

Advertising can also be used to generate awareness among public that which product they use and to which product they can say no. It can also be used to educate people about certain diseases or dangers (example: - AIDS, TB, viral diseases, etc.). Even the backward people are now aware of many diseases and their problems. All these credits go to proper advertising. Diseases like polio could never been controlled if the timings for polio drops aren't advertised regularly.

Advertising can also be used to inform public about social events like concerts and performances. Charities can use media to advertise about the illnesses and encourage people for donations. Social organizations and NGOs can use the mean of advertisement for promoting their campaigns. Seeking help through advertisements during epidemics or natural calamities can help a lot.

There are also various blames that advertising causes a negative social impact on lives. Even if advertising has a vast good impact on society, it can be ruled out that is has also bad impact. It plays with the emotions of general public and encourages them to think that buying and depleting are the activities of life. Advertising posters of modern films, where sexuality is shown much than the actual theme of the movie, can divert the society a lot. Materialism is being much glorified through advertisements, which can again have dangerous consequences.

Society is becoming ignorant towards social or world issues because we are too obsessed to satisfy our newly created needs. We want to earn more money so that we can buy happiness in forms of products, being advertised as they can bring all the happiness in our lives. We are starving for material goals, because we always want to have more.

Products which are heavily advertised are expensive due to the cost spent on advertising. It is true that advertising increases consumption, but its also true that the more we consume, the more we destroy the environment, because if demand increases, production also increases. Thus, the need of raw materials increases.

To sum up, his paper discusses that advertising has positive as well as negative impacts on society. The balance, of what is necessary and what really is not needed should be focused more. Advertisements can create contentment but can also simultaneously create discontentment. Our society and marketing of products depend so badly on advertising that even its negative impact on society can't outweigh the many positive social and economical effects.

Bushuev B.
Varyanichenko E., research supervisor
National Mining University

MARKET RESEARCH AS A PREPARATORY STAGE OF FOREIGN ECONOMIC OPERATIONS

Market research - the most common trend in market research. It is conducted to obtain data about market conditions to determine the activity directions of the enterprise. As experts say, without such data it is impossible to systematically analyze and compare all the information needed to make important decisions related

to the choice of the market, the definition of sales volume, market forecasting and planning activities. Marketing research of the market refers to the preparatory phase of the implementation of foreign trade operations.

The effectiveness of marketing and commercial work in foreign trade activity largely depends on the availability of quality information. Marketing information is a display of various parameters of the market and is the result of scientific information and commercial activities. The collection, storage, retrieval, processing, distribution and use of information have become a decisive importance for success in a complex competitive struggle.

The purpose of market research - consumer segmentation and selection of target market segments. The results of the study allow the company to develop its own range to the accordance with the requirements of customers, increase its competitiveness, to identify areas of activity according to the different stages of the life cycle of products, to develop new products and modify manufactured, to improve labeling, to develop a firm style, to determine how to protect the patents and how to realize their potential at work on internal and external markets.

To ensure effective training of foreign economic operation marketing software international activities should include: study the main characteristics of contemporary global market, its dynamics, trends of development and priorities; definition of international relations and their behavior and motivation in the marketing activities; description of the main parameters of the international marketing environment, including competitive situation; development of exit strategies and activities on potential foreign markets; identification of problems and specific technology marketing activities in foreign markets.

Qualitatively made marketing research of foreign market, reasonable answers to the questions: how properly is taken into account, how skillfully the partners of the market are selected; which information has a firm on the methods and features of the work of competitions.

Chernichenko V.
Shynkarenko N., research supervisor
Shvets O., language adviser
National Mining University

GREEN MARKETING

Green marketing is the marketing of products which are environmentally preferred by others. That is why green marketing combines a wide range of activities, including product modification, changes to the production process, harmless packaging, as well as modifying advertising. There are also other synonym terms which are used - environmental marketing and ecological marketing. The legal implications of marketing claims call for caution.

A model for green marketing contains four "P's":

Product: A producer should offer ecological products which not only must not pollute the environment but should protect it and even liquidate existing