

**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

and opinions not creating sales. The contribution advertising makes to sales is best viewed over the long run. Through the use of symbols and images advertising can help differentiate products and services that are otherwise similar. Moreover, advertising helps create and maintain brand equity. Brand equity is an intangible asset that results from a favorable image, impressions of differentiation or consumer attachment to the company, brand or trademark. Brand equity is established and maintained through advertising that focuses on image, product attributes, service or other features of the company.

Public relations or PR activities are defined as a management function which identifies, establishes and maintains mutually beneficial relationships between organizations and public upon which its success or failure depends. A primary tool used by public relations practitioners is publicity. Publicity capitalizes on the news value of a product, service, idea, person or event so that the information can be disseminated through the news media.

Direct marketing is the oldest form of marketing, the process of communicating directly with target customers to encourage response by telephone, mail, electronic means or personal visit. Retailers, wholesalers, manufacturers and service providers are the users of direct marketing; they use a variety of methods including direct mail, telemarketing, direct-response advertising and online computer shopping services, cable shopping networks and infomercials.

Direct marketing has become an important part of many marketing communication programs for three reasons. First, the number of two-income households has increased dramatically. About six in every ten women work outside the home. This has reduced the amount of time families have for shopping trips. Secondly, more shoppers than ever before rely on credit cards for payment of goods and services. These cashless transactions make products easier and faster to purchase. Finally, technological advances in telecommunications and computers allow consumers to make purchases from their homes via telephone, television, or computer with ease and safety. These three factors have dramatically altered the purchasing habits of consumers and made direct marketing a growing field worldwide.

Sales promotion can motivate customers to select a particular brand, especially when brands appear to be equal, and they can produce more immediate and measurable results than advertising. However, too heavy a reliance on sales promotion results in "deal-prone" consumers with little brand loyalty and too much price sensitivity. Sales promotion can also force competitors to offer similar inducements with sales and profits suffering for everyone.

Sponsorship combines advertising and sales promotion with public relations. Sponsorship increases awareness of a company or product, builds loyalty with a specific target audience, helps differentiate a product from its competitors, provides merchandising opportunities, demonstrates commitment to a

community or ethnic group or impacts the bottom line. Like advertising, sponsorship is initiated to build long-term associations. Organizations sometimes compare sponsorship with advertising by using gross impressions or cost-per-thousand measurements. However, the value of sponsorship can be very difficult to measure. Companies considering sponsorship should consider the short-term public relations value of sponsorship and the long-term goals of the organization.

Exhibits or trade shows are hybrid forms of promotion between business-to-business advertising and personal selling. Exhibits or trade shows provide opportunities for face-to-face contact with prospects, enable new companies to create a viable customer base in a short period of time and allow small and midsize companies that may not be visited on a regular basis by salespeople to become familiar with suppliers and vendors. Because many trade shows generate media attention, they have also become popular venues for introducing new products and providing a stage for executives to gain visibility.

In conclusion it's necessary to point out that marketing communication plays a significant role in the modern economy. Consumers rely on the information from marketing communication to make wise purchase decisions. Businesses, ranging from multinational corporations to small retailers, depend on marketing communication to sell their goods and services. Marketing communication helps move products, services, and ideas from manufacturers to end users, builds and maintains relationships with customers, prospects, and other important stakeholders in the company.

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## **ИСПОЛЬЗОВАНИЕ ИНФОРМАЦИОННЫХ ТЕХНОЛОГИЙ И СЕТЕВОГО ВЗАИМОДЕЙСТВИЯ В ПРОЦЕССЕ ОБУЧЕНИЯ БУДУЩИХ СПЕЦИАЛИСТОВ**

В настоящее время на рынке труда сложилась ситуация, свидетельствующая о том, что только компетентные, самоорганизованные и инициативные специалисты, в том числе агротехнического профиля, способные самосовершенствоваться как в профессиональном, так и в личностном плане, являются конкурентоспособными и наиболее востребованными.