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## **CURRENT TRENDS AND CURRENT PROBLEMS OF MARKETING COMMUNICATIONS MANAGER TRAINING**

**Abstract.** The article reflects the peculiarities of marketing communications manager training in the realities of modern socio-cultural space. The relevance of the work lies in the change of priorities of the training cluster for economic disciplines under new conditions of market components functioning. The COVID-19 pandemic has become a kind of stimulus for the development and implementation of new models of marketing communications. As a consequence, programs and courses for professionals in this specialty also need transformation. Obtaining the specialty of marketing communications manager implies a basic economic education and continuous improvement of one's qualification in accordance with practical activities. The aim of the article is to develop an actual format for the organization of training and professional development for economic specialists. Using the method of comparative analysis and synergetic methodology provides a versatile study of the problem of marketing communications managers' training. The need for new formats of trade activity gives rise to the demand for specialists with new professional abilities, capable of demonstrating effectiveness in their work. Consequently, the educational economic cluster activates all its methodological arsenal for the development of new training courses not just a worker, but a leader in the managerial link.

**Keywords:** economic education, marketing communications, marketing training, manager, advertising.

**JEL Classification** M15, A2, M31

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## СУЧАСНІ ТЕНДЕНЦІЇ ТА АКТУАЛЬНІ ПРОБЛЕМИ ПІДГОТОВКИ МЕНЕДЖЕРА МАРКЕТИНГОВИХ КОМУНІКАЦІЙ

**Анотація.** Висвітлюються особливості підготовки менеджера маркетингових комунікацій у реаліях сучасного соціокультурного простору. Актуальність роботи полягає у зміні пріоритетів навчального кластера для економічних дисциплін за нових умов функціонування ринкових складників. Пандемія COVID-19 стала своєрідним стимулом для розроблення і впровадження нових моделей маркетингових комунікацій. Як наслідок, програми і курси для спеціалістів цього фаху також потребують трансформації. Формування потрібних знань, умінь і навичок для фахівця економічної сфери передбачає дотримання кількох ключових настанов, серед яких відзначимо: динамічність навчальних програм, синергетичний складник міждисциплінарного підходу, безперервність фахової підготовки, орієнтація на підвищення ефективності роботи, баланс між економічною вигодою і морально-етичними цінностями. Здобуття фаху менеджера маркетингових комунікацій передбачає отримання базової економічної освіти і постійне вдосконалення своєї кваліфікації відповідно до практичної діяльності. Метою статті є розроблення актуального формату організації навчання і підвищення кваліфікації для спеціалістів економічного профілю. Використання методу порівняльного аналізу та синергетичної методології забезпечує різностороннє дослідження проблеми підготовки менеджерів маркетингових комунікацій. Потреба в нових форматах торговельної активності породжує попит на фахівців із новими професійними здібностями, здатними демонструвати ефективність у роботі. Відтак, освітній економічний кластер активізує увесь свій методологічний арсенал для розроблення нових навчальних курсів підготовки не просто працівника, а лідера в менеджерській ланці.

**Ключові слова:** економічна освіта, маркетингові комунікації, маркетингологічні тренінги, менеджер, реклама.

Формул: 0; рис.: 0; табл.: 1; бібл.: 15.

**Introduction.** The main modern formats of communication in the marketing system are distinguished: Ambient-media; e-mail; SMS-marketing; QR-coding; mobile applications Viber, Telegram, WhatsApp; social networks; online stores; mobile applications to the operating systems IOS and Android [1, p. 151]. This is an incomplete list of actual marketing communications, constantly changing (modifying) depending on market transformations. To master all the subtleties

of marketing communications, it is necessary for a specialist to combine knowledge of economics and other spheres of social activity.

An economic education is necessary for the position of a marketing manager. In spite of the fact that the manager is more administrative and organizational direction, however, the work in the marketing communications cluster implies operating with fundamental economic terms and concepts. We are talking about basic knowledge (hard skills or, rather, essential skills). The modern system of education provides training of managers of different qualification levels.

It is also possible to get managerial abilities while working in your profession. Now there is a large number of programs and courses that allow you to obtain the necessary knowledge on the development of marketing communications literally for today. This is a kind of format to update and improve soft skills for a specialist in the relevant specialty.

Self-organization is a necessary condition for successful realization in any sphere of social activity. Aiming at personal development and constant self-improvement has become a real trend of our time. Having not only a limited set of knowledge in their specialty, but also the awareness of interdisciplinary connections becomes a determining factor of professional suitability. The success of such a training model is exclusively related to the actualization of the self-education format.

**Study analysis and problem statement.** In the scientific literature there is a significant amount of research on the training of marketing communications managers. However, highlighting the current trends of this problem, it should be noted that the works of recent years (especially 2020 and 2021 — the period of the COVID-19 pandemic) are relevant. Studies of past years are undoubtedly important and interesting, but they offer models that have proven ineffective under the new realities of economic life.

Important in the study of the problems of marketing communications managers' training is the work that reveals the content and features of the modern measurement of this economic cluster Pepels [6], Heath, Johansen & Ju [15], Eagle et. al. [11].

The knowledge and skills necessary for marketing communications managers in certain areas of economic activity are covered in the studies of Tsurska [2], Shulha et. al. [3], Varaksin, Voronko-Nevidnichia & Barabash [5].

Ethical aspects of marketing communications in the context of educational training are found in Wijaya1 et. al. [12], Puaschunder [9].

Elements of educational and methodological direction of managerial training of communication aspects of advertising direction were studied by Bielkin [4], Hryhorchuk [7].

The purpose of the article is to prepare the actual methodological settings for the formation of the model of the educational process and the system of professional development for marketing communications specialists. According to the objectives, the objectives of the exploration is to characterize the non-linearity of the methodology of training marketing communications managers.

**Study methodology and methods.** With the help of the general scientific method of analysis the content of educational programs and trainings for managers was revealed. The comparative methodology allowed to determine the differences between information and communication technologies. The philosophical-synergetic method provides an understanding of interdisciplinary discourse as a model of specialist training. The method of modeling is relevant for the development of new formats of marketing communications in accordance with the activity of the consumer sector.

**Study results.** Trade and economic relations are in a state of certain uncertainty. On the one hand, there is a steady trend towards an increase in demand for goods and services; on the other hand, there is a problem of streamlining the supply of these items. The work of the marketing communications manager implies an organizational function and ensuring the proper relationship between consumers and producers.

Linear models: advertising-sales now demonstrate inconsistency with the requirements of the time, since quite a few factors affecting the traditional model of trade relations are added. As B. Tsurska notes: «The separation of marketing strategy of communication policy from the general

marketing strategy of the enterprise arises due to the need to convey to consumers relevant information about the principles of their own functioning in the market...» [2, p. 264].

Modern studies classify marketing communications by consumer behavior as a response to marketing communications, where the measure of response is a kind of level, line (3). These levels are highlighted in *Table*.

Table

**Lines-levels of response to marketing communications**

About the line	ATL	above the line, providing promotional offers of various manifestations
Below the line	BTL	under the line, which activate activities directly at the point of sale
Through the line	TTL	over the line, a combination of all available forms and means of consumer interest

Modern information and computer technologies are developing at lightning speed. This leads to equally rapid changes in the communication cluster. The essence of marketing communications is relevance. Dynamism is vital for marketing, because the competitive environment can destroy the most effective established trade and economic models. And the main role of the communicative factor is given not to the production cluster, but to the marketing one.

That is why modern educational and training programs must change their methodological guidelines, guided by the realities of the time. Of course, we are not talking about the fundamental laws or norms of economics, but rather about making adjustments to the existing forms of training.

In our intelligence, we do not propose new trade and economic models or marketing innovations. We focus on universal methodological guidelines that will be relevant for educational or training programs of managerial training and are based on interrelated principles: dynamism, nonlinearity, cooperation, and morality.

One of the important methodological constants is the dynamism of training programs. This setting reveals the key problem of modern marketing — the orientation of demand on the current supply. It is no secret that this process, by and large, is completely occupied by marketing communications. All levels of the economy: from large-scale transnational or interstate agreements to the banal sale of food products in the store are permeated with marketing influence. Communication plays a leading role in this cluster, enabling the visualization of the offer, the establishment of contacts between stakeholders and the provision of advertising support.

The traditional training of specialists in higher education institutions is constantly updating professional competencies, responding to the challenges of the time. However, we have to state that the education system has signs of conservatism, so the proposed changes are often overdue. However, the development of modern information technologies allows us to organize the educational process in a new way, attracting qualitatively new educational content. In particular, access to advanced international information and educational platforms allows one to monitor marketing communication trends virtually on-line. The role of a teacher is not a teacher but an advisor, leading to the development of independence in an applicant for education, which is a positive aspect for the formation of further professional abilities. After all, a marketing communications specialist in his/her future career should work in a situation of constant change and promptly make decisions.

Dynamism of education besides the strategic procedural character has also an educational and methodological dimension. In particular, when training marketing specialists it is appropriate to use the method of active learning — business game, which «removes the contradiction between the abstract nature of the academic school and the real nature of professional activity» [4, p. 31].

For better understanding of the problem of training a high-class specialist of marketing communications let us consider the peculiarities of their functioning in various spheres of trade and economic relations. In particular, a group of researchers [5, p. 166—167] investigates the importance of marketing communications in the agricultural sector. This example is important for our study because partly agro-producers do not use the potential of marketing communications,

which significantly reduces the profitability of their enterprises. Studies demonstrate a dramatic increase in the profitability of enterprises that involve marketing communications specialists in their arsenal. An agribusiness trade cluster manager must be able to: analyze the market to determine product direction; understand the consumer to select the best time to contract sales; segment the market to coexist with competitors and form their niche in it; and optimize trade operations to make timely sales adjustments. Each of these stages implies the need for skillful use of communication components. Obtaining up-to-date information about the state of the market in the on-line mode, establishing channels of communication with interested parties, issuing informational content on their products are the key elements that a marketing communications specialist should operate with.

Consequently, the training of a specialist in marketing communications should be dynamic in terms of the ability of this employee to quickly navigate not only in the trends of purely communicative marketing, but also to be ready to implement the knowledge and skills acquired in their specialization in various sectors of trade and economic relations.

Synergetic methodological model is becoming in demand in all spheres of social activity. The marketing industry is no exception, which provides for the involvement of interdisciplinary links in the process of training of the corresponding specialist:

- formation of corporate (external) and corporate (internal) style of communications;
- transnational and international format of communications;
- global advertising communications;
- structured marketing communications [6].

With the fierce competition in the market of educational services, higher education institutions not only provide training offers of marketing communications specialists, but also themselves actively use these economic approaches for their popularization [7]. Consequently, future applicants, students, and teachers become participants in the practical implementation of marketing communications ideas. This immediately demonstrates the effectiveness of implementing this cluster. If the university has a good reputation, this demonstrates the effective use of marketing innovations. It is clear that this state of affairs attracts potential applicants for educational services.

The goal of integrated marketing communication is to create diverse connections between consumers and producers [8]. It can be a strategic long-term campaign as well as situational contacts. The key skills of the manager of this profile should be conciseness, pithiness, and vividness. In this context we should talk about interdisciplinary links of economic disciplines with humanities subjects, which allow to create high-quality informational content. The effectiveness of embedded marketing communication programs is determined by the method of statistical analysis and modeling. Here we should talk about the need to involve the knowledge of exact and technical sciences to the basic and flexible skills.

The advantages of marketing campaigns in the Internet environment are lower cost of advertising, the availability of information platforms, the ability to quickly change and update information [10, p. 104]. At the same time, it should be understood that creativity of thinking and information-technological awareness play an important role in the work of Internet marketing manager in addition to economic education. The content format of marketing communications does not require special technical or creative education. However, it is necessary to include elements of interdisciplinary discourse in the training of managers. This will provide a professional understanding of how to operate information-technical and creative components in marketing-communication activity.

One relevant element is the use of psychological practices in marketing communications, reduced to the actualization of mental heuristics, loyalty to bias and the effect of inducing activity [9]. All of these elements enliven trade and economic activity and improve sales. The use of social psychology knowledge is already actively used in marketing. Marketing communications are also being shaped in the context of psychological influence practices.

Today's economic realities are striking in their dynamism and versatility. In part, under such conditions there is the potential danger of ignoring the moral and ethical standards that are neglected for the sake of increasing the effectiveness of the advertising campaign.

A group of scholars highlights several key ethical issues related to digital communication [11]: the collection, storage, and use of user data. It is noted that certain groups (e. g., children) should be protected from the effects of artificial intelligence directed at advertising campaigns. These moral norms are incorporated into the curricula of educational institutions. The situation is more complicated for marketing communications training programs. Because not all platforms and tutors have the appropriate licenses, they partially ignore the ethical aspects in advertising training methodology. This causes the possibility of potential contradictions of moral and moral and, in some cases, administrative content in the further work of the manager.

Striving to achieve a balance on the level: profitability-ethics testifies to the desire of the subject of economic activity to be responsible for its actions. Such leadership also applies to marketing communications, which under such conditions perform not only advertising tasks, but also ensure the establishment of trusting relationships [12].

In general, «marketing thinking has shifted the focus from transactional orientation to relational marketing» [15]. In fact, the training of a marketing communications manager should include elements of the humanities-scientific discourse, since it is not only about expanding the material system of values, but also preserving moral and ethical norms.

An important constant of marketing communications manager training is the continuity of education. Fast-moving trends determine the need for rapid reorientation of the advertising cluster. However, enterprises do not always understand the importance of personnel and organizational work. Studying the marketing component of the domestic enterprise activity, scientists have stated the lack of current marketing knowledge (with good basic knowledge) and the lack of a mechanism for professional development [13, p. 72]. As a consequence-inefficient work of the entire structural unit of marketing. Consequently, the continuity of education is the key to the effectiveness of the manager, who must be aware of all current trends in the market.

The important aspect is the feedback for the aspirant of a specialty of the manager-marketer. Surveys have demonstrated the lack of a strategic vision of the further prospects for the development of communication marketing among marketers [14]. On the one hand, this has a negative value, because under such conditions it is very difficult to develop educational and methodological support of training programs for the specialists of this cluster. On the other hand, it is the specifics of professional activity, because almost constantly something new appears in the field of communications and it is immediately attracted by marketers for trade and economic activity.

Consequently, only a constant stay in the mode of updating the existing knowledge on marketing communications will ensure the competitiveness of the manager. Professional development and self-education allow to form a strategic vision of promising models of communicative marketing and skillfully use these formats in practical activities.

**Conclusions.** Consequently, in order to qualitatively prepare a marketing communications specialist, it is necessary to ensure the acquisition of both general basic knowledge and specialized marketing abilities and skills. It is proposed to use the attitudes that allow for a versatile study of marketing features of advertising in the modern socio-cultural space. This, in turn, will provide educational and methodological reference points for educational programs and training courses for managerial training. Continuity, dynamism, cooperation, and ethics of educational training are the key specific components necessary for the formation of a high-class specialist in communications marketing.

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