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RESULTS OF MODERN SCIENTIFIC RESEARCH AND DEVELOPMENT



**PROCEEDINGS OF V INTERNATIONAL
SCIENTIFIC AND PRACTICAL CONFERENCE
JULY 25-27, 2021**

**MADRID
2021**

RESULTS OF MODERN SCIENTIFIC RESEARCH AND DEVELOPMENT

Proceedings of V International Scientific and Practical Conference

Madrid, Spain

25-27 July 2021

Madrid, Spain

2021

UDC 001.1

The 5th International scientific and practical conference “Results of modern scientific research and development” (July 25-27, 2021) Barca Academy Publishing, Madrid, Spain. 2021. 325 p.

ISBN 978-84-15927-33-4

The recommended citation for this publication is:

Ivanov I. Analysis of the phaunistic composition of Ukraine // Results of modern scientific research and development. Proceedings of the 5th International scientific and practical conference. Barca Academy Publishing. Madrid, Spain. 2021. Pp. 21-27. URL: <https://sci-conf.com.ua/v-mezhdunarodnaya-nauchno-prakticheskaya-konferentsiya-results-of-modern-scientific-research-and-development-25-27-iyulya-2021-goda-madrid-isperaniya-arhiv/>.

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BIBLIOGRAPHICAL ANALYSIS OF THE PROBLEM OF TRAINING MARKETING SPECIALISTS IN MODERN EDUCATIONAL SPACE

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Introductions. In the Ukrainian economy and the system of national higher education there are processes that lead to the formation of new, competitive requirements for the professional competence of modern professionals and the improvement of the process of their professional training. As socio-economic relations are developing dynamically, the demand for new specialties has increased in the Ukrainian market economy, which in turn has necessitated the rapid reform of economic education profiles in accordance with the social order. Today, marketing is a fundamental element of the system of formation of competitive advantages and abilities of the organization, and the needs of the market in marketing specialists have necessitated their special training. We consider it necessary to study the works of Ukrainian scientists who have studied the problem of training marketing professionals, because, despite the large scale of training in Ukraine (more than 100 higher education institutions train marketers), according to experts, it does not fully meet the social order.

Aim. The aim of this study is to analyze modern pedagogical research on the training of marketing professionals.

Materials and methods. The materials for this article were scientific articles and thesis researches of Ukrainian scientists who studied the training of marketing specialists.

The solution of certain tasks was carried out using the following research methods: analysis - to study information from literature sources, systematization - to identify problems, generalization - to justify proposals and formulate conclusions.

Results and discussion. In the article "Actual problems of training future marketers in the higher education system of Ukraine" O. Chorny emphasizes that in Ukraine there is a shortage of research on teaching marketing, as well as the gap between the theory taught in institutions of higher education and practice and requirements for marketers. It is necessary to pay attention to the system of teaching marketing and marketing disciplines, approaches to the formation of professional qualities in future marketers, teaching marketing as a normative discipline for professionals in other specialties.

One of the important aspects of training marketing specialists, according to O. Chorny, is the need to break the patterns of old, classical, too theoretical thinking, to introduce new forms of organization and control of knowledge, testing students' practical skills, to give institutions of higher education the opportunity to choose their own concept (thus, curricula) of the formation of a professional marketer, because marketing should be considered not as a scientific theory but as a way of thinking, a worldview based on certain knowledge.

L. Ivanenko and O. Boenko in the article "Development of a model of professional training of marketers based on a competency approach" argue that one of the key priorities of educational policy in Ukraine is to harmonize the content and structure of vocational education with the needs of the labor market. The implementation of the approach focused on the competence of applicants for higher education requires the development and improvement of curricula of disciplines in accordance with the established standard of higher education of general and special (professional) competencies. The authors claim that there is an urgent need to develop a model of professional training of marketers based on a competency-based approach. The significance of this problem is due to the changes taking place in the higher education system, where a course is taken on the competence approach, on the formation of students' systematic approach to the analysis of complex economic and social situations, strategic thinking, education of professional mobility.

Researchers emphasize that there is a gap between the requirements of the labor market to the competencies of marketers and the qualifying knowledge and

skills of graduates of higher education institutions. It is necessary to understand the needs, requirements and goals of both parties and find solutions to overcome the mismatch between employers' expectations and learning outcomes. It is necessary to eliminate the contradiction between the needs of the labor market in highly qualified marketing specialists and the insufficient level of their training in the traditional system of higher economic education.

I. Horbulich in the thesis research "Preparation of future marketers for business communication by means of professional-oriented technology" also argues that traditional marketing tools are limited and do not meet the requirements of the time, which leads to the need to revise the basic marketing concepts and develop new approaches to marketing, based on the recognition of the value of partnership communication, when the priority categories are not economic categories (benefits, profits), but trust, mutual understanding, communication. With this, there is a need for rethinking and theoretical and methodological substantiation of the process of training future specialists in the economic field, in particular, marketers.

The author claims that during the study period the student must learn a lot of factual material, but not always after graduation a graduate is able to make decisions, use information and communication technologies, think critically, resolve conflicts and navigate the labor market. A significant number of scientific papers in the economic sphere are devoted to the organization of production and sale of goods and services, but the authors ignore the aspect of the formation of communicative competence of marketers.

According to I. Horbulich, many scientists consider foreign research experience more progressive because it has accumulated a variety of models that serve to obtain a clear and adequate idea of the future professional activity of any specialist and design effective technologies for its training.

In the collective monograph edited by N. Savytska "Marketing policy of higher education institution" the team of authors emphasizes that modern education, especially its higher level, will be effective if the process of subject-subject interaction of teacher and student is aimed at transfer (assimilation) of knowledge,

skills, abilities that are necessary for both the state and the individual, will form, develop and educate professionals of the new formation, able to work ahead, as well as create the conditions for their professional development.

The authors analyzed trends in program and institutional mobility in Europe, and noted that the strongest positions in the export of educational services are economically strong English-speaking countries (the USA and the UK), and the activities of transnational education institutions are primarily targeted at Eastern and Central Europe. They argue that under such conditions, the inflexibility of the national education system creates a fairly wide space for the development of transnational education in weak national markets, which in the face of fierce international competition in education will displace local higher education institutions. Program and institutional mobility in Ukraine is not developing as actively as academic mobility, however, the authors note the development of cooperation with British universities.

The globalization processes that are taking place today have affected cross-border education, which is closely linked to the use of new information technologies, including distance learning and online education. The authors claim that in some countries (China, Latvia, the Netherlands, Algeria, Great Britain, Turkey, etc.) from 10 to 25% of students receive education in distance learning institutions. This educational process is characterized by flexibility, adaptability, modularity, cost-effectiveness, consumer orientation, the use of advanced communication and information technologies, which creates conditions for the development of the world educational space and the unification of the world's intellectual resource. The authors believe that distance education is developing in Ukraine, but at a slow pace.

Yu. Oherchuk and O. Kachanovetska in the article "Marketing education in Ukraine: ensuring quality training of marketers in accordance with the needs of the Ukrainian market" believe that special attention should be paid to independent work of students. This will not only show the creative abilities of students, but also reveal their potential and resources.

The authors argue that in market conditions it is no longer enough to study exclusively in the functional field and the possession of specialized knowledge. In modern education it is necessary to form active positions and to enrich managerial, interpersonal skills. The authors emphasize the importance of constructive learning, ie one in which students build knowledge through independent problem solving. Training in the field of marketing requires continuous contact with practice, tracking the latest trends, constant research of the current market situation and professionalism during lectures and practical classes.

N. Karpenko in the article "Management of marketing education in Ukraine" writes that the purpose of marketing education is to train an effective and competitive specialist who will be able to successfully manage the company in a globalized market. When developing new disciplines, forming curricula, it is necessary to rely on six main points: encouraging critical thinking; use of interactive methods; imitation of a stressful business environment; focusing on developing potential talent rather than correcting shortcomings; activation of internal energy; creating a favorable organizational environment.

The author also considers it necessary to pay attention to the problems associated with the effectiveness of internship programs, topics of term papers and graduate thesis, as they require appropriate connection with the activities of enterprises, on the basis of which such types of work are carried out.

The best experience of those institutions of higher education which implement projects of joint educational and professional activity with the enterprises, the corresponding consulting companies, intermediary structures deserves attention.

In the article "Methodological aspects of teaching marketing in higher education" O. Budnik emphasizes that the current reform of the education system, namely its focus on the European vector of development, puts forward new requirements for the training of future practitioners. This causes the renewal of educational programs, methods and teaching methods, which allows not only to give the student the necessary knowledge, but also to form his/her interest in learning the subject, to develop initiative and independence. One of the most important factors in

improving the pedagogical skills of teachers is the use of active methods of acquiring the necessary competencies by the student.

O. Budnik believes that modern education can be effective provided a skillful combination of basic (classical) knowledge with the latest innovative and creative techniques, which are aimed not only at teaching students the theoretical foundations of the discipline, but also to communicate with him/her.

M. Vachevsky in the dissertation research "Theoretical and methodological principles of formation of professional competencies in future marketers" emphasizes that professional skill is the goal and result of professional development, and professional competence can be defined as the level of skill achieved by a person on the path of professional development, acquisition of professionalism. Professionalism and skill of the specialist is based, first of all, on professional competence, its substantial filling with qualitative knowledge which depend on many factors: level of development of psychology, pedagogics, anthropology and culturology, the social and economic reasons changing according to processes occurring in education and society.

Conclusions. Thus, the bibliographic analysis of the problem of training marketing specialists in the modern educational space suggests that the relevant aspects of modern research are: innovative technologies for teaching marketing and marketing disciplines, training of marketers based on competency approach, updating educational programs, methods and teaching methods.



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