

Секція 1. МАРКЕТИНГОВІ ІННОВАЦІЇ ЯК ТРИГЕРИ РОЗВИТКУ ПІДПРИЄМСТВ ТА ГАЛУЗЕЙ ЕКОНОМІКИ

L. Yancheva, PhD in Economics, Prof. (*KhSUFTT, Kharkiv*)

M. Mykhailova, PhD in Economics (*KhSUFTT, Kharkiv*)

EXPERIENCE OF INNOVATIONS IN THE ORGANIZATION OF EDUCATIONAL PROCESS AT OHIO STATE UNIVERSITY (USA)

The traineeship under the FEP program was taking place at Ohio State University in the period from July to December 2016. The main purpose of the participation of Ukrainian teachers in the program is the exchange of experience and the establishment of communications that will stimulate the introduction of best practices in the organization of scientific, educational and methodological work. The peculiarity of the work organization at Ohio University is its institutional structure. It consists of the main university campus in Columbus and 4 regional campus colleges. The college is a separate structural subdivision which prepares all degrees of higher education: bachelor – 4; Master – 2; PhD – 2 years of study. Students need to register in the general university base and get ID before the beginning of studies. It's like a student ticket, besides it also provides an opportunity of free travel. The practice of enrolling courses that the student plans to attend during the course of the year is interesting. The practice of registration for courses of disciplines that the student plans to attend during the course of the year is interesting. As a result, the teacher has complete information about the student, including his photo. Similarly, students can view information about the teacher, namely: biography, e-mail, articles and textbooks. After receiving a bachelor's degree, a student has the opportunity to continue his studies in the magistracy, the double magistracy (obtaining a diploma in two specialties) or doctoral studies (postgraduate study), and there is a distance education.

The relationship between the student and the teacher is carried out with the help of the Carmen program (for now, go to the international – Canvas). The convenience of this program is that the student, with the help of his personal office joins the site, finds its course. On this page, he has information about the teacher, students of this course, their contacts, literature and references to information sources, lectures (spread in network for the student to attend classes), presentations, individual tasks and tasks for the exam. Open dialogue between all students of the course and the teacher.

The system of knowledge estimation of the student is being implemented through 100-scores scale, as in our university. The student has the opportunity to receive additional points by participating in the simulation (undergo the training of networking on a paid basis), additional individual work. These scores are a prestigious recommendation for employment.

Especially for the university students a mobile application has been developed, which enables the student to have quick access to his e-class, schedule of classes, personal information, information about teachers and managers, geolocation and map, timetables for bus traffic, etc.

The university has a University Center for Teaching Improvement, which includes the following structural units: the Institute for the formulation of courses; educational orientation; training facilities; training sessions. The Center functions to help young teachers, beginners, and to improve the teaching skills of university teachers, through courses, seminars, trainings, newspaper publishing, exchange of teaching methods, and others.

The traineeship experience in the United States has had positive results and has enabled us to identify our own university benefits. Despite the fact that our university is inferior to its material and technical base, and innovations, the level of teaching and methodological support corresponds to the general world tendencies of training specialists. The methodology of marketing teaching at Kharkiv State University of Food Technology and Trade (H DUHT) and at Ohio State University is similar and based on the modern marketing concept of F. Kotler, whose parents are from Ukraine.

Until the present time, the following innovative measures have been implemented in the organization of the educational process of the Kharkiv State University of Nutrition and Trade:

- seminars with students of the University on topics of student life, training and motivation for study on the example of Ohio State University is held;

- methodological seminars with teachers;

- educational and methodological complexes of disciplines "Marketing" and "Marketing Management" are updated and some topics of lecture courses are supplemented;

- new course – training "Marketing Planning" is developed;

- curricula and disciplines of the specialty "Marketing" are revised and new disciplines are introduced;

- educational and professional programs for students of the specialty "Marketing" on the basis of a competent development are formed;

- Memorandum of Understanding between Kharkiv State University of Food Technology and Trade and Ohio State University is signed.

Organization of the educational process in higher educational institutions of Ukraine is more fundamental and has a better scientific basis. Therefore, there is confidence that, in the framework of the cooperation agreement, we will have a mutual exchange of teachers, since we also have something to share with our colleagues from the United States.

M. Oklander, Doctor of Economics, Prof. (*ONPU, Odessa*)

GOVERNMENT AND MARKETING

The classic definition of marketing by Philip Kotler is "the process by which companies create value for customers and build strong customer relationships in order to capture value from customers in return".

Taking into consideration the above, the government marketing, as we see it, is a set of government actions aimed at supporting domestic producers in their efforts to expand to the foreign markets. The competitors in this case are the domestic producers of the country that is subject to such expansion, as well as the producers from the other countries that sell their goods at the market of this country.

In order to provide further insight into the world practices of conducting the state marketing, let us examine the history of various countries in the context of supporting respective domestic producers upon their entries into the global market. Let us summarize the international experience and name a set of tools used by the government to influence a consumptive demand. Governmental actions aimed at implementation of marketing activities can be described by means of marketing mix (4Ps model). The manufacturer offers the *product* that satisfies the demand to the consumers. In compliance with the *product policy*, the government provides informational support for exporters, identifying the goods that would meet the demand.

The *price* is defined by the consumption value of the product, prices offered by the competitors, production costs, and desired revenue level. As a part of its *pricing policy*, the government effects financing of the manufacturer himself, as well as special purpose financing of the foreign customers for them to acquire goods provided by domestic producers. Customer debt financing in various countries is effected with lower interest rate and on much more beneficial terms than local banks would provide. These measures improve the competitive performance of exported goods.

For instance, if the customer outside Canada purchases equipment, and faces a choice between local manufacturer and Canadian, the Export Development Canada would provide him financial means and extension on much more beneficial terms than his domestic manufacturer. The Export Agency of Denmark would act in a similar manner. Besides that, Danish export credit agency analyzes the macroeconomic situation, making