

Література

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DIGITAL COMPETENCES OF THE MASTER'S LEVEL GRADUATES IN MARKETING

Post-war Ukraine is a highly digital state. Highly educated and intelligent, professionally competent marketing managers who know how to find creative non-standard solutions, take responsibility, be proactive, goal-oriented individuals, strive for self-improvement, possess the most modern knowledge and skills, and strive to be a leader should become the leaders of the latest state transformations.

Specialists with a master's degree in marketing should be able to solve modern non-standard tasks of a dynamic market environment using modern analytical tools, progressive marketing technologies of influence and tools. Marketing specialists are

required to permanently deepen and expand their professional knowledge, which will correspond to the latest world trends and market trends.

When preparing masters in marketing, emphasis should be placed on ensuring the European level of education on an innovative basis, with the formation of skills in the implementation of innovative methods and technologies in accordance with the modern requirements of employers. Master's training in marketing is based on the formation of practical skills and abilities on the basis of modern digital knowledge with a priority of innovative technologies of marketing activities, marketing research, Internet marketing and business analytics, which are able to solve the problems of developing and implementing an effective digital marketing strategy.

Digital-marketing is aimed at forming a set of knowledge among students in the field of theory and practice of digital marketing; their acquisition of skills and abilities to independently develop digital marketing strategies, choosing the necessary channels and tools of digital marketing communication, mastering the necessary skills for working with relevant resources, programs that ensure work in digital networks, as well as with specialized information technologies and systems in the digital - marketing environment .

Digital marketing involves promotion with the help of digital technologies, which are used at all stages of interaction with consumers. Digital-marketing is a set of promotion tools aimed not only at Internet channels, but also generally at the use of smartphones, computers, games, and more. The main tools of digital marketing, which are traditionally studied by masters in marketing:

- social media (SMM) and blogs;
- banner advertising;
- video advertising;
- e-mail marketing;
- search engine optimization (SEO);
- content marketing;

- teaser advertising;
- partner programs;
- push-messages;
- online media;
- cooperation with bloggers and opinion leaders [2].

Taking into account the fact that the promotion of branded content, which combines the features of reputational, informational, entertainment materials and advertising, but does not contain a direct advertising link and which, based on such components as benefit and effective attraction of the audience, allows to form trust in the company. Principles of digital marketing:

- 1) a combination of what technologies can do and what specialists can do;
- 2) integration of sales with customer service;
- 3) the more customer data is used, the better the constant communication with the customer [3].

To master the basic tools of digital marketing, it is advisable to teach educational disciplines by specialists in the field of marketing and its information and analytical support on the basis of software complexes and tools such as Word Press, Google forms, Google analytics, Google Trends, Google Tag Manager, Moqups, Asana, Wonderlist, MS Dynamics CRM, CRM Bitrix24, MS Power BI, which significantly deepens the professional competence of future graduates [1].

Personal qualities and competencies that a digital marketer must have: have certain sales skills; be able to carry out an examination of specific marketing channels; always think objectively before making certain decisions; execute and analyze small marketing campaigns; to be able to combine creativity and analytical abilities; have good visual abilities; understand WordPress; to be able to analyze quantifiable indicators; have listening skills; have basic design skills. In addition, in order to master digital marketing, it is necessary to possess the following competencies: creativity by 60%, computer by 38% and English by 23% [2].

The development of Internet technologies allows you to personalize marketing communications, that is, establish direct contact with each individual user and adjust your marketing communications system to the needs of individual users, customize communications and other elements of the company's marketing mix. These circumstances necessitated the formation and development of a new type of marketing communications - digital marketing communications. That is why the training of specialists in digital marketing is currently relevant.

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МАРКЕТИНГ ІННОВАЦІЙ ЯК КЛЮЧОВИЙ ЧИННИК КОНКУРЕНТОСПРОМОЖНОСТІ ПІДПРИЄМСТВ В УМОВАХ ЦИФРОВІЗАЦІЇ

В умовах повномасштабної війни Україна зазнає безпрецедентних людських, матеріальних, фінансових і соціально-економічних втрат, які негативно