

.10.

Inna Romashchenko

**ACTUALITY OF THE PROBLEM OF PROFESSIONAL
COMPETENCE MARKETING THROUGH INNOVATION
TECHNOLOGIES IN THE GLOBALIZATION**

The article examines the scientific problem of the use of innovative technologies by teachers in the educational process in the context of globalization, which is a prerequisite of high professional competence for marketers.

Key words: professional competence, marketing, labor training, innovative technologies.

[6].

[4], . . .

[6], . . .

[7], . . .

:

(1993 .),

(1995 .), (1996 .),

()¹.

“ ”², “ ”³, “ ”⁴, “ ”⁵,

“ ”⁶, “ ”⁷, (2002 .).

”(12 1996 . 200)⁸.

“ ”(1991 .) 54

“ ” (, 1974 .), “ ” (, 1993 .), “ ” (, 1994 .), “ ” (, 1995 .), (-) [9, 5 - 9; 10, 3 - 18].

1 .- .: .-78 .

2 “ ”(23 1991 . 1060-).

3 “ ”(17 2002 . 2984-).

4 “ ”(13 1991 . 1977-).

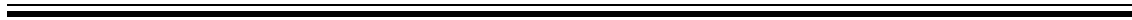
5 “ ”(5 1996 . 1074).

6 (2 1993 . 161).

7 “ ”()”(20 1998 . 65).

8 “ ”(12 1996 . 200).

9 “ ”(17 2002. 2984-).



1. ...

(...),

2. ...

13.07.2007 . 612 “

2010 ”,
[9], [10].

3. ...

4. ...

5. ...

6. ...

7. ... [3].
... [8, 9–17],
XXI (...)- ... (...)- ... ; ... ; ...)- ... ; ... ;

3.	1. – 2004. – 5.	//	7.	1998. – 300	.
4.	– 2004. – 645	:	8.	– 2002. – 6. – 9 – 17.	//
5.	– 1998. – 48	:	9.	– 2008. – 120	:
6.	– 2005. – 512	:	10.	– 2009. – 12 – 16.	//
					– 4.
					23.11.2010

338.48(477)

Ljubov Malik

THEORETICAL AND METHODOLOGICAL GROUNDS MANAGEMENT STRATEGY MARKETING ACTIVITY TOURISM INDUSTRY IN THE CARPATHIAN REGION

Marketing activity of tourist industry in the region of Carpathians and problem of forming of professional of future marketing specialists is probed in the article.

Key words: marketing, geographical position, education, marketing specialists.

(“ ”, 48).