

**PEDAGOGICAL SCIENCES**

**FORMATION OF PROFESSIONAL COMPETENCES  
BACHELOR'S DEGREE IN MARKETING**

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The inclusion of education in the market relations requires updating its content and improving methods. The basic directions of such transformations of higher education include, first of all, integration of education with practical activity and science, transition from general education to strengthening of individual approach, development of creative personality of specialist in the team. These trends reflect the objective development trends that emerge in advanced pedagogical experience and lead to the use of unconventional forms, methods and means of learning and upbringing, including new forms of student activity that combine learning and work. Such approaches take into account the analysis of psychological, age, professionally important personality traits of future specialists, the need to develop their professional skills, communication and organizational skills.

We consider the process of formation of professional and methodical skills of students on the example of the future specialist with marketing based on specific features of professional activity of specialists of economic sector. Therefore, in the context of the research skills we understand the ability and readiness of the future expert to correctly solve professional tasks, applying appropriate ways and means, that is, consider skills as the ability and personal qualities, or as a method and as a result activities.

The majority of authors working on a model of a specialist, there are two main components.

- professional knowledge (in addition to the qualification requirements detailed in state standards, these include competence, intellectual initiative, self-organization, self-regulation, etc.);

- personal qualities (this will typically include: responsibility, honesty, independence, persistence, Sozopolis, etc.).

Modern trends of world economic development are manifest in fundamental changes in the mechanisms of functioning of economic systems at various levels [1, p. 95]. Given the characteristics of the development of the economy, economic

activity is performed in terms of changes in the economic environment of increasing uncertainty. This means that the specialist raises the uncertainty and the uncertainty in obtaining the expected end result. Often the marketer is faced with the fact that of paramount importance circumstances that cannot be accounted for in advance. In this methodological apparatus is only suitable for action in a stable environment and even a slight deviation from them would cause complications.

In the context of constant economic change, the competitiveness and restructuring situation is an urgent problem for Ukrainian enterprises, which have to change their functional strategy and structure. Each of these situations requires a specialist to analyze, anticipate actions, generate ideas, make quick decisions with economic benefits.

It follows from the foregoing that the task of a marketing specialist is to be able to obtain the necessary result in an unstable economic situation, to anticipate the situation on the market, to strive to reduce the loss of income of producers and consumers.

The new educational standard is implemented through a competency approach, so let's define the competence proposed by Yu.G. The motto that is relevant to the topic of the research: "The competence of a specialist with higher education - is a manifestation of their desire and ability (willingness) to realize their potential (knowledge, skills, experience, personal qualities, etc.) for successful creative (productive) activity in professional and the social sphere with an awareness of its social significance and personal responsibility for the results of its activities, as well as the need for its continuous improvement"[4, P. 51].

Identify the skills required by a modern marketing specialist:

- to work independently on the development of personal creative potential, intelligence, cultural level; master the basics of business and adapt flexibly to changing professional situations; to make current calculations and forecasts, skillfully applying in practice their knowledge to solve professional economic problems, to evaluate current results for a previously stated purpose;

- to think independently and critically, to anticipate the difficulties that may arise in the process of completing a task and to find ways to rationally overcome them, using all the variety of modern technologies, to be able to generate new ideas and creatively process them, when solving non-standard tasks;

- build optimal models of relationships and interactions in different social groups.

According to the primary positions that can be held by a marketing specialist, he must be prepared to perform the following functions: analytical, planned, organizational, controlling, accounting and statistical, information.

We believe that the structure of marketing activities is implemented in four main components: cognitive (cognitive), activity, creative and reflexive. We have assigned each component a group of professional methodological skills of a marketing specialist.

The cognitive component determines the theoretical knowledge and practical skills required to perform a professional activity. Completeness, depth and

systematic knowledge determine the level of development of the cognitive component.

The activity component is the developed ability and willingness to creatively solve professional problems, the ability to navigate in non-standard conditions, to think outside the pattern. It requires fundamental methodological training, high level of communication skills (including in the interprofessional team), professional responsibility and ethics.

The creative component characterizes creative activity, intellectually-heuristic, intuitive, intellectually-logical abilities.

The reflexive component allows you to consciously approach the task, evaluate your own activity and its results, make a set of installations and tasks for their own professional development. It is necessary to strive for constant personal and professional perfection, value attitude to events, to people, to oneself.

It should be noted that the listed professional methodical skills are not at all students formed at the proper level, and this affects the level of their success in the future profession.

#### **List of references**

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