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MARKETING EDUCATION IN MODERN DIGITAL ENVIRONMENT

In today's world, education is one of the keys to a country's development and competitiveness. The emergence of the most advanced technologies and development of the Internet around the world directly affect education. This process is most evident in marketing education, as it explores the market situation that has undergone the most dynamic development in recent years. In the market structure, the virtual environment becomes more important, consumer behavior is even more directed towards the digital, remote environment. These processes have a dual effect on marketing education. Along with traditional marketing education, the demand for digital or distance education is emerging. This process has both advantages and disadvantages [1].

The advantages of marketing education in the digital environment:

1. The number of different marketing educational programs, application of various educational methods in digital environment makes education accessible practically anywhere for everyone.

2. Digital environment and new technologies allow students from different regions to be included in the same educational process. Students can learn on their own in a more comfortable environment [2].

3. Expanding the marketing mix toolkit to meet the needs of people in a virtual environment. New tools are emerging in the digital environment to influence people's choices. It is especially relevant in the field of services, where the demand for people is very diverse and dynamic.

4. Digital education leads to the formation and development of uniform methodological standards for education and this opportunity will allow in the future to have mobile students and a more effective scientific community in the world [3].

5. Independent work of students is the next advantage. Distance education unambiguously leads to students' self-discipline, information seeking and, as a result, talents development.

The disadvantages of marketing education in the digital environment:

1. In different countries there are different educational cultures and both students and lecturers have different perceptions and degrees of online learning. In developing countries education is conducted according to traditional protection methods and distance learning technologies are rarely used.

2. In developed countries more than 80% of the population has the opportunity to access the Internet, in developing countries no more than 50% of the population has such an opportunity. Therefore, the digital environment will cause inequality in education [4, 5].

3. Education level control is not simple in digital environment. In case of distance learning, many aspects of student assessment remain incomplete in some disciplines.

4. Reducing social communication. In connection with learning on distance basis, there is a reduction in normal social communication between people and some distortion of their social life. Also distance education can lead to the asocializing of the students and, of course, some problems with effectivity of human resources in the future.

5. Low technical and material base. In some countries, there is a problem with the development of online educational technologies, tools for conducting online lectures and seminars.

Thus, we can unequivocally state that education in digital environment will be an integral part of modern education in the future. Developing countries face important decisions in order to reshape their educational systems to improve their competitiveness.

In conclusion, marketing education should take into account the mix of traditional and modern methods for the effectiveness of the acquired knowledge.

Literature

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