

бой ценой, пренебрегая интересами партнера. Применяется она в условиях жестокой конкурентной борьбы во всех сферах предпринимательства и бизнеса.

Третья стратегия – стратегия цивилизованного рынка базируется на методе принципиальных переговоров: жестком по существу дела и мягком в отношениях между участниками. Целью переговоров является стремление найти взаимную выгоду везде, где только возможно. Там, где это невозможно, – добиться обоснованного справедливого результата. Принципиальные переговоры обеспечивают то, что и по справедливости, и по праву вы должны получить (это вам как бы гарантировано самой честностью и порядочностью участников, готовых "играть по правилам", особенно если обе стороны этих правил придерживаются). Самое главное – метод принципиальных переговоров способствует достижению взаимопонимания между деловыми людьми, даже если они принадлежат к разным культурам и цивилизациям.

Стратегии деловых переговоров – сознательно выбранные или стихийно реализуемые – определяют тактику их ведения. Тактика проявляется в умелом применении методов переговоров, последовательном прохождении их основных стадий, гибкости в оперировании технологиями.

Основными стадиями переговоров считаются три:

подготовка к переговорам; процесс их ведения; анализ результатов и выполнение достигнутых договоренностей.

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### **STUDENTS' BUSINESS CONFERENCE AS A MULTILATERAL COMMUNICATION METHOD**

Good communication is essential in business. Usually there is more than one individual that is working on a goal, and good communication will allow an exchange of ideas and concerns. There can be no team effort without communication, as it is necessary to coordinate the efforts of everyone. Bad communication can waste valuable time and effort. If a team member discovers a short cut or solves a problem, that information needs to go out to every team member so they can benefit from it and reach their goal quicker.

Multilateral communication is likely to improve speaking skills of future specialists in the field of economics. If students of the business and manage-

ment department need to enhance their career, know the latest trends in different aspects of their profession, gain new skills and get more information, then it is better to attend business conferences.

A business conference is generally understood as a meeting of several people to discuss a particular economic topic. It is an eye-opening experience and also a method to communicate. At a conference, innovative ideas are thrown about and new information is exchanged among experts. Most conferences have one or more keynote speakers who will deliver the keynote speech. This is common at academic and business conferences. The speakers chosen are eminent personalities in the related field and their presence is meant to attract more people to attend the conference.

For some people, speaking in public is almost terrifying. The only way to get over your fear is to dive in! To be successful at a conference students are recommended to understand the basics of communication skills:

1. **Know what communication really is.** Communication is the mechanism we use to transfer signals/messages through various methods (written words, spoken words), establish and modify relationships.

2. **Answer to the seven basic questions:** why? to whom? what? where? when? how long? how?

3. **Have courage to say what they think.** Be confident in knowing that students can make worthwhile contributions to conversation. Take time each day to be aware of their opinions and feelings so they can adequately convey them to others. Individuals who are hesitant to speak because they do not feel their input would be worthwhile need not fear. What is important or worthwhile to one person may not be to another and may be more so to someone else.

4. **Practice.** Developing advanced communication skills begins with simple interactions. Communication skills can be practiced every day in settings that range from the social to the professional. New skills take time to refine, but each time students use their communication skills, they open themselves to opportunities and future partnerships.

5. **Engage the audience.** Make eye contact; use gestures with your hands and face; make your whole body talk.

6. **Don't send mixed messages.** Make words, gestures, facial expressions and tone match. Disciplining someone while smiling sends a mixed message and is therefore ineffective.

7. **Be aware of what your body is saying.** Body language can say much more than a mouthful of words. An open stance with arms relaxed at speaker sides tells anyone around him that he is approachable and open to hearing what he has to say.

**8. Manifest constructive attitudes and beliefs.** The attitudes students bring to communication will have a huge impact on the way they compose themselves and interact with others. Choose to be honest, patient, optimistic, sincere, respectful, and accepting of others. Be sensitive to other people's feelings, and believe in others' competence.

**9. Develop effective listening skills.** Not only should one be able to speak effectively, one must listen to the other person's words and engage in communication on what the other person is speaking about.

**10. Use the right words.** If you're not sure of the meaning of a word, don't use it. Grab a dictionary and start a daily habit of learning one new word per day. Use it sometime in your conversations during the day.

**11. Slow your speech down.** People will perceive a speaker as nervous and unsure of himself if he talks fast. However, be careful not to slow down to the point where people begin to finish their sentences just to help them finish.

In conclusion it should be noted that when students have thoroughly prepared for a business conference, the value they get from attending will increase immensely.

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## **MARKETING COMMUNICATION**

Marketing communication is a fundamental and complex part of a company's marketing process. It can be defined as all the messages and media deployed to communicate with the market. Marketing communication helps develop brand awareness, which means that consumers receive information about products, products' attribution and position within the market.

Marketing communication includes advertising, public relations or PR activities, direct marketing, sales promotion, sponsorship, exhibits or trade shows.

Advertising has four characteristics: it is persuasive in nature, non-personal, paid for by an identified sponsor and it is disseminated through mass channels of communication. Advertising messages may promote the adoption of goods, services, persons or ideas. Because the sales message is disseminated through the mass media as opposed to personal selling, it is viewed as a much cheaper way of reaching consumers. Advertising effects are best measured in terms of increasing awareness and changing attitudes