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MARKETING OF THE HIGHER EDUCATION AND MARKETERS EDUCATION

A cohesive view of education as the economic development sphere requires a new look at the interpretation of the content of an educational service as a process and result simultaneously. It is reflected in the following forms of an educational product: educational programs and technologies; formalized knowledge in the form of elements of the educational-methodical complex of disciplines; implicit knowledge as a graduate competence system; material, intellectual and network components of the educational and scientific process organization. Services in the higher education field have the features, inherent to the services in general. And the specific features, too: vividly expressed subjectivity, availability of co-creation of the teacher and the student, delay of detection of the effectiveness, relative duration of the process, state control, cognitive asymmetry of the market. The specificity of the higher education services is determined by the complementary nature of the individual and social use of their production and consumption. This allows them to be identified as *merit goods* [1]. State care for the educational services market is due to a backlog of demand from the long-term interests of the society which is reflected on the market situation, when the domestic individual consumers buy a merit good at a price much lower than the total costs for the specialists training.

The merit market of the domestic higher education services is characterized by a non-equilibrium, smoothing of which requires a well-considered marketing policy of the higher education institutions. The traditional model of the marketing complex in the market of services is 7P: Product + Price + Promotion + Place + Personnel + Process + Physical evidence. For the higher education services market, the key elements are Product + Personnel + Process which are in the inextricable interconnection. The modern product policy of the university on the domestic market is built under conditions of introduction of a student-centered concept of education. The system of competences (knowledge, skills and abilities) is inseparable from the person, therefore the product of the educational sphere is a trained specialist. Such an interpretation of the educational activity product is typical for a traditional model of education oriented on the needs of the industrial society in the mode of large cycles of the technological

innovations change. In accordance with the constantly changing requirements of the neo-industrial production, the vocational education level needs a constant renewal. This requires training throughout the life. Its realization is possible only if the student receives the competence "ability to be trained". Competition among the higher educational establishments develops in the area of the specialists training under the developed educational-professional and educational-scientific programs and opportunities to overcome the existing distance between the existing practice of training and the objective requirements of the labor market. Therefore, the key problem of the higher education is an institutional disorderly of the process of harmonization of educational and professional standards, sometimes the lack of professional standards and the ambiguity of requirements for a specialist in the domestic business environment.

The European practice is based on the framework of marketing and sales qualifications (MSNQF [2]) which aims to harmonize the marketing qualifications in different EU countries on the principles of subsidiarity. European specializations in the sphere of marketing and sales are being constantly updated and supplemented. The general logic of distinguishing of specializations is not branch wise (the economic activity type), but sectoral one, that is, the professional area of responsibility within the company.

In the educational area, the must-have of the learning processes is formed around the learning personalization, using of the blend learning, case studies, Data Mining, mobile learning, challenge learning, use of simulators and trainers in order to acquire teamwork, socially responsible work [3]. The modern marketing is becoming more digitized, and the consumer – more demanding, rational and intuitive [4], therefore, the educational marketing should also apply the innovative tools of omnical interactions, inbound-marketing, agile-methodology principles. The experience of applying the agile-principles to organization of the educational process at the Kharkiv State University of Nutrition and Trade has proved its relevance through a phased adjustment. The Master's curricula for marketing are flexibly updated by introducing the disciplines that broadcast the relevant marketing knowledge. Either, under the current conditions, the task of developing and approving the professional marketing standards, initiated by the Ukrainian Marketing Association, is becoming important. Currently there developed the professional standards of a marketing manager, auto marketer, digital marketing specialist [5]. In the future there is a definition of the specialization in marketing in accordance with the European experience.

Reference

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ОСОБЛИВОСТІ ІВЕНТ-МАРКЕТИНГУ В УКРАЇНІ ЯК ІННОВАЦІЙНОГО НАПРЯМУ РОЗВИТКУ

У сучасних умовах розвитку компаніям стає все важче оволодіти увагою покупців. Оскільки старі маркетингові інструменти з часом втрачають свою ефективність, учасники рекламного бізнесу вимушені знаходити нові концепції, що повністю відповідають вимогам сучасної цільової аудиторії. Стає очевидним, що традиційними ATL (above the line) технологіями не обійдеться, тому сучасні рекламні компанії все частіше звертаються до додаткових BTL (below the line) технологій, спрямованих на стимулювання збуту. Одним з інструментів, покликаних підтримати й посилити ефект класичної медіаваги, є івентивний маркетинг (event-marketing). Це спосіб просування, що включає комплекс активних прийомів PR і BTL, здійснюваних у межах будь-якого заходу.

Ринок івентивних послуг в Україні активно розвивається з 2005 року. За період свого становлення він змінився не лише кількісно, але й якісно, а саме:

- підвищується якість послуг, розширюється їх спектр;
- застосовується гнучка цінова політика компаній;
- стають доступними ціни для більшості з них.

З 2009 року активність івентивного ринку дещо знизилась, оскільки основними клієнтами івентивних компаній були банківські та страхові