

post graduating students or highly-skilled professionals. Companies need knowledgeable and efficient staff to sell, make profit and make their positions on markets stronger. Nowadays employers are interested in recruiting executives with potential and clear vision, especially marketers working in the Internet. Experts assert next year marketing will do well again.

Semenovych E.
Reshetilova T., research supervisor
National Mining University

ANALYSIS OF THE MARKETING AND PROMOTION OF SPORTS CLUBS

All sport and recreation organisations undertake marketing, although they are often unaware that they are actually doing so. Examples of marketing include:

- Offering a service to an existing market or deciding to offer a new service to cater for a new market.
- Making a decision to change prices to reflect the increasing costs of providing services or to induce greater use of services by offering discounts.
- Listing the organisation in the yellow pages telephone directory or placing information about membership registrations in suburban newspapers.
- Preparing a competition fixture for the upcoming season.
- Redecorating club facilities or putting up shade protection around external play areas.
- Having a staff member or volunteer attend a professional development workshop devoted to preparing and submitting funding proposals or to learning about new workplace health and safety policies.
- Determining membership refund policies or developing policies to recruit volunteers.

Note that each example implies that the organisation is making a decision in relation to its customers. This is important to understand because it means that the organisation is doing something that affects the quality of the customer's experience. Each example also addresses a different aspect of marketing. These aspects are referred to as the marketing mix variables and are labelled as product or services, price, promotion, place or distribution, physical facilities, personnel and policy management.

Many organisations make the mistake of focusing on price and promotion to the extent they neglect other marketing variables. However, as a generalisation, sport and recreation customers are reasonably tolerant toward price increases and will agree to pay more if they can see that they are still getting value for money and are told what extra benefits they will receive from price increases. Over half of all paid promotions are considered by marketing analysts to be a waste of money and never reach their intended audience.

More importantly, other variables — such as the quality and accessibility of

services, the attitudes of volunteers or staff toward customers, the standard of facilities and customer friendly policies — directly affect the customer's experience and hence their rejection or acceptance of services. Moreover, attention to these other variables can often be achieved with minimal cost.

The practice of marketing then, is the activity of manipulating the marketing mix variables to satisfy the needs of customers. However, in keeping with the first idea that marketing is customer focused, organisational decisions that relate to customers should first be tested with customers to gain their approval of changes. For example, informally asking regular customers about how much they would be willing to pay for a service or asking them for input into the plans to redecorate club facilities (before the redecoration occurs) are consistent with this idea.

The previous examples represent formal marketing activities because the organisation is making a conscious decision to alter some aspect of its operations to achieve some specific purpose. Organisations also conduct informal marketing and are often unaware that they are actually engaged in marketing. More importantly, these informal practices can have more significant implications for the organisation compared with all the formal marketing practices combined.

One important difference between successful and less successful sport and recreation organisations is that successful organisations generally leave their customers feeling satisfied to the point that they are willing to repeat the experience and to tell other people that they should try it as well.

**Severina V.
Vlasova T., research supervisor
Dnipropetrovsk national university of railway transport
named after academician V. Lazaryan**

MARKETING AND WOMEN'S LIFE AT THE BEGINNING OF THE 21ST CENTURY

The necessity of the Ukrainian philosophical thought to appeal gender has become apparent. Nowadays, Ukrainian humanitarians are forced to consider the fact that modern philosophy is in the process of deep transformation in the search of new methodologies and approaches to the analysis of social and cultural phenomena. Gender research has led to a new round in understanding the nature of the human person, male and female, in society, culture, art, politics, science and economy.

It is worth while recollecting famous citation: «In politics, if you want anything said, ask a man. If you want anything done, ask a woman.» said, Margaret Thatcher.

As it's known, the status of women reflects particularly socio-political structure of the country, the level of the economy, culture, governance, rule of law, public consciousness, value orientations.

Despite the development of gender studies, the main reason for selection of women in a particular socio-demographic groups and specific category of behavior is