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FORMING THE COMMUNICATIVE COMPETENCE OF FOREIGN LANGUAGE COMMUNICATION MARKETERS ENGLISH AS A FUNDAMENTAL COMPONENT OF MODERN EDUCATION

Article is devoted to actual processes of formation of professional competence of marketing in modern marketing environment, the need to explore and use language to ensure effective implementation of communicative intentions in the international market.

Key words: *communication, communicative competence, communication skills, communicative intention of communicative skills, foreign professional communication, priorities.*

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23.11.2010