

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

conclusions and predictions. The organization offers comprehensive advices for the exporters, providing relevant updates that describe the market situation, thus influencing the price formation.

Promotion is referred to the company activity aimed at communicating information about the competitive advantages of their products and persuading target customers to buy them. *Promotion policy* is executed through the government marketing by means of providing financial support to cover marketing expenses. For instance, any Australian exporter can be compensated by 50% of his marketing expenses related to promoting his products in foreign countries for the total amount of up to \$ 15000 annually. Moreover, export agents provide their customers with necessary support by preparing communication campaigns, analyzing information, and getting in contact with marketing agencies in other countries.

Placement includes activities that make the product available for target customers. Placement strategy provides means for determining the most suitable channel for product promotion. Hence, the *placement policy* in the context of government marketing is evident as a set of comprehensive advices for domestic producers that covers a wide range of problems, including the search for potential sales options. One of the most vital aspects of entering foreign markets and establishing market outlets is connections. In Denmark, the Danish Trade Council under the auspices of the Ministry of Foreign Affairs provides assistance for the exporters so they can establish necessary connections in foreign countries.

We believe that incorporating the aforementioned model of government marketing could help Ukrainian government to reach their goal, namely, to improve the competitive performance of national exporters. Considering the reduction of hard currency proceeds, the causes of which were pointed out at the beginning of this article, it is vital for Ukraine to develop and implement the concept of government marketing.

The specific steps necessary for implementation of government marketing concept in Ukraine should include as follows:

- conducting a Foresight research in order to create a perfect picture and draw a roadmap towards it;
- developing the competitive performance index model to evaluate the domestic producers;
- creating a unified register of national manufacturers evaluated by the competitive performance indices;
- determining primary directions, countries, and goods (vectors of support for export-oriented business);
- preparing placement strategy and promotion concept (for branded products).