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WAYS AND DIRECTIONS OF FORMING PROFESSIONAL COMPETENCES IN UNIVERSITY STUDENTS IN THE STUDY MARKETING

Summary

This article analyzes the reform of education at the present stage of its development trends and updates in accordance with the latest standards and on this basis the development of professional competencies in graduates.

Statement of the problem.

In a world very rapidly occurring changes in society and the economy. The need for specialists with professional competencies of marketing is constantly growing as for professionals of economic direction (financiers, auditors, managers, accountants, etc.). In the context of building a market economy training of marketers with a high level of professional competence involves knowledge of basic theoretical principles, practical steps and results of modern economic transformation.

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Preparation of professional competencies in marketers makes most institutions where taught the course "Marketing" as a basic discipline of professional knowledge 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:

1. **Competence in the field of economic activity:** enterprise the ability to make risk activities, creative thinking in decision-making, responsibility to employees and society, discipline, demanding of themselves and their subordinates, the cult of work - planning, timing, dependability, pride in the quality of work - high quality products, understanding of basic economic relationships, understanding the social security system, the formation of professionalism and ethics, creating economic skills.
2. **Legal competence:** knowledge of the legislative framework, knowledge of the functioning of the political system and state power, the formation of a democratic social position; participation in political life skills, culture and legal responsibilities, awareness of the need for compliance with the law, the recognition of the equality of all people, respect for freedom, openness.
3. **Political Competence:** activity and mobility, public activity, respect the decision of the majority; care of people's business.
4. **Cultural and communicative activities competence:** the ability to maintain religious and national traditions, a culture of interpersonal relationships, mastery of national and world cultural heritage, in the production of tolerance, respect for subordinates and their views and ideas, perception of pluralism, the

ability to intelligently defend their beliefs in front of opponents.

5. **Social and organizational competence:** a system of social relations, motivation of social behavior, self-management, effectiveness of management, economical use of time and other resources.
6. **Technological competence:** skillful use of technology (equipment, computers); efficient coexistence with technosphere, criticism of the technosphere.
7. **Environmental competence:** knowledge of the laws of ecology, harmonious coexistence with the environment, conservation of the biosphere.
8. **Competence in everyday life:** respect for others, ability to coexistence, readiness to help, concern about the ethics of the living space.
9. **Sphere of private life:** skills in building strategies and programs life model constructive behavior, mental models of a healthy lifestyle, forming a model to overcome critical situations out of life crisis, the formation energy model of purposeful behavior (communication) coexistence of self.

Establishment of market relations between countries and the success of economic reforms required to form the basic institutions of a modern economy, including the is crucial marketing.

Today in Ukraine through education in higher education institutions has a direction and inclination of teachers and public readiness to the formation and development of high professional competence of graduates, which is the main focus will be encouraged to re-

form education, integration of Ukraine into the rich culture and European community if based on the use of modern educational technology.

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

All universities and profiling department of marketing, various forms of ownership, should choose such a course of study and training of highly qualified marketing specialists as professional competencies that will run on a deep theoretical and applied knowledge, knowledge of Economics, Intellectual Property, have the flexibility thinking and behavior to solve tasks in the areas of self transferring previously acquired knowledge, skills, and ways of life in the new situation, vision problems, which arose from different role positions, the selection of a new feature known object, of the choices of possible answers; combination of previously known methods in the new one.

To the knowledge and skills of the teacher, preparing marketers should include areas that make up the new technology training and developing professional competence marketer, such as:

- methodological competence - a knowledge of the principles, methods, forms, procedures, cognition and transformation of educational activities, knowledge of general scientific methodology, ideology formation, development of skills in organizing and conducting educational research 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 - a formation of knowledge and skills that are the basis of principles, methods and tools for learning, using of innovative learning technologies marketing;
- specially-scientific competence - 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 saving and good life;
- - management competence - a formation of knowledge management, information organization, management, coordination, motivation, control, ability to organize teaching practice of students to influence behavior and possible outcomes.

Depending on the direction of training and study of relevant marketing course can be formed with other tools skills of teacher, conducting educational process. Educational activity is one of 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 teacher is a communicative activity, namely the organization and conduct of students through the various types of communication, that education and training 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 - future marketers.

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

Analysis of recent publications.

The problem of marketing and its study in higher education institutions devoted a significant amount of work: A.Afonin [1] H.Andrusenko [2] A.Balabanova [3] J. Beskid, [5] A. Bratko., E.Savelyev [4] M.Vachevskyy [6,7,8,9,10,11,12,13,14.] V. Gerasymchuk [15]. Most publications investigate the problems of production and distribution, without the training of marketers in the education and formation of their professional competence.

The aim of the article is to identify disadvantages of traditional marketing training system and developing new teaching methods and the formation of future marketing high level of professional competence.

The main material.

Study of theory and practice in the field of modern education, training future marketing shows that their preparation requires a special approach to the modern market economy, the development of new programs, manuals, books that would ensure the current level of training of professional competence of the teacher - the future of marketing.

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 of education.

Scientific substantiation of Marketing gives O.Pansies, E.Savelyev, attempt to create a holistic marketing concept [4].

A.Pavlenko, A.Vovchak in the textbook in Marketing teaches basic questions that reveal the essence of marketing as a business philosophy by market conditions and competition. The main attention is paid to marketing approaches, methods, algorithms and tools that are used by businesses to meet the needs of both consumers and their goals [19].

The should be mentioned [16] renowned professor M.Yermoshenka in which the author first combines marketing with management, marketing management mechanism leads in the principles, functions, structures, methods, tools and strategies of management and combines general knowledge of marketing and management.

The analysis of sources of information on marketing, as well as understanding the importance of studying the science students of higher educational institutions that train future marketing of professional competence, led by a new approach to the study of marketing techniques, teaching students of higher educational institutions and accordingly developed: "Marketing".

Prepare marketers and forming their professional competencies to productive sectors related to the study of internal and external environment, the study of business, market, customers, competitors, government policy, which should be prepared for future marketing of the relevant area of professional competence and wide knowledge of marketing. Marketing - an integral part of the modern market econ-

omy. In laying the foundation of the data obtained in the study of different market segments - individual groups, businesses, because it is addressed to new products. Production and sales in a "buyer's market" and is the basic meaning of marketing activities, which should prepare the appropriate marketing area of professional competence in educational institutions.

Specialists marketers of industrial marketing of intellectual property should be carried out in various areas of study, specialization of activity, which are formed professional competence in upcoming marketer, but the basic course should be: economics and business, finance and audit, management and patenting, natural science, information and patenting, science, information and computer science, special courses required job description graduate school.

In the study of marketing by students of pedagogical institutions, in our view should, above all, focus on the basic theoretical aspects, give examples to graduate student had clear knowledge that can transfer to pupils, combining them with economics, management and intellectual property namely training on sound theoretical background. However, this does not mean that you can ignore acquiring applied skills, as topics such as market research, product life cycle, advertising, service, product policy, trade, distribution channels, product, marketing, banking and others require considerable practical skills, an illustration of the market. The essence and principles of marketing in the enterprise, the author discussed in [6, 34 -40].

The level of formation of professional competence may be different depending on what components make up its structure, activity, environment, and that their relationship, which provides marketing interaction of all components of the knowledge and skills to use innovative technology and personal professional expertise to market conditions.

The training should orient the student to write a term and later study the same problem in the preparation and writing of the thesis. Practice shows that this method is most effective combination of theory and practice. These studies include a wide aspect of the history of the emergence of enterprise manufacturing various types of products, pricing and advertising.

In the course students should be emphasized that the pricing practices that existed in our country, was far from the competition. Current prices are not served as the distribution of goods to consumers, did not reflect the variety of economic interests, needs and evaluations.

Prices gradually lost the ability reflectance value of the goods had account character basically have not been able to fully perform all of its functions, they reflect the general instability of the economy and deepening it. Revenue under these conditions is not fulfilled functions to spending barrier, while shortages inevitably provoked increase costs and reduce the quality of products and services. Targeting all categories of prices mainly on production costs negatively impacted on stimulating the economy, determine Enhstler Peter [17] I.Lukinov, O.Bilous, V.Stepanenko [18].

As an economic category price is a monetary expression of value of goods. In marketing at a price we understand the amount of money that should be in charge of the market for the getting of goods or services. Its value is largely determined by the socially necessary labor inputs. Individual costs of production of certain goods may be lower than the socially necessary due to efficient use of factors of production, or exceed them due to irrational use of these factors [8, 40].

In order to identify ways to enhance the formation of professional competencies in marketers with pricing we should to follow

such direction in the formation of such practical knowledge and skills for productive activities:

The first, marketer should know the price is a form of business communication producer with the consumer. It plays an active role in regulating the proportions and the balance in the economy. If the means of production and labor is distributed between industries and major economic complex in proportions that are close to optimal, the balance between supply and demand in the market is supported by prices that correspond to the socially necessary labor. Under other conditions the price of certain goods deviates from its base. This indicates imbalances in the economy and require appropriate measures for its elimination.

The second, a marketer needs to understand that the main function of prices -clearing and settlement. It reflects the socially necessary costs of production of different products. Prices, containing accurate information about the level of socially necessary expenditures to provide equivalence, equivalence of exchange. They are more robust in economic analysis, comparisons. Different types of the same product in the physical dimensions are not compared. For example, the production of papers is measured in millions of copies of books and periodicals - in printed sheets. Compare their output can only be in monetary terms using prices.

Thirdly, the marketer should be able to price associated with intellectual property, associated with intellectual property. Goods, which uses inventions, industrial designs, corresponding to a market novelty, its life cycle in comparison with analogues are more stable, brings more revenue and sold at higher prices.

Fourth, the marketer should be aware that inherent value and function of balancing supply and demand. If the demand for these products exceeds supply, prices must rise to restrict demand and

stimulate production of goods. In the surfeit of commodity price should decline by extending the boundaries of consumption and limiting production.

Fifthly, the marketer needs to use price as a function of the income distribution. This separation can occur between sectors, between producers and consumers and within the industry - among enterprises.

Having reviewed the pricing in a market economic system, we can say that the price is a close relationship between supply and demand, and most importantly-the price associated with intellectual property used in goods manufacturers, which makes the product more competitive and attractive and more stable compared to the competition.

Students have the opportunity to engage in marketing, ranging from writing term papers, they later formed the basis for writing dissertations. This field of study is beneficial to acquire theoretical and practical skills for the formation of professional competencies.

Education and its impact on training professionally trained specialists in activity in society is recognized as an important factor not only socio-economic development but also as a key to the rise of civilization at Higher level.

One of the problems in the labor market is the competition between specialists, employees and requires education to ensure timely and adequate training people for the future, which is rapidly approaching, it requires a radical restructuring, strategically focused on the challenges of the XXI century, that is, not just to improve education graduates secondary schools and higher education institutions, and the formation of future marketers a new type of intelligence, another way of thinking that would be adapted to the fiercely competitive business in today's social and informational realities of the world.

Our results confirm the fact that today's professionals to be constantly high professional competence have to continuously engage in a process of education, which will last throughout life, as the only way it can generate confidence high professional competence to be competitive, adapt to technological innovations as a result of continuous improvement not only tools, but also of its contents; acquire new knowledge and professional competency areas .

Conclusions.

Marketing activity in the market infrastructure demands new approaches to training future marketers of high professional competence. Experimental data and educational practice suggest that training marketers with a high level of professional competence, which is held by most universities in Ukraine. We have argued that this requires a holistic, flexible Variable high school preparation of future marketers whose mission is to provide the learning process to the requirements of modern market, innovation, using the latest technology and global experience that ultimately provide specialist training in the current competitive environment.

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