

M. Mykhailova

*Ph.D. (Economics) Associate Professor
Kharkiv State University of Food Technology and Trade*

MARKETING EDUCATION ABROAD

Significant transformational changes associated with instability in the economy, politics and the processes of globalization occur at the modern economic space. The role of marketing and its tools in the activities of enterprises is constantly growing in the contemporary business environment. Introduction of the latest marketing technologies in business is increasingly gaining popularity, due to which labor requirements to specialists in marketing are constantly changing. As a result, the study of trends in marketing education is a topical issue for institutions of higher learning.

The study of trends in the development of marketing education in Ukraine under the prevailing circumstances is not a sufficient process. To prepare highly competitive marketing specialists, it is necessary to take into account not only the requirements of the labor market, but also study foreign experience of the countries all over the world. It is possible for the employees of institutions of higher learning and professors of marketing to participate in international conferences, seminars, workshops, programs or internship.

In 2016, I participated in the Faculty Exchange Program, which is held annually by the US Department of Agriculture. The main purpose of the Ukrainian teachers' participation in the program is:

- facilitating the development of rational agricultural policies, efficient and competitive business system of agriculture;
- development of the ability and confidence of teachers to evaluate and review curricula and courses with the application of basic principles of training and improvement of curricula;
- establishment of strong international institutional relations that will stimulate and support elaboration of curricula, review courses in the areas of agriculture, marketing and agribusiness.

The internship was undertaken at the Ohio State University. Marketing policy measures at the College of Food, Agriculture and Environmental Sciences (Fig. 1) attracted special attention of the author:

- uniformity of the corporate style (the main colors are red, white and gray). All teachers have the same presentation materials, shirts, flash cards, cups, pens, folders, etc.;

- the only mission and vision of the role of the College in shaping the core values is "We bring knowledge to life."
- the main purpose of the College is to be a standard of excellence for all colleges of food industry, agriculture and environmental sciences.

Working with the Faculty of Agriculture, Environment and Economic Development, i.e., studying a marketing component itself, we paid attention to the fact that this is only one area for studying. Since a marketer who develops a marketing program, marketing promotion measures, for a particular product, must know and study both the whole process of production, and the process of cultivation: where this grain is from, how it was grown, on what fertilizer, how it was assembled, processed, stored, packaged, transported, etc. Therefore, for most Americans, the concepts of "marketing" and "business" are almost synonyms.

Each college faculty must conform to a common mission. The mission of the faculty is "To generate knowledge and disseminate objective information through the application of economic and business principles to resolve agricultural, nutritional, environmental and economic development issues."

Particular attention was paid to the study of the latest marketing technologies in education. The University has distance learning in two specialties, namely: Master of Plant Protection Management and Master of Agricultural Sciences and Counseling.

The relationship between the student and the teacher is carried out by means of the Carmen program (at present it transforms to the international one – Canvas). This program is convenient because a student, due to his personal office joins the site and finds the course. On this page, the student can find necessary information about his professor, students of the course, their contacts, literature and links to the sources of information, lectures, presentations, individual tasks and questions for the exam. A dialogue between all students of the course and the professor is open.

Specifically for the university students, mobile application "Buckeye services" has been developed, thanks to which any student has quick access to his e-class, personal information, class schedule, information about professors and managers, geolocation and map, buses timetable, etc. Since "chestnut" is the symbol of Ohio — Buckeye, consequently, on all signs, tickets, clothes, etc. this particular symbol is depicted, as well as student teams of various sports contain this name, e.g. soccer teams — Buckeyes.

The experience of internship in the USA has many positive results that allowed to reveal own advantages. Despite the fact that the Uni-

versities of Ukraine are inferior to their material and technical base, the level of teaching and methodological support corresponds to the global trends in the training of specialists. It was a pleasure to realize that the methodology of teaching marketing at our University and the Ohio State University is identical, and based on the modern marketing concept of F. Kotler, whose parents originated from Ukraine.

Organization of the educational process in higher educational institutions of Ukraine is more fundamental and has better scientific basis. Therefore, we hope that in the framework of the Memorandum of Understanding between Kharkiv State University of Food Technology and Trade and the University of Ohio, we will soon start mutual exchange of teachers, because we also have something to share with our colleagues from the United States.

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*Савицька Н.Л., д.е.н., професор,
завідувач кафедри маркетингу і комерційної діяльності
Харківського державного університету харчування та торгівлі*

МАРКЕТИНГОВА ДІЯЛЬНІСТЬ ЗАКЛАДУ ВИЩОЇ ОСВІТИ: ТЕОРЕТИЧНІ ЗАСАДИ ТА СЦЕНАРІЇ РОЗВИТКУ

Сучасні процеси становлення економіки знань роблять сферу освіти первинним сектором суспільного виробництва, в якому свідомість людини виступає предметом праці, а знання й інновації – ядром господарського розвитку. У даному контексті університети перетворюються в корпорації знань, а їхня діяльність стає все більше маркетингово-орієнтованою. Проте маркетингізація вищої освіти викликає суперечності між принципами здійснення освітньої діяльності та комерціалізацією освітніх послуг.

Маркетингова діяльність закладів вищої освіти вибудовується навколо добровільного обміну цінностями між суб'єктами ринку послуг вищої освіти, а її специфіка визначається особливостями формування ринку та попиту на ньому. За ознаками ринкової структури ринок послуг вищої освіти — монополістично конкурентний, що визначає умови конкурентної взаємодії між закладами вищої освіти. За своєю природою освітні послуги — це мериторні