the end consumer) , and the "Promotion" element answers the question "How will information about the company's product be distributed on the market?" (Marketing mix, 2015).

The main components of the 4P model can be used by any company. The new elements included in the 7P model: Process, People and Physical environment are suitable for the marketing mix in the service market (Borden, 1964).

The chart below (Figure 5) shows a more extended 4P model, which can be called 7P.

Figure 4 Extended 4P Model of Marketing (7P)



Source: Marketing mix, 2015

### 3.6 Marketing in tourism

The tourism industry is one of the most dynamically developing sectors of the economy. Many highly developed countries, such as Switzerland, Austria, France, have built a significant share of their wealth on tourism income. In Western countries, tourism is recognized as a profitable sector of the economy, which is supported by the state.

Unlike the marketing of many consumer goods, marketing in tourism has its own specific features, arising primarily from the specific nature of tourism services.

The relevance of marketing research is due to the fact, that in the process of intensive development of the tourism industry and the ever-increasing role of tourism in the global economy (Kotler, Bowen, Makens, & Baloglu, 2017).

Marketing in tourism is the activity of planning and developing tourist goods and services, selling, promoting goods and services, stimulating demand for them and pricing.

This activity helps to promote goods or services from the producer to the consumer to maximize profits while most effectively meeting the needs of the target group of tourists.

The specific nature of marketing in tourism is determined by the features and distinctive characteristics of the tourist product, in comparison with other consumer goods and services, as well as the characteristics of consumers and producers of tourist goods and services (Shimp, 2010).

A tourist product is a set of tangible (physical goods) and intangible (in the form of services) consumer values necessary to meet the needs of a tourist that arose during his trip. The product consists of three parts: tour (tourist trip along a certain route); excursion services (accommodation, meals, transportation, excursion programs and other services on the route related to the purpose of travel) and consumer goods.

Tourism marketing is a process of interaction between subjects of the tourism services market, the process of creating, maintaining, and satisfying demand for them through the implementation of a system of marketing tools and technologies.

Tourism as a socio-economic phenomenon combines the market aspects of economic relations and socially oriented goals of the development of society. Currently, tourism is the most dynamically developing and highly profitable sector of the world economy. Tourism activity can be considered as a factor in the socio-cultural development of territories, which contributes to an increase in the standard of living of the population (Kotler, Bowen, Makens, & Baloglu, 2017).

### 3.6.1 Definitions of tourism marketing

According to Kotler, "Marketing is a social and managerial process by which consumers obtain what they need and want through the creation and exchange of products, services, and values with others." He placed more emphasis on wants, needs, satisfaction, demand, and marketers (Kotler, 2012, p. 6).

According to the British Chartered Institute of Marketing: "It is a profitable management process responsible for identifying, anticipating, evaluating and satisfying customer requirements" (CIM, 2015).



The modern marketing concept is not limited to customer identification and satisfaction. It is a comprehensive process that involves researching and analyzing company and consumer needs, promoting company resources and the market, and delivering products/services to those whose experiences provide a set of satisfactions that are more advantageous than those of the competition.

Krippendorf (2012) defines tourism marketing, “as the systematic and coordinated execution of business policies by both private or public sector tourism organizations operated at the local, regional, national, or international level to achieve the optimal satisfaction of the needs of identifiable tourist groups, and in doing so to achieve an appropriate return” (Krippendorf, 2012, p. 3).

According to Paynter (1993),” Tour marketing is a systematic process consisting of marketing objective, strategies, schedules, marketing media, focused on the specific market segment and based on a substantial return on investment” (Islam, 2020, p. 17).

World Tourism Organization (WTO) at Ottawa Seminar, has defined tourism marketing as,” a management philosophy which, in the light of tourist demand, makes it possible through research, forecasting and selection of tourism products/services from suppliers, on the line with organization’s purpose and tourist satisfaction” (Rabbi, 2021).

The following aspects can be identified from the above definitions:

- Tourism marketing is a thought-provoking process.
- Identification and selection of the target market.
- Placement and product life cycle are important.
- Future tourism marketing strategies.
- Innovative/proactive marketing.

### 3.6.2 Tourism marketing in real life

According to the article “Modelling tourist accessibility to peripheral attractions (Masiero & Hrankai, 2022)”, it is clear, that marketing is very important. Each city is faced

with a huge number of tourists around the main attractions of the city. This means that people travel to visit world famous places. The accessibility of these places to tourists is also very important.

Let us take Prague for example. It is not necessary to be an expert in the field of architectural art to see the beauty of the Czech capital. Prague is a living encyclopaedia of architecture. Romanesque churches and dungeons, Gothic temples, baroque gardens and castles, magnificent art nouveau buildings and unique cubist buildings - all this makes Prague unique.

From year to year, crowds of tourists can be observed on the main square, who have gathered to look at the Prague Astronomical Clock (*Pražský orloj*). Also, a huge number of people come to walk along the Charles bridge, eat *Trdelník* and go to the Prague Castle.

Everything described above proves how important marketing is in our world. Most people who come to Prague know in advance where and how they will spend their holidays.

There is also an opinion that many people, who is close to art and literature, know in advance where and how they would like to spend their holidays. Members of the literary society are more inclined to choose directions for tourism associated with any book, musical or play, because they are interested to visit places that they have loved from art in real life. This is, what can be called, marketing in real life (Ingram, Themistocleous, Rickly, & McCabe , 2021).

### **3.6 English and Marketing**

More recently, English was a foreign language for us, and today it is international. In all countries of the world, learning English is of great importance. Almost everyone dreams of learning it at least at an elementary level. Today, children begin to learn this language at preschool age.

English plays an important role in our life. Its knowledge is necessary for people of all ages. English is associated with all spheres of life (Wu, 2018).

Many international brands are making English their primary language, as it is spoken by the largest number of people in the world – almost 1.5 billion. Adaptations to other languages are also made, but such versions of sites often contain much less information than English-language ones.

After all, classic consumer marketing is already gradually losing value. People trust advertisements less. Therefore, social marketing appears, during which great attention is paid to working with customers and reviews (Wu, 2018).

Potential buyers carefully look for the opinions of people who have already used the product or service. And they are looking not only in their native language, but also in English.

For example, in the eBay online store, all reviews are in English. And to understand the quality of the product, you need to know the language at least at the Intermediate level. Of course, you can also order in national online stores, but prices are often lower on eBay or AliExpress.

Knowledge of English is useful not only for consumers, but also for marketers themselves. After all, the English-speaking advertising and marketing market is developing much faster than anyone else (Wu, 2018).

## **4 Practical Part**

The twenty-first century is the century of globalization of the process of world economic, political, cultural, and religious integration and unification. English has become the subject of this process. English is studied at different stages of the development of a modern person. We study it at school, in universities, every day we come across words that have come into use. Knowledge of the language is also checked when applying for a job. All large firms, especially those that work with foreign companies, consider this language as a criterion for hiring.

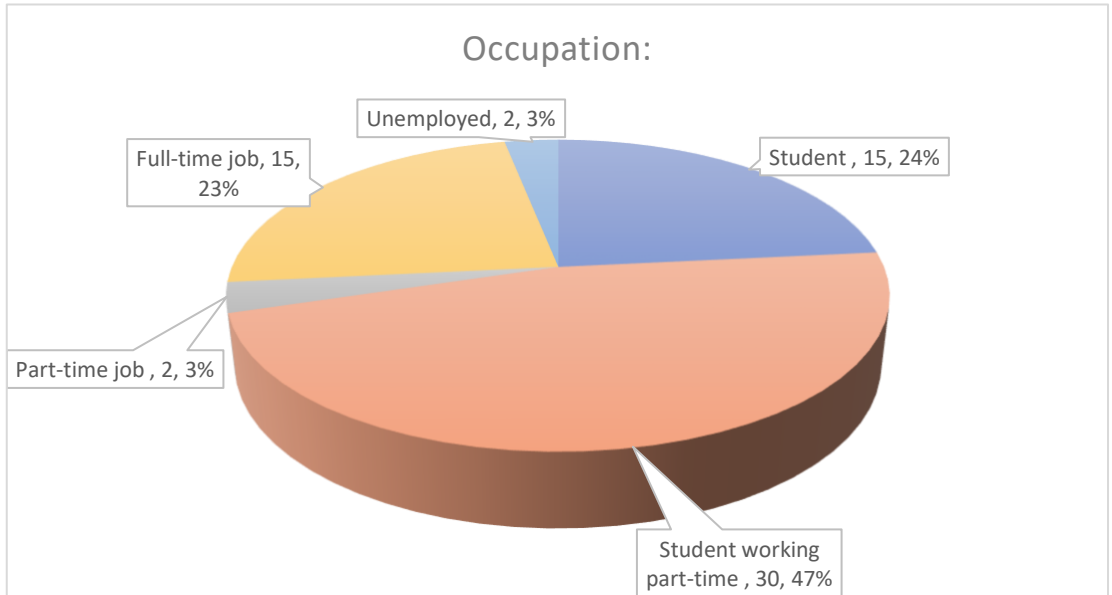
Nowadays, English is gaining more and more popularity. English is spoken almost all over the world. English is the language of politics and economics, study and entertainment, travel and business, music and art. We are surrounded by the English language everywhere; it has penetrated deeply into our daily life. One has only to go outside: in a large metropolis or a small regional center, as you see the inscriptions in English.

These are the names of companies, firms and organizations, advertisements, courses, and so on. There are signs on the doors of shops and firms notifying that “open” or “closed” - in English. If a person knows English, he or she can read and understand them. Therefore, not a single educated person will argue with the fact that knowledge of the English language is simply necessary now. But not knowing English can put anyone in a difficult situation.

### **4.1 Importance of speaking English nowadays**

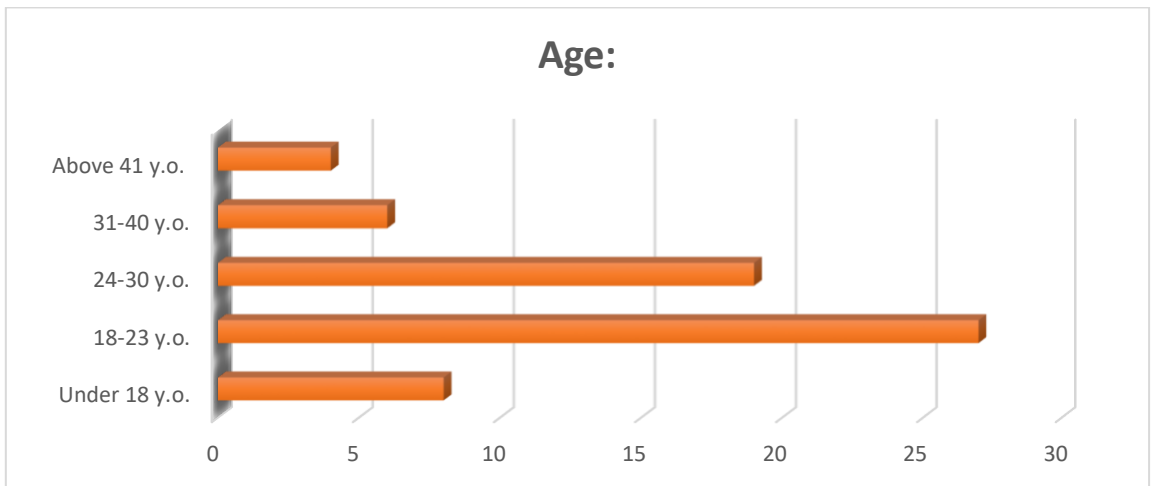
For the purpose of this work, a survey among young people was performed to find out the importance of the English language nowadays. 64 people took part in my survey. As Figure 6 illustrates, most of the participants were students, some already graduated from university and had a full-time job, and some combined studying and working. Most of the respondents were between the ages of 18 and 23 (Figure 7). The survey included an equal number of men and women (Figure 8). According to the obtained data, 100% of the respondents believed that knowledge of English was very important these days.

Figure 5 Occupation of the responders



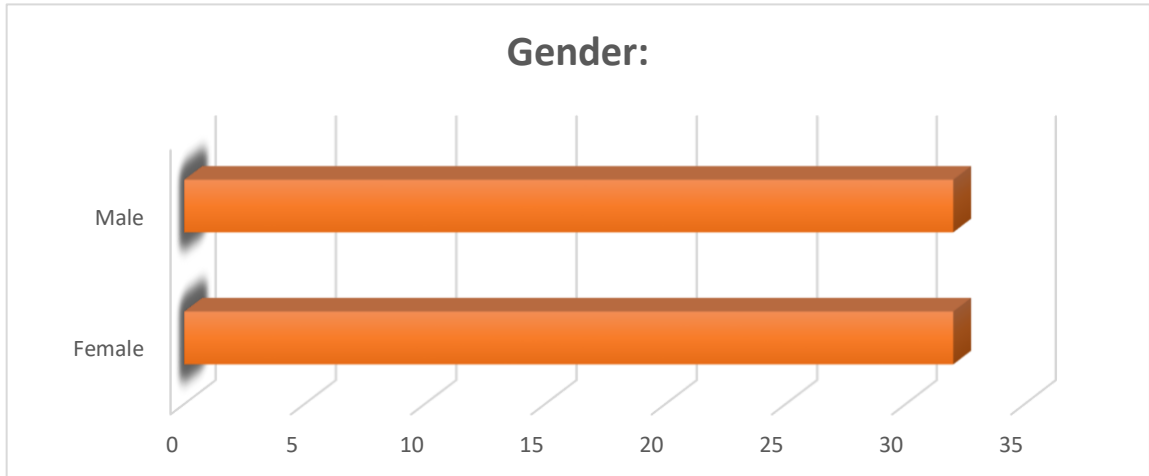
Source: author's own work

Figure 6 Age of the responders



Source: author's own work

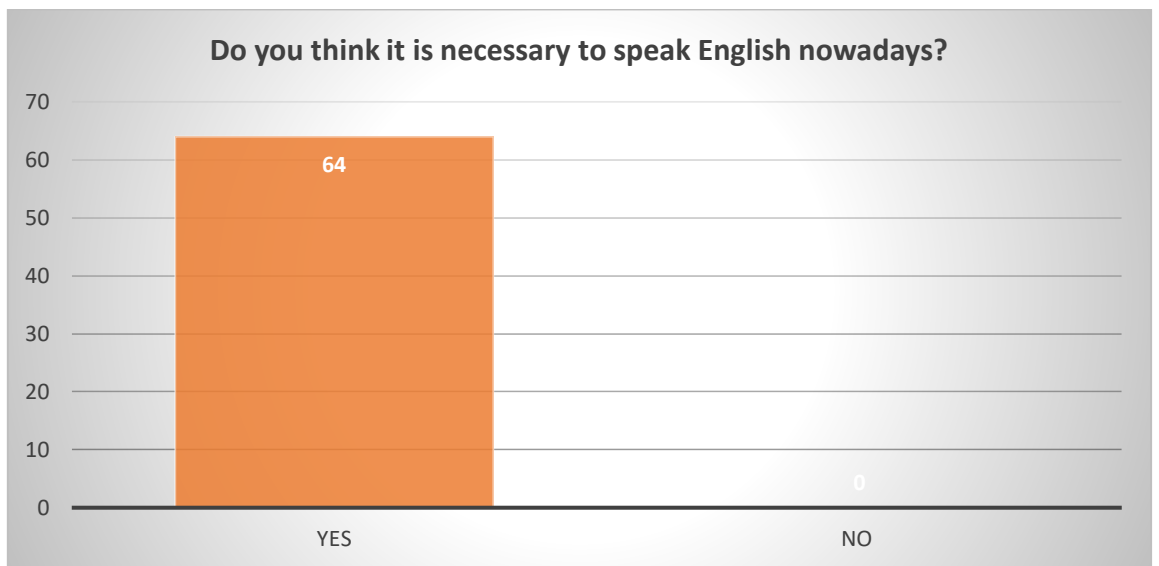
Figure 7 Gender of the responders



Source: author's own work

The graph below (Figure 9) proves, that the knowledge of English language is not to be taken for granted but it is the real importance of nowadays life.

Figure 8 Importance of English

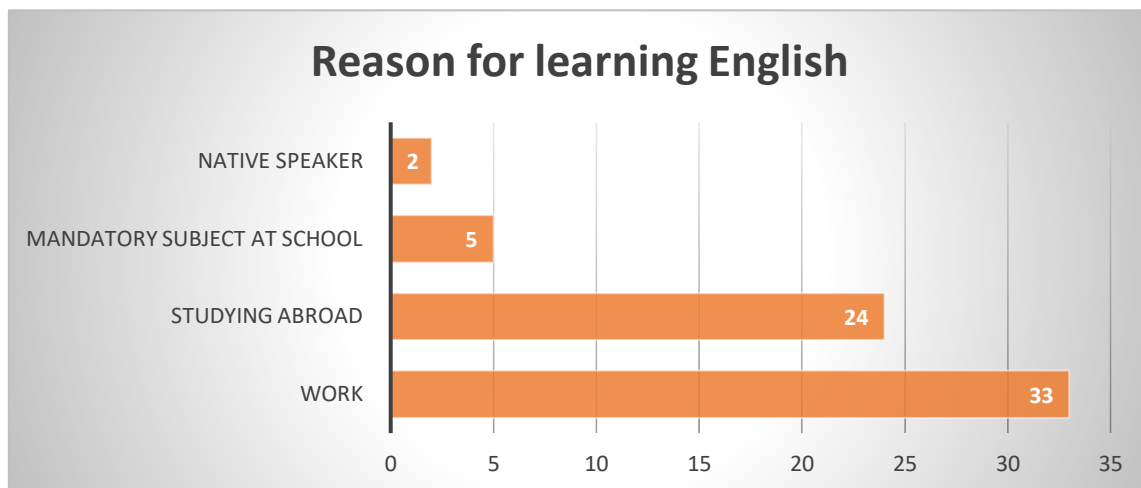


Source: author's own work

As for the reasons why people start learning English, they can be different. Some people start to learn English because it is a mandatory subject at school. Others want to study abroad, so there is a need of knowledge of this language. In other cases, people just start to learn English due to an amazing job offer, that requires them to speak English fluently.

The graph below (Figure 10) shows an analysis of the reasons why the respondents, who took part in the survey, started learning English.

Figure 9 Reason to learn English



Source: author's own work

For the majority of respondents, work has become the primary reason for learning English. Many of them are my colleagues. We work in a restaurant at Four Seasons Hotel. Every day we use English to communicate with our guests who is coming from different parts of the world on holiday to Prague.

Also, quite a large number of people started their way of learning English because of their studies. Almost all the respondents are from the post-Soviet countries, from Russia, Ukraine, Belarus, and Kazakhstan. Education in these countries is not the best in the world. Students understand that to build a career, have a well-paid job, they need to learn English and move to Europe, the USA, or Canada.

## 4.2 English language courses

For the practical part of the thesis, research into English language courses was performed. As mentioned above, English is a global language and a lot of people all over the world are learning it. As a marketing product related to an English-speaking country, English language courses in the Czech Republic and Canada were analysed and compared. For the purpose of the research, 2 types of analysis were used, quantitative and qualitative. To evaluate the English language courses in the Czech Republic and assess the importance of

learning English language, a questionnaire survey among young people of various nationalities living in the Czech Republic was performed and analysed quantitatively. To assess the English language courses in Canada, a semi-structured interview was performed and analysed qualitatively. Two young students currently studying in Canada were interviewed.

First, let us start with some common information about Canada. It is one of the most prosperous countries in the world with majestic nature and ample opportunities for study, work, sports, and recreation. Canadian universities are famous for the quality of education, modern campuses, and affordable tuition fees. Canadian universities are proud of their research technologies and scientific discoveries, comparable to those of the United States. And local colleges offer relevant specialties and paid internships in large companies.

Staying to live and work in Canada is the dream of young professionals who have been there. According to the UN, Canada is one of the ten most prosperous countries in the world. A high standard of living, a good ecological situation, low unemployment, and kindness of the inhabitants is only a small part of the advantages of this country.

Also, what is very important, Canada is among the top countries that are primarily considered for possible immigration. This country quite easily gives visas to students, and later, after 3 years of permanent residence, it is possible to try to get a Canadian citizenship. The Canadian passport is one of the most powerful passports in the world. With it, it is possible to enter more than 180 countries around the world without visa.

#### 4.2.1 Interviews about English courses in Canada

The first interviewee, Kate, is 23 years old and comes from Vladivostok, Russia. Kate has been living in Canada for 4 years. Three years ago, she entered Seneca College Toronto for a bachelor program in Animation and Computer Graphics. Before entering the university, she decided to study English for a whole year at the same university where she is studying now.



Kate was interviewed in order to understand why she decided to choose Canada for studying English, and later for her studies. To begin with, I asked her, why she had decided to move to Canada for learning English because it is always very interesting to know, - why students do not want to stay in their home countries and try to move abroad instead.

Question 1: *“Why did you decide to study abroad and not in your home country?”*

Kate’s answer was that it was a very interesting story. First, during her school life Kate was not happy with the education in her home country. She is from Russia, and teachers at school do not give freedom to student at all. Students must always follow the rules, standards. They even make students think the same way as everyone else. Kate really hated it. In her opinion, every person is unique. Every person should have the opportunity to express his or her feelings and emotions. In Russian schools, students do not have permission for that. Every day Kate would wear the same uniform, she did not have a chance for creativity. Teachers made her wear the same skirt and shirt as other girls, and that annoyed Kate a lot.

So, after the 9<sup>th</sup> grade the interviewed student Kate started to think about studying abroad. She watched a lot of videos, read a lot of articles. Her first idea was the USA. As it is generally known, the US is a land of endless opportunity and prosperity. Today America is a leader in research, in the creation of advanced technologies, in the development of industry. A country of contrasts, speed, stability, and regularity of life - all this attracts representatives of various peoples and nationalities, who created a very special nation - the American one. A nation that knows how to work, set goals, and steadily achieve them. A nation with its own ideology and outlook on life.

Kate was very impressed by all this information about the USA. Therefore, she decided to talk to her parents, and they decided together where she would go to study after the 11<sup>th</sup> grade. Her mother found Students International, an organization that provides education abroad.

Kate went there only with one idea that she wanted to study in the USA, but after talking with the manager, she changed her mind a little bit.

The interviewed student Kate always loved to draw, so she really wanted to connect her life with design, graphics, and so on. She was very attracted to Seneca College in Canada, Toronto. The main advantage was the huge selection of undergraduate programs and English language courses in that college. Kate also learned that a student could enter the first year of a bachelor's degree after graduating from a Russian high school, if he or she had a good certificate and a passing IELTS score. Frankly speaking, this was how her story of studying at a Canadian university began.

Question 2: *“Can you tell me if, there are any disadvantages of learning English in Canada?”*

Kate tried to be honest, and the first thing she said was that Canada was a wonderful country. It could seem to many people, that there are no cons at all, but Kate started by saying that studying in Canada is quite expensive. She is extremely grateful to her parents that they are paying for her studies and life there. Her English language course cost \$9,500, excluding dormitory and meals. Now, Kate lives in the dormitory of her college, which costs about \$600 a month, plus she spends about \$400-500 monthly on food and leisure activities. Also, an important factor for Kate personally is the way to her home country. Kate's city is in the Eastern part of Russia, which is quite far from Toronto, so plane tickets are very expensive.

To conclude, Kate said that, speaking about the disadvantages of Canada, everything would lead to finances since life there was very expensive. Otherwise, after 4 years of living in Canada Kate did not find any other cons.

In general, the interviewed student Kate is very excited to live and study in Canada. After studying, it is a great chance to find a well-paid job and build her career in Canada.

As the second example concerning studying English in Canada, another young student, Sofia, was interviewed. She is 18 years old now. She has a slightly different story of entering a Canadian university for English courses than Kate. Initially, she planned to come to the Czech Republic after finishing her secondary school in Russia. Unfortunately, due to an unfavorable situation between Russia and Ukraine, she was unable to obtain a Czech visa, as she is a Russian citizen. Therefore, her family began to look for other options

for studying abroad, as she did not want to stay in Russia, and her parents were against higher education in Russia.

After some discussion, it was decided to send Sofia to study in Canada. Moreover, she also knows Kate, who will help her adapt to a new country. Sofia has been living in Toronto for almost a year now, studying English at Seneca College.

When interviewed about any disadvantages of studying in Canada, she replied that the main disadvantage for her is that Canada is very far from home, and she misses her family a lot.

### **4.3 English courses in Prague**

Education in Prague, as well as education in the Czech Republic in general, is both prestigious and affordable. It is prestigious because Prague is a major educational and business center not only in the Czech Republic, but also in Central Europe.

Many students dream of studying in Prague not only from Russia, Ukraine, Kazakhstan, but also from other countries all over the world. The beauty of this city attracts students.

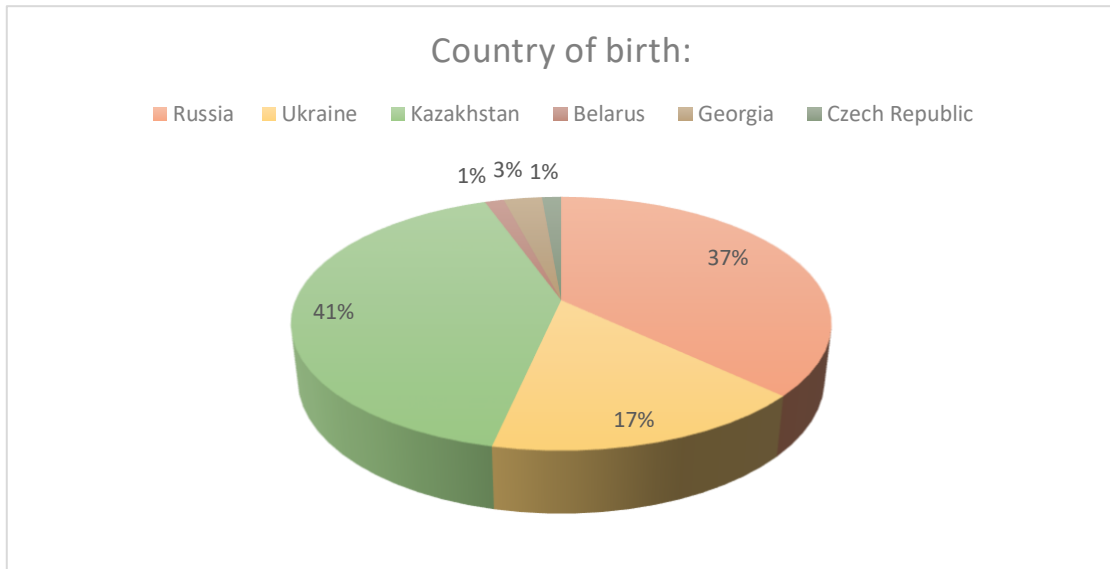
First, Prague is the capital. It beckons with history, colorful architecture, many events, and, of course, Prague is the center of the best universities in the country.

Students are also attracted by prospects during practice and after graduation. After all, the representative offices of the world's leading companies and the best enterprises of the Czech Republic are concentrated in Prague.

For the purpose of this work, another questionnaire survey among Prague students who have studied or are currently studying English at courses at different universities was performed. In total 73 respondents participated part in the questionnaire. Students of different ages took part in the survey, but the majority are between 18 and 23. Most of the respondents are from Russia, but also students from Kazakhstan, Belarus, Ukraine, Georgia,

and the Czech Republic (Figure 11). Absolutely all respondents studied English before moving to Prague.

Figure 10 Country of birth

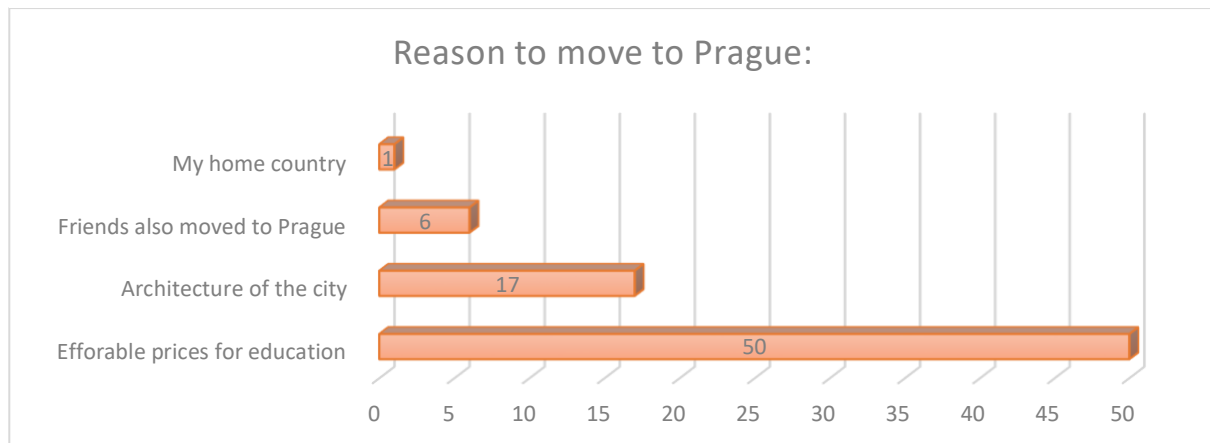


Source: author's own work

The main question was why they all had chosen Prague for studying English and their further education. The reasons were almost the same. Most students believe that education in Prague is very prestigious, but equally affordable, and does not cost a lot of money, like the USA or Canada. Also, among the respondents there was an opinion that Prague is one of the most beautiful cities in the world. For students, the atmosphere in the city is very important, as they can walk with friends in beautiful places and enjoy the architecture of the city after studying.

The bar chart below (Figure 12) shows the summary of reasons why all responders have moved to Prague to study. Their responses are illustrated in numbers:

Figure 11 Reason to move to Prague



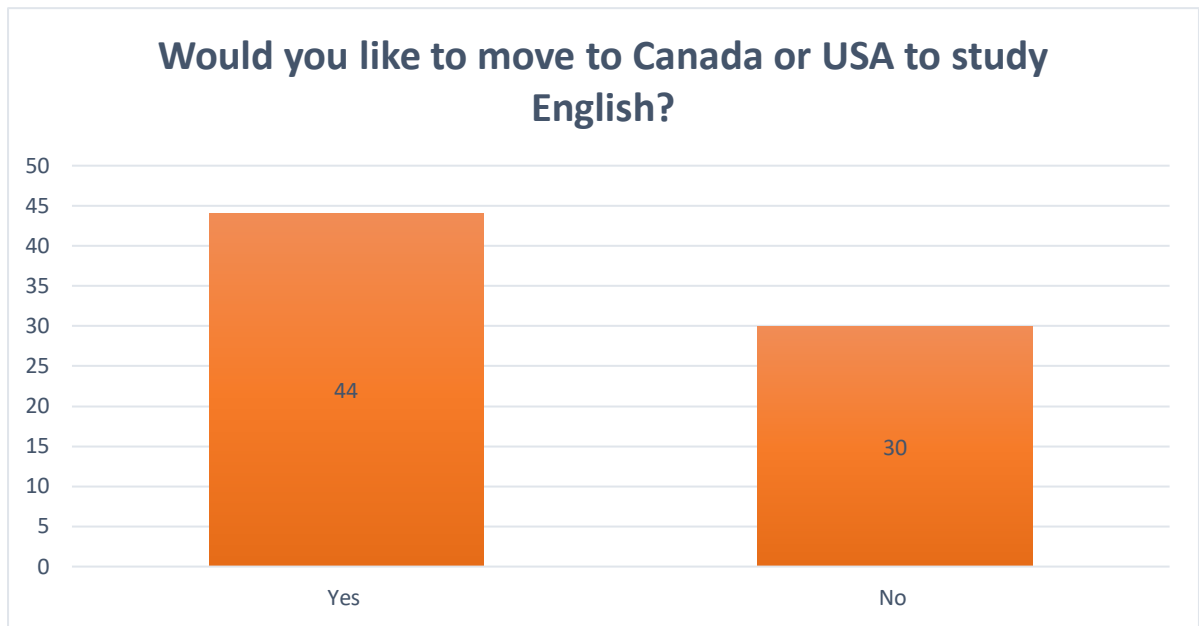
Source: author's own work

Of course, as in any field, learning English in Prague has its disadvantages. Among all students, there was only one option - that Prague is not an English-speaking city. The main language here is Czech. This makes learning English a bit more difficult, as there is little opportunity to practice the language outside of the lessons. However, even in this case, students are trying to find the opportunity for practicing the language.

Firstly, most of the respondents combined studying and job part-time. Most of them were using English for working. Students in Prague worked in different cafes, restaurants and shops. Of course, the main language for job is Czech, but in some places, students can work only with knowledge of English. Frankly speaking, it is nice because Czech Republic is very gentle and friendly to people, who do not speak fluent Czech.

Also, the students were asked (Figure 13) if they had an opportunity to move to Canada or USA, would they do it or not. Most responders voted for "yes" because the level of education in their opinion is better, it is easier to practice English in Canada or USA, comparing with Czech Republic but studying there is quite expensive, and they cannot afford it. Others voted for "no", as they do love Prague, and the fact, that Czech Republic is not an English-speaking country does not worry them.

Figure 12 Desire to move to USA or Canada



Source: author's own work

## **5 Results and Discussion**

### **5.1 Bonus system for Canadian Universities**

After an interview with the students at the Canadian university Sofia and Kate, it was found out that Canadian universities had only one disadvantage. This was the price of education. Compared with studying in Europe, such as Prague, studying in Canada is quite expensive. Not everyone can pay around 8-9 thousand dollars for a year of studying.

Frankly speaking, it would be amazing to come up with a system of bonuses for students. For example, for good studying, students can receive discounts for the next years of study, or a refund of any part of tuition fees. It will stimulate students to study better.

Of course, there is a grant system in Canadian universities, but it is available only to full-time students, who is in need. The person is legal for grant only if the family's income is less than approximately 60.000 \$ per year. So, in other cases, it is necessary to pay for studying (government, 2021).

Let us have a more detailed look into my idea. As it is mentioned above, my best friend Kate and sister Sofia are students at Seneca Collage in Toronto. They both moved on the English language courses first. In my opinion, it will be so nice, if due to excellent studying during the courses, girls will have some discount for future bachelor's degree at the same college.

Finally, this bonus system will attract more students all over the world. If they can get the same education but for lower price, in case they study well, then why not to try it.

### **5.2 Canadian superiority over the Czech Republic**

After surveys among students in Czech Republic, it was revealed that most of them would move with great pleasure to study in Canada. In their opinion, in Canada they will have more career prospects. Most large companies are also concentrated in Canada, which makes students more likely to find a good job after studying at university.

Czech Republic is also a nice place to learn English language, as there are lots of professional schools or courses, that are offering great level of education but comparing with Canada, Czech Republic is not an English-speaking country. It makes Prague less attractive to students, as most of them wants to practice English outside classes but in Prague it is not always possible.

However, there is an amazing exchange program called ‘Erasmus’. Students from any university can take part in it. Frankly speaking, it is a great opportunity to study one semester or year in a different country, such as England, USA, Canada, or any other European country, absolutely for free. Also, this program gives a change for Prague students to study in an English-speaking country without spending money on education. And a great bonus is a scholarship, that each student, participating in this program, is legal to obtain. Usually, the scholarship is around \$ 450-700, the amount depends on the standard of living in the selected country.

### **5.3 SWOT analysis of English language courses - Czech Republic and Canada**

To summarize all information regarding the marketing product, - English language courses, below there is one SWOT analysis (Table 1) about English language courses in Czech Republic, Prague, as well as one SWOT analysis (Table 2) about English language courses in Canada, Toronto.



Table 1 SWOT analysis of English language courses in Prague

<p><u>STRENGTHS</u></p> <ul style="list-style-type: none"> <li>-the price is affordable for education</li> <li>-Czech Republic is a safe country</li> <li>-Czech Republic is a very beautiful country</li> <li>-there is a great opportunity to travel to other countries on weekends</li> </ul>	<p><u>WEAKNESSES</u></p> <ul style="list-style-type: none"> <li>-English is not a native language in Czech Republic</li> <li>-it is not easy to practice English outside classes</li> </ul>
<p><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none"> <li>-participation in Erasmus exchange program and study one semester or year in an English-speaking country</li> </ul>	<p><u>THREATS</u></p> <ul style="list-style-type: none"> <li>-English speaking countries are offering a better level of education and the opportunity for practicing English language everywhere outside classes</li> </ul>

Source: author's own work

Table 2 SWOT analysis of English language courses in Canada

<p><u>STRENGTHS</u></p> <ul style="list-style-type: none"> <li>-great opportunity for practicing English outside classes</li> <li>-a lot of large companies are in Canada</li> <li>-it is quite easy to obtain Canadian citizenship</li> </ul>	<p><u>WEAKNESSES</u></p> <ul style="list-style-type: none"> <li>-expensive education in Canada</li> <li>-expensive life in Canada</li> </ul>
<p><u>OPPORTUNITIES</u></p> <ul style="list-style-type: none"> <li>-it is needed to insert bonus system for students or cash back for excellent studying</li> </ul>	<p><u>THREATS</u></p> <ul style="list-style-type: none"> <li>-European countries are offering lower prices for education</li> </ul>

Source: author's own work

## **6 Conclusion**

The aim of the thesis was to analyze English language courses in Canada and Czech Republic from a marketing point of view, as well as, to identify weaknesses and strengths of these both countries, as a place for learning English.

Overall, it was clear that Canada wins in this competition. Of course, it is not cheap to study there but, in my opinion, all the expenses worth it. Firstly, the level of education is higher than anywhere else. Best universities and colleges are in Canada. Secondly, English language is a native language there. It makes learning language easier, as you can practice it everywhere.

English is the most universal language - it is understood in most parts of the world. Today English is used almost everywhere. It is the language of banking and industry, computers and trade, technology, and science. English as an international language helps people of different nationalities from around the world discuss politics or arrange business meetings.

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