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DIRECTIONS OF PROFESSIONAL COMPETENCES IN THE FUTURE MARKETERS WHILE LEARNING ECONOMIC DISCIPLINES

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Background. In Ukraine quite rapidly occurring changes in society and the economy. The demand for professionals with professional competencies in marketing continually grow as professionals in the economic direction (financiers, auditors, managers, accountants, etc.).

In the context of building a market economy training of personnel of national experts marketers with a high level of professional competence involves knowledge of basic theoretical principles, practical steps and results of modern economic transformation. It is in market conditions clearly outlines the level of management, determined the requirements for knowledge of graduates of vocational schools or universities. So affirms known in Ukraine and abroad President of Ukrainian Marketing Association, Rector of the National University Academy Anatoliy Pavlenko [11, 53 - 60].

The problem of formation of professional competencies for graduates system of continuous education and conscious attitude to work and occupation still poorly understood educational and psychological science. Category "attitude" in the scientific literature, many scholars

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interpreted differently. So A. Markova believes that attitude - it is an internal position in the assessment of the surrounding, activities of another person, to himself [9].

Analysis of recent publications. It is noteworthy that produced many educational and reference books in the direction of continuing education that relates to the educational process of teaching in high school, secondary school, high school or college, famous Ukrainian authors: H.Andrusenko [1], M. Vachevsky, V. Madzihon, N. Prymachenko [2], M. Vachevsky [3], S. Harkavenko [4], M. Yermoshenko [5], V. Zhyhir, O. Chernyeha [6], K. Levkivsky [7], V. Madzihon [8], A. Markova [9], O. Pometun [10], A. Pavlenko [9], S. Nikolayenko [12] and others.

The purpose of the article is to study the and guidance recommendations for the theoretical and methodological foundations for the formation of professional competence of marketers in the labor market.

The main material. Training of professional competencies in marketers makes most institutions where taught the course "Marketing" as a basic discipline expertise and specialist skills, prepared to a market economy with a corresponding list of competencies that provide professional knowledge and skills in the chosen profession or activity in such major areas, namely:

a) Competence in the field of economic activity:

- Enterprise the ability to make risk activities;
- Creative thinking in making decisions;
- Responsibility towards employees and society;
- Discipline, demanding of themselves and their subordinates;
- The cult of work - planning, rhythm, reliability and pride in quality of work, high quality products;
- Understanding of basic economic relations;
- Understanding of the social security system;
- Formation of professionalism and professional ethics;

- Formation of economic skills.

b) Legal competence:

- Knowledge of the legal framework;
- Knowledge of the functioning of the political system and government;
- The formation of a democratic social position;
- Ability to participate in political life;
- Legal culture and responsibility;
- Awareness of the need for compliance with the law;
- Recognition of the equality of all people;
- Respect for freedom;
- Openness.

c) Political competence:

- Activity and mobility;
- Civic activity;
- Respect the decision of the majority;
- Care of the affairs of citizens.

d) Competence of cultural and communicative activities:

- Ability to maintain religious and national traditions;
- Formation a culture of interpersonal relationships;
- Mastery of national and world cultural heritage;
- Tolerance in production activity, and respect for subordinates and their views and ideas;
- Perception of pluralism - the ability to intelligently defend their beliefs and to their opponents.

e) Social and organizational competence:

- A system of social relations;
- Motivation of social behavior;
- Rational self-government;
- The effectiveness of management;
- Prudent use of time and other resources.

f) Technological competence:

- Skillful use of technology (equipment, computers);
- Rational coexistence with the latest technology (area education and personal development);
- Critical attitude toward technological sectors.

g) Environmental competence:

- Knowledge of the laws of ecology;
- Harmonious coexistence with the environment;

Preservation of the biosphere.

h) Competence in everyday life:

- Respect for others;
- Skills coexistence;
- Willingness to help;
- Care about the ethics of the living space;

To develop a tolerance and respect for others.

i) Scope of privacy:

- Building strategies and programs of life skills;
- Model of constructive behavior;
- Mental models of healthy lifestyles;
- Forming a model to overcome critical situations out of life crisis;
- Formation model steam purposeful behavior (communication) coexistence of self-education. Establishment of market relations in Ukraine and the success of economic reforms required to form the basic institutions of a modern economy, including the crucial marketing: industrial marketing, marketing education, services marketing, finance marketing, entrepreneurship, international relations and so on [3].

Today in Ukraine the way education in secondary schools, vocational schools and universities, has the direction and inclination of tea-

chers and public readiness **and development and a high professional competence of graduates**, which is the main focus will be encouraged to reform education, integration of Ukraine into many cultural European and world community, if based on the use of modern educational technology [7].

Solving any pedagogical tasks is the process of self-oriented, so that requires innovative solutions and thus **increase professional competence in future marketers** depends on the absorption of certain normative samples and standards of knowledge and skills, as well as extending the range of behavior in the labor force, development of flexible and professional work that can react to changes in market competition.

It should be added that the market economy in its development and establishment, put national companies in the brutal competitive landscape, emerging as the Ukrainian businessmen and under considerable pressure from foreign companies. Therefore, all schools and profiling Department of Marketing, about 80 different types of ownership, should choose such a course of study and training of highly qualified marketers as specialists with professional competencies that will run on a deep theoretical and applied knowledge, knowledge of Economics, Intellectual Property to have flexibility of thought and behavior to solve tasks in the areas of:

- Independent transfer previously acquired knowledge, skills, techniques;
- Independent transfer previously acquired knowledge, skills, techniques activities in new situations;
- Vision problem that arose from the different role positions;
- The selection of a new feature known object;
- Finding of the choices of possible answers;
- A combination of previously known methods in the new activity.

When it a question of product, service, product life cycle, advertisement, service, export, pricing, product appeal, the concept of marketing activity is closely intertwined with *professional competences of marketer*, his knowledge of intellectual property - inventions, industrial designs, trademarks and new technologies to market exports measured as know-how or engineering.

Considering the current economic growth and division of labor in market conditions, the international community has made the overall concept and classification of **professional competence** (International Standard Classification of Occupations I8CO - 88). International and national experience accumulated differentiation of labor and accumulated in the qualification handbooks and especially in the State qualifier of professions SQ 033-95. Under this regulatory document, execution professional activity by a specialist requires a suitably qualified professional competencies, which now can be obtained through an appropriate level of education - **schools, vocational schools and universities**.

Qualification requirements for **professional competence** graduate pedagogical university, teacher fundamentals of marketing, as a specialist for that field of activity listed in the regulations educational qualification characteristics

So in the study we found that the main way of **training marketers with professional competences**, which are implemented in practice primarily dependent on pedagogical education of teachers who teach future marketers of their individual qualities that contribute to effective marketing profession absorption areas in the immediate educational activities for the formation of professional competence.

To the knowledge and skills of the teacher that trains marketers should include areas that make up the new technology training and development of professional competence marketer, namely:

- **Methodological competence** - is a knowledge of the principles, methods, forms, procedures, knowledge and transformation te-

aching activities, knowledge of general scientific methodology, ideology formation, development of skills in organizing and conducting pedagogical researches in the process of problem solving situations, the ability to innovate, scientific evidence, critical thinking and creative application of knowledge production and practice, the ability to predict, design and manage the educational process;

- **Didactic and methodological competence** - is a formation of knowledge and skills that are the basis of principles, methods and tools for teaching use of innovative learning technologies marketing;
- **Specially-scientific competence** - is a formation of knowledge and skills from the course of marketing, which is studied by students for professional skills that form the cognitive, structural and information competence;
- **Environmental and Valeological competence** - the knowledge of nature and society, the environment and the health and good life;
- **Management competence** - is the formation of knowledge in management, information organization, management, coordination, motivation, control, the ability to organize teaching practice students to influence behavior and possible outcomes.

Depending on the direction of preparation and study of relevant marketers course can be formed and other areas of teacher skills, performing pedagogical process. Teaching activities related to those activities for which its success depends on the nature and content of relationships that arise in the course of interaction. Condition for establishing interaction between teacher and student is a teacher's communicative activity, in the organization and conduct of students through the various types of communication, that training and education is a communicative process, based on — communication.

So it should be noted, if the teacher formed marked key areas of competence, then we can talk about the formation of his professional competence. As a result of its formation is the development of personal direction of the teacher, his creativity and pedagogical culture during which he may transfer his activities and instill students with future marketers.

From marketing teacher, his professionalism and competence depends, what are his graduates. Professionalism (especially teaching) is associated primarily with high self-specific features, style of teaching material.

Based on research, it can be argued that most of the national sources of marketing: books, manuals, guides reveal the essence of marketing on the production and marketing of goods and services from competitors. Unfortunately Ukrainian authors are not considered a factor in the formation of professional competence of future marketers. In most publications on the basis of the marketing concept put the idea of needs of potential consumers. It was formed in response to the complexity of sales activity in increasing the volume of production. This means that instead of "seller's market" comes "consumer's market", it is necessary to produce the products that the consumer agrees to buy. In laying the foundation of data obtained from the study of different market segments, certain groups of people, companies, which will be addressed new products. Production and sales in a "buyer's market" and is content marketing activities, note A. Afonin, H. Andrusenko, L. Balabanov, V. Herasymchuk, A. Pavlenko, A. Vovchak, V. Praude, O. Bilyy communication which highlights the factors of marketing environment and training courses, training cycle analyzes of professional competence and communication with the formation of practical skills.

Marketing covers various aspects of the functioning of the economy: education marketing, industrial marketing, marketing services,

marketing culture in business, marketing, finance, marketing, pricing, international marketing, etc., requiring professional thinking and activity, and appropriate training of teachers, development of creativity that surely need to address modern education technology training.

The creative potential of the teacher - is a person's ability to solve new pedagogical problems with social and professional significance, enrich teaching career, putting her new direction and content education.

During the study we found that every single job in marketing, manuals, textbooks that are written lately in the CIS countries and the West, revealing marketing as a science of production and marketing, market research, competitors, customers and, accordingly, not concentrated attention the formation of professional competence and reproductive assimilation of the material.

It should be noted the work of known professor M. Yermoshenko [5] in which the author combines first marketing of management, marketing management mechanism leads in the principles, functions, structures, methods, tools and strategies of management that combines general knowledge of marketing and management.

To study the marketing course students of pedagogical universities, which in the future will teach pupils in conjunction with the fundamentals of the economy, author developed and published printed manuals and textbooks for teacher training on the basics of marketing, recommended by the Ministry of Education of Ukraine for the learning process of students of pedagogical universities use of intellectual property "Marketing": **Basic theory and practice** recommended for publication by the Academic Council of the Institute of Pedagogy APS of Ukraine (Protocol number 484,1995, November, 14). **Marketing of formation of professional competences:** Basic theory and practice for students of pedagogical universities. Recommended by the Ministry of

Education of Ukraine as a basic textbook for students of pedagogical universities.

Studying this course will contribute to the formation of professional competencies, professional thinking for teacher knowledge necessary to the economic disciplines and marketing of the following tasks:

- Formation of teacher culture marketer logical thinking;
- The development of teacher professional marketing research skills;
- Formation of a teacher teaching marketing skills transfer and economic theories, categories, principles and laws in a particular teaching situations to address specific professional tasks;
- Development of teachers pedagogical marketing intuition, intellectual creativity and knowledge of the environment of the market economy;
- Formation of the teacher marketer dialectical thinking, the ability to see and understand the dialectic of educational process, including its objective contradictions, self-development, mutual, objective and subjective sides of the pedagogical process;
- Teacher training marketers methods and procedures of science thinking (analysis, synthesis, description, explanation of the object of knowledge, method of modeling, constructing hypotheses, study the market environment, self-education work, and generalization teaching experience);
- Formation of a marketing teacher reflective thinking, capacity for professional reflection;
- The development of the teacher marketer dialogical thinking, which is precondition of dialogue and communication with the smart students of art objects;

- Formation of practical experience, professional thinking necessary for intelligent teaching activities in modern market economy. Based on the above we offer the following conclusions.

Conclusions. Found that the formation of pedagogical thinking, effective teaching activities are impossible without advanced pedagogical skills, which combine mental and intellectual property of the individual that contribute to the success of any activity. Thus the ability of the teacher marketer considered as potential rights the activities and criteria for their determination and evaluation are the results of this activity.

Proved if the teacher formed marketer listed competencies that it conveys to students in the learning process, we can assert the formation of his professional competence. A high result of its formation is to develop a personal method, didactics, ability to transfer knowledge and impart knowledge of marketing and educational culture.

From the marketer's teacher, his professional competence depends of what knowledge and skills, culture, thought his students would end up teaching. Professionalism (especially teaching) is associated primarily with high self-individual characteristics, individual style of activity. So criterion for determining teacher of marketing - professional should take his personal style, which is a system of individual teaching methods of marketing that covers a wide range of topical issues of education and training.

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