

without saying that the French system is concentrated more on the group/project work more than on general lectures or personal study time. The group projects allow build up and share the knowledge as well as learn from working together, manage and organise their preparation time.

In the end of the semesters the exams are held based on the topics discussed and presented within the projects. The exams event when learning foreign languages (English, Spanish, German are the most popular languages) are written and almost never oral

The student are highly encouraged to do at least one exchange semester in a different European country of a student's choice - to learn the language, break the psychological barrier when learning a foreign language and to enlarge their worldview and obtain more wider experience.

The libraries are free for the students enrolled to the university and are equipped with the specialised literature as well as the computers. There students spend time to prepare for the exams and meet with their project groups in order to prepare their presentations.

The lectures, book reports and interaction with the professors are not as widespread as in Ukrainian universities. Projects, participation in the group works and the written exams constitute the majority of the grade.

Література:

1. <https://www.campusfrance.org/en/French-higher-education>

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PROBLEMS OF MARKETING. (TARGETING)

У статті розглядаються теоретичні та методологічні аспекти

формування та розвитку маркетингу взаємодії, виявляється зміст категорії «взаємодія», дається економічна інтерпретація ефекту взаємодії систем управління в забезпеченні єдності інтересів між усіма учасниками розвитку ринкових мереж.

Ключові слова: *маркетинг, маркетинг взаємодії, ринкові мережі, ефективність, таргет.*

In the article the theoretical and methodological aspects of the formation and development of interaction marketing are considered, the content of the category "interaction" is revealed, the economic interpretation of the effect of interaction of management systems in ensuring unity of interests between all participants in market networks are given.

Keywords: *marketing, interaction marketing, market networks, efficiency, target.*

The interaction of the subjects of the market network, in the process of which the formation of long-term relations is carried out, the exchange of resources and information, can be viewed as a certain sequence of actions, limited in time and space. However, the process of interaction, its effectiveness depends on the overall goal of the subjects' behavior networks, situation or state of the controlled system, resource availability (potential) of the control system and the presence (level of resolution) problems, conflicting situations and the mismatch of the goals of the subjects participating in the interaction process. Interaction management on process network subjects has economic content since it acts not only as a part but also as the final integration element of the overall process of value creation. When this management process may include such stages as determination of economic needs, assessment of economic resources and reserves, distribution, and use of network resources. In this regard, interaction can be viewed as an aggregate type of activity in the network, characterizing the degree, ways, and forms of mutual influence of network subjects in the process of achievement or set goals and

mutual satisfaction existing needs. Interaction is impossible without action and impact. One of the initial forms of interaction between network subjects is action. Higher level and degree of knowledge control characteristics is the impact. It wears probabilistic since it is mediated by a significant number of interacting parameters in the control system interaction. Interaction unifies and integrates action and interaction and is thus a more complex form of management activities. Interaction - complex in a hierarchical sense category, it can take place within each of the subsystem networks, between subsystems of different levels, within the entire network market factors. The peculiarities of the tasks being solved make the interaction permanent or temporary, unforeseen. The classical literature on management distinguishes these interactions: interaction of control systems, the interaction of the subject and the control object, and the dynamic relationships between subsystems and elements of the systems (Yu.A. Tikhomirov, 1987). That is why ensuring the unity of interests and regulation of the interaction between all network participants can act as factors of a significant increase in the efficiency of the entire network. In this case, the metric of the estimated performance indicators of all interacting subjects in the network should be focused on the ultimate goal of the network, and not on the local goal of each and the subject. For the economic interpretation of the effect of interaction between control systems, it is important to classify interaction, taking into account the process characteristics of each subject of interaction, for example: with a consumer, suppliers, customers, distributors, related competing manufacturers, transport contractors, etc. When studying the interaction of a subject and a control object in a network, it is necessary to consider the possibilities of integrating subjects and objects of management, as well as changing their place, while maintaining the unity of management and executive procedures. In this case, within the framework of the principle of hierarchy of the network management system, each subject of management becomes the object of management. And this causes the creation of chain interactions in the network, where coordination, regulation, and delegation of authority are carried out. From an economic point of view, the interaction between the subject and the object of

management should contribute to the development efficiency of network processes and achievement of goals and objectives network management in a given or long-term period. Dynamic relationships between subsystems and elements of the control system itself (the subject of control) characterize an independent type of interaction. At the heart of interactions of elements of the network management system lie basic systemic provisions: the unity of goals of all elements of the network; structural integrity; alignment of interests (local, private, general) in the process of interaction. The creation of inner unity and coherence of all elements (subsystems) of the network ensures reliable, economic, and efficient network performance. The interaction research process involves a detailed study of its functional, organizational, and infrastructure support. The most important tool for interaction research in the network management system and its elements is modeling as a method of scientific knowledge. Modeling acts as a tool for finding ways to improve network management structures, streamlining functional and organizational actions. In this case, separate modeling of interaction inside each element and outside the network may become expedient. This is advisable in market conditions and the need to distribute risk in the system of interaction management by network structures. So the interaction within each element networking does not require the same attention as the interaction between the controls of the network. The latter is more laborious associated with risk, loss of time for approval, regulation, and coordination. Organization of interaction of elements (subjects) of the network should be presented as a complex, cross-functional problem, the effectiveness of the solution of which depends on some factors including

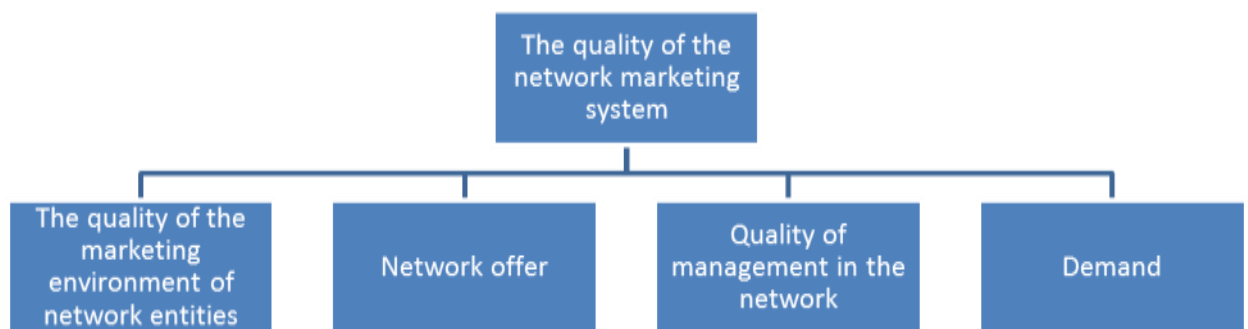
- type (small, large business), nature, purpose, type of organizational structure, place in the hierarchical system of economic management;
- goals, problems, and tasks to be solved within the framework of a specific organization as an element of a business network;
- the rights, duties, and powers of the organization, established by the rules of interaction of subjects in the network;

- proven and promising management methods, used in the online community;
- the level of standardization of normative actions, reflecting the statics and dynamics of the interaction of subjects in the network.

It should be borne in mind that the local implementation of the above factors when organizing the interaction of elements of the network may not give satisfactory results in achieving the set goals. Therefore, it is necessary to develop a comprehensive methodology analysis and organization of interaction between business partners in networks. The scheme for developing such a methodology may include: - a study of the properties and the existing control mechanism of each subject of the network in the process of interaction; - development of adapted forms of interaction between network subjects in the management process, taking into account the systemic principles of functioning; - identification of priorities and limitations in the process of interaction and classification of types and types of interaction between network factors; - the formation and organization of working procedures for the study of the types and nature of connections between subjects in the process their interactions; - identification of metrics of characteristics and optimization of actions, relationships and interaction of network subjects in to ensure the efficient functioning of all business network. Particular attention should be paid to the presence in the process the interaction of network subjects not only formal but also informal actions. This is important, since the network, which we consider as a socio-economic organization (system), operates in an uncertain, probabilistic environment, and the economic behavior of such an organization is subject to numerous influences, which makes it difficult to describe its characteristics with a certain degree of accuracy. In this regard, the methodological approach to the study of interaction network subjects should take into account the probabilistic nature of the connections, the hierarchy of interaction, the possibilities of self-organization of each of the subjects, etc. So, when studying the process of interaction between small and large businesses located in corporate communications should take into account the possibility of the emergence and

development of the following types of relationships; commercial, conflict; maternal (genetic); technological; marketing; structural; infrastructural; promising (development dynamics). In this context, the effect of relationships between network factors can be characterized by the orderliness of the system, which is reflected in the repetition (uniformity) of actions, their level of standardization in space and time. In this case, you can assume that the higher the degree of uniformity, the higher the order in the interaction system. The network, in the form of a focal formation of a market network, can be considered as a system, the management of which involves both aggregation and disaggregation of problems and tasks management of this system. At the same time, each subject of this system needs to have a metric of economic indicators, reflecting the effectiveness of network management. As the basic principles for constructing such metric economic indicators can be: - the level of closure of the network and its control system; - economic and marketing compatibility business entities included in the network; - coordination of centralized and local planning of resource use at all levels of the network hierarchy; - consideration of uncertainty and risk factor in the process evaluating the effectiveness of inter-level interaction of network subjects. It is pertinent to note that the effectiveness of interaction network partners in the future will depend on the development of partners' interactivity. This will require balance, training and enhancing the communication of network factors, which will lead to the growth of competitive advantages for all network entities. On the other hand, the interactivity of a business partner is possible with a sufficiently high level of marketing compatibility of business entities (Bagiev G.L., 2006) 3. Marketing compatibility can be characterized as the ability of network factors to function in a certain marketing environment without reducing the set (planned) parameters of the effectiveness of marketing systems for each of the subjects included in the network. At the same time, the marketing environment is considered as the environment created by the aggregate marketing activities carried out by business entities within their existing marketing potential. From an economic point of view, a deviation (decrease) in the level of the marketing

environment can lead to a decrease in the level of marketing compatibility, and in some cases to reduce the efficiency of interaction between partners and the network generally. In such situations, consumers, intermediaries, suppliers, and buyers can act as catalysts in the process. maintaining the marketing compatibility of business entity networks. The relationship between the quality of the marketing systems of each of the subjects of the network with the quality of the marketing environment, thereby with the level of marketing compatibility is shown in Fig. 1.



Thus, marketing compatibility can act as a factor providing growth values of each company in the network and, accordingly increase the value of the network as a whole.

Within the framework of exchange theory, marketing compatibility network entities reflect the possible level, the potential of attracting marketing efforts in the process of business communications online and offline. The main characteristics of the effectiveness of interaction network factors are defined as target indicators. Set target indicators are usually called metrics. For instance, the effectiveness of marketing activities can be characterized by a list (list) of characteristics, indicators, estimates that show the degree to which the company has achieved its marketing goals. Such estimates are obtained in the form of unambiguous, established measurements (Table 1). So, the marketing metric compatibility can be characterized using marketing characteristics standardized by top management, indicators, and criteria reflecting the possibility of comparing the level of marketing activities of business entities of the network. The network can be considered closed when the exchange of resources between all network factors,

due to the needs of the factors within the existing at a given time interval limits and potential capabilities of the network. That is, in a closed network, the highest degree of uniformity and the highest degree of the orderliness of interaction. The network orientation of the interaction process is in this case, a concept of relationships based on multilateral relationships, and not on a "two-color" relationship (buyer-seller). And the exchange of resources among the members (partners) of the network is a source of dependence and power. In this case, there is the heterogeneity of resources and their hierarchical control. The high valence of each of the subjects of the network from the onset or accomplishment of any event in the business network requires a search for optimal forms (boundaries) of organizing the interaction of subjects in the process of network management. Determination of the optimal (rational) forms of organizing the interaction of subjects is associated with the establishment of interactions and interdependencies between subjects on a particular a different level of the management hierarchy, taking into account the multifactorial, probabilistic situation and constantly changing characteristics preference for inter-level relationships. Optimization of interaction is aimed, first of all, at establishing rational connections and interdependencies between subjects and levels of network management. Particular attention should be paid to the rationalization process the task of preventive delegation (distribution) of connections and functions, and restrictions on their number. To distribute connections between network subjects (or between the links of the management system of a subject) it is proposed to use the scheme shown in Fig. 2. It is known that a network can be considered as a set of interconnected exchange relationships between representatives of the parties, participants in the process of mutual transfer, available Values. Therefore, a particular market can be represented as one or several networks. AND online marketing viewed from a conceptual point of view the market as a regulator of the behavior of economic systems in a competitive environment.

Analysis of the state of the process of interaction with subjects

Drawing up, analysis, ranking of interaction goals, taking into account the level of management

Justification of the way of interaction to achieve goals

Fig. 2. Scheme of work on distribution

№	Classifier	Target indicators
1	Customer, finite consumer	<ul style="list-style-type: none"> - satisfaction; - perceived quality/service; - reputation; - awareness; - feature; - perceived characteristics; - purchase intent; - general image; - attitude/sympathy; - attributes; - advertising awareness; - the comprehensibility of advertising.
2	Buyer behavior, the final consumer	<ul style="list-style-type: none"> - total number of buyers/end consumers - loyalty/preservation of the company in the consumer's memory - loss/switching to other companies share of repeat sales - market penetration / new customers / customer gain - quantity/range of products from calculation per customer - the number of new buyers - the number of created leading products / direct market response - winning customers (the ratio of the volume of leading products and sales) - the degree of reaching customers through the media (share the target market that has been achieved thus) - Frequency of repetition of media advertisements/opportunities - demographic / psychographic consumer indicators - consumption patterns - purchase models - expressed complaints / dissatisfaction - maintenance costs under warranty.
3	Competitors	<ul style="list-style-type: none"> - the volume of the market share; - relative price; - reaction time to changes in the price of

		competitors' goods; - relative perceived quality; - the importance of the company's voice.
4	Innovation	- the number of new products; - satisfaction with new products; - the perceived quality of new products; - revenue from new products; - profit from new products; - parameters of market penetration (an indicator of the speed of product perception market); - delivery rates/share of goods delivered on time; - quality/showiness of activity / superiority; - product range / variety; - revenue / development costs (per product); - fulfillment of orders.

Cumulative linkages of interaction between network factors

In this regard, the interaction between the subjects of the network, mediated by their relationships, shows the mutual orientation of two (or more) sides relative to each other. The activities of the interaction of the parties are partially equal. Interaction in the network is aimed at achieving the economic goals of the parties involved. Interaction has a dual character in the exchange process, it acts as driving force (motive force of exchange) and at the same time the interaction is synthesized into social, business, information exchange, it is based on adapting the competence of the active networks, exchanged values, technology compatibility and business culture. It can be assumed that long-term relationships between business entities of the network are the basis for more effective and reliable interaction in a competitive environment. This the premise follows from the nature of the market, which endows market processes with the heterogeneity of supply and demand; the need to develop coordination and cooperation mechanisms interacting with subjects; the process of effective innovation, product, service, and technology updates; dependence of the results of interaction on the degree of uncertainty of the conditions for the implementation of the process of exchange of values, which, as a rule, requires compliance with the principle - reducing the

degree of this uncertainty. Economic efficiency of the interaction process network factors is created by achieving the required level of various factors (Fig. 3). As you can see, these are factors such as level of cooperation, degree of coordination, stability, flexibility, ability to maneuver, variability, heterogeneity, uncertainty, innovation. Let's reveal the content of individual factors. The heterogeneity of networks is an important property, since how it allows for major opportunities in the implementation of the process of integrating the resources of network entities, based on which there are innovations in the activities of the network. Coordination is systematic and complex since it covers not only vertical structures (but also horizontal (lateral) structures (related industries, infrastructure education). The dynamics of network development are based on progressiveness and innovation of both the parent (management) company and other participants, factors of the network. As a rule, the level of innovation of a network affects its structure, and therefore the volume exchange relationships. Flexibility is the ability of the network management system to promptly respond to changes in business conditions while maintaining the stability of the network and the interaction process of network factors. The flexibility of network management can be manifested in the formation of new subjects, management links, and changes in their structure, in the redistribution of functions, in the elimination of unnecessary subjects or links. Flexibility is at one with structural stability network, its control system. In this context, it is more appropriate to consider the combination of stability with flexibility, network management structures, which is more typical to reflect the efficiency of interaction between network subjects. If the compatibility of network subjects according to the considered metric of indicators is not achieved, then the functionality of the subjects may not be realized. And this testifies to the low quality of interaction of subjects in the network and about a decrease in its effectiveness.

stability, adaptation, cooperation, stability, number of network participants, uncertainty, resource availability, reliability, flexibility, coordination, variability, negativity, activities, marketing itself luminosity heterogeneity, innovation

Fig. 3. Factors affecting the economic efficiency of the process of interaction of subjects in the network

Analysis of the conceptual and theoretical foundations of the organization the process of interaction in market networks allows us to formulate the main components of the effectiveness of interaction, which can become the basis for economic assessing the costs and their results of measures to ensure stable functioning of the network:

- the effect of long-term connections, relationships between network subjects;
- an increase in the efficiency of using existing resources;
- improving the quality of consumer value of network products;
- reducing the level of risks of interaction due to their redistribution between network entities;
- increasing the stability of information links;
- increasing the level of coordination of actions of network participants;
- the effect of the introduction of standard solutions in the network;
- growth of trust, image, the importance of brands of participants networks;
- increased flexibility of behavior of large business structures.

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**РОЗВИТОК ПРОФЕСІЙНОЇ ГРАМОТНОСТІ СТУДЕНТІВ
ЗАСОБАМИ ІНОЗЕМНОЇ МОВИ НА ОСНОВІ
ІМПЛЕМЕНТАЦІЇ МОДЕЛІ SIOP**

The article deals with the problem of students' academic professional literacy development by means of a foreign language based on the implementation of the SIOP Model. The foundations of the question have been borrowed from the SIOP (Sheltered Instruction Observation Protocol) Model that focuses on helping English Language Learners (ELLs) with academics in a mainstream classroom. The SIOP Model provides a practical and flexible tool for educators. It is revealed