

THE ROLE OF COMMUNICATION IN A FOREIGN LANGUAGE IN THE PROFESSIONAL SUCCESS OF FUTURE MARKETING MANAGERS

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The article discusses the role of foreign language communication in the future professional activities of students of the educational and professional program 075 “Marketing.” The job description of a marketing manager with the list of requirements for this position is outlined. The connection between foreign language communication skills and professional skills is proven. It is stated that communication in a foreign language is included in the program learning outcomes and is specified in the list of general competencies for specialty 075 “Marketing”. It is noted that the readiness to solve professional tasks in the conditions of foreign language communication determines the competitiveness of a modern marketing manager. A foreign language shapes the personality of a specialist, broadening their worldview, developing communication skills, and improving cognitive abilities such as memory and multitasking. The article substantiates the importance of studying a foreign language for professional purposes, marketing terminology in particular. The outlined activities held in classes “Foreign language for professional purposes” help develop foreign language communication skills and types of speech that future marketing managers need to master for professional communication. The expediency of using authentic materials for developing communication in a foreign language has been proven. The article also identifies specific advantages of using authentic materials in foreign language classes. It considers the feasibility of using methods such as case studies, professionally-oriented training, communicating with native speakers, project work, as well as using interactive and cloud technologies, and Internet resources in teaching foreign languages to future marketing managers. The problem of insufficient classes for studying a foreign language is considered.

Keywords: foreign language communication, professional training of future marketing managers, educational technologies in the training of marketing managers.

General description of the problem. Communication plays a significant role in the professional activities of a marketing manager, as it ensures the establishment and development of contacts between people, which is determined by the needs of professional activity. This is evidenced by the job description of a marketing manager, which outlines a list of requirements for this position. It includes the following functions: 1) searching for buyers or potential business partners; 2) conducting advertising campaigns and presentations of new products; 3) establishing mutually

beneficial long-term contacts with buyers, suppliers, and business partners, and, conversely, terminating business relationships with them; responding to changes in the external and internal environment of the organization's marketing activities; interacting with other structural units of the enterprise; selecting and training personnel focused on the client and the company's goals; 4) consulting, where the marketing manager acts as an advisor on issues of improving the effectiveness of marketing activities and other types of professional consulting, giving advice to merchandisers on the placement of goods. Professional communication in the work of a marketing manager is the subject-subject interaction of the marketing manager with consumers of marketing services aimed at achieving a positive result [3, 57].

Analysis of recent studies and publications. The problem of researching the role of foreign language communication in the professional activities of future marketing managers and economics students has been highlighted in scientific studies by I. Gogol, S. Savignon, L. Sikorska, M. Kondratyuk, and A. Bychok.

The purpose of this article is to explore the role of foreign language communication in the professional success of future marketing managers.

Research methodology. Our study uses theoretical methods of analysis, systematization, comparison, and classification of philosophical, psychological, and pedagogical scientific positions.

Presentation of the main research material. Communication in a foreign language is one of the most important conditions for successful employment and career building. Knowledge of foreign languages expands access to international information and facilitates cooperation with partners and colleagues from other countries, which is important for success in modern marketing business. Based on this, a foreign language is an important component of the professional competence of a future marketing manager for maintaining international contacts, which will allow the future marketing manager to master not only Ukrainian experience, but also European or American one. At the same time, in 2023, Ukraine officially established the status of English as one of the languages of international communication in the country.

At the current stage of development of higher education institutions, integration into the international education system is becoming increasingly important, including the formation of foreign language communication skills through active study of foreign languages. Some researchers point to the importance of the connection between foreign language communication skills and professional skills and argue that the effectiveness of a specialist's work largely depends on the extent to which the language component is integrated into the overall structure of their subject-specific and technological training, and the process of developing foreign language professional competence involves the "intersection" of foreign language skills and the subject content of the profession when performing professional tasks. Therefore, in the current conditions of modernization of higher education in Ukraine, scientists consider

the ability to communicate in a foreign language to be a strategic goal in the training of competitive marketing managers [2, 28].

Communication in a foreign language is included in the Ukrainian higher education standard for speciality 075 "Marketing" [10], and therefore in the list of some program learning outcomes for 075 "Marketing," such as "Present and discuss the results of scientific and applied research, marketing projects by the means of foreign languages," "Demonstrate skills in written and oral professional communication by the means of foreign languages, as well as the proper use of professional terminology," "Demonstrate proficiency in at least one foreign language, including specialized professional terminology," general competencies of 075 "Marketing" program ("Ability to communicate in a foreign language") [8; 9], etc.

The significant developmental potential of this subject and its role in solving many educational and upbringing tasks are taken into account. In modern conditions, learning a foreign language as a means of communication cannot be limited to applied and narrowly specialized purposes. Therefore, mastering the above-mentioned competencies contributes to the formation of a well-rounded personality of a future specialist. S. Savignon defined foreign language competence, namely the ability to communicate in a foreign language, as the ability to function in real communication situations and interact with unfamiliar people. At the same time, the researcher draws attention to the fact that successful communication largely depends on the communicator's willingness and desire to take risks and express their thoughts in a foreign language, actively using linguistic means (vocabulary, grammatical and syntactic constructions). In any situation that requires communication in a foreign language, there are three components: the problem, the knowledge to solve it, and critical and creative thinking. In foreign language classes, such activities are provided by working with texts, problems, solving game tasks, etc. Future marketing managers must be proficient in dialogical and monological speech using common and basic lexical and grammatical means in basic communicative situations of formal and informal communication; the basics of public speaking (reports, announcements, oral presentations), and the necessary skills for understanding dialogical and monological speech in everyday and professional communication. Therefore, due attention should be paid to the study of foreign language for professional purposes (ESP English for Professional Purposes) with an emphasis on mastering marketing terminology. A specialist must understand simple pragmatic texts and texts of a narrow and broad profile of the specialty. To this end, it is advisable to use authoritative online resources such as Harvard Review and Forbes, public economic reporting documentation, and specialized dictionary sources [6, 56]. Skills in various types of written communication are necessary: abstracts, theses, articles, reports, private and business correspondence, autobiographies, etc., as well as the ability to read and translate authentic professional texts in a foreign language [1, 19]. Moreover, most terms in marketing are of foreign origin, as a result of the global development of this field and the constant introduction of new tools and strategies, which often first appear on the

English-speaking market. Many of these terms, such as “marketing,” “branding,” “leads” are used in Ukrainian as they are, or have close equivalents, which makes knowledge of English important for professionals. Such a large number of English terms arises from the following factors:

- *globalization*: marketing is an international discipline, and many innovations and methodologies are developed and disseminated in the English-speaking world;
- *constant change*: the field of marketing is developing rapidly, with new tools and concepts constantly emerging that require new terminology;
- *implementation of tools*: many marketing tools and platforms are initially developed in English, so their names remain in English.

Modern pedagogy advocates project-based teaching of professional English. Researchers believe that professional projects should “form the core of the ESP program, as they create conditions similar to real professional situations for future marketing managers” [6, 57]. The use of the project method in teaching foreign languages for professional purposes to future marketing managers involves individual or group work on a specific problem, which requires the use of teaching methods and tools and the integration of knowledge and skills in foreign languages and professional disciplines to solve it. However, this technology is not used often enough, which can be explained by a number of reasons: insufficient development of the educational and methodological process for the effective training of specialists using projects, insufficient knowledge of the teacher to prepare a high-quality topic, the need for careful linguistic preparation of the project, etc. Foreign language learning technologies for future marketing managers include communication with native speakers, which brings learning closer to real-life working conditions in an international context. It is also important to involve specialized resources that adapt content to the needs of marketing managers, including the study of professional vocabulary and analysis of advertising campaigns in foreign languages. Modern tools for learning a foreign language, which allow learners to communicate with native speakers and bring the learning process closer to real life, are mobile applications and online platforms. Such platforms often offer interactive tasks and resources for developing communication skills, which are critical for marketing managers.

For the same purpose, you can use online resources that provide access to authentic materials (articles, videos, podcasts) in foreign languages, allowing future marketing managers to immerse themselves in the language environment and learn specific industry vocabulary. The relevance of using authentic texts in foreign language classes lies in the fact that they show how people communicate in this language in a natural linguistic environment, which, in turn, is the main factor in successfully mastering a foreign language. The use of authentic materials in foreign language classes for future marketing managers has certain advantages:

- authentic texts are diverse in style and subject matter, and working on such texts is of considerable interest;

- authentic texts are the best way to learn about a country's culture, as learners learn to understand humor and social norms;
- authentic texts introduce natural language use in a natural context;
- authentic materials seem more interesting and are a greater incentive for learning than adapted materials, since "processed" materials lack the author's individuality and cultural insights;
- learners become more motivated and confident because they understand native speakers and can cope with problems that arise in real-life situations [5, 103].

Training should also focus on learning terminology and specific vocabulary related to marketing, advertising, consumer behavior, digital marketing, and international trade. This allows marketing managers to interact effectively at the international level.

Learning foreign languages through the analysis of real cases of international advertising campaigns, brands, and marketing strategies helps future specialists understand global trends and successfully implement them in their work. Y. Degtyareva argues that in the context of linguistic training, the case study method enables students to creatively apply language material based on their professional knowledge. This method contributes to the training of highly qualified specialists by integrating the linguistic and professional spheres [4]. The case method is perfectly suited for use in foreign language classes, as this type of work combines all types of speech activity: reading, speaking, writing, and listening. Teachers who use this method must carry out certain complex preparatory work, which is determined by the need to involve purely professional material from other specialties, but brings the work to related professional areas that are necessary for the student in their future profession. First, the necessary lexical material is provided and an overview of the problem as a whole is given, the main issue is identified, and proposals are formulated by groups of students. The proposed solutions are analyzed and the most optimal one is selected. At the end, the activity is evaluated by the students and the teacher.

The use of platforms for communicating with native speakers (e.g., in mobile applications) enables future marketing managers to practice their language skills in real-life situations, which helps them develop confidence in using the language for professional purposes [4].

Research results show that even if the level of foreign language proficiency is satisfactory after the first two years of study, it deteriorates significantly in the senior years due to the absence of English in the curriculum. As for knowledge of English-language marketing terminology, it is obvious that without studying it, future marketing managers will not be able to conduct professional activities related to cooperation with foreign partners at the proper level. Thus, it can be concluded that the insufficient number of hours allocated for foreign language learning and the insufficient focus on learning marketing terminology make it impossible to provide high-quality training for specialists who will be able to ensure the recovery and development of post-war Ukraine through European integration. Based on the above,

it is recommended that elective English language courses be introduced to compensate for the shortage of English language hours in the senior years [6].

Conclusions. The importance of foreign languages in the professional activities of marketing managers cannot be overestimated. The ability to communicate in foreign languages contributes to the development of such qualities in future specialists as initiative, entrepreneurship, professional mobility, the ability to adapt to changing conditions, and the ability to engage in intercultural contacts in social and professional spheres. The ability to communicate in a foreign language adds confidence in professional activities, therefore it is an essential component of education for students.

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**РОЛЬ КОМУНІКАЦІЇ ІНОЗЕМНОЮ МОВОЮ У ПРОФЕСІЙНОМУ УСПІХУ
МАЙБУТНІХ МАРКЕТОЛОГІВ**

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Розглянуто роль, яку відіграє комунікація іноземною мовою у майбутній професійній діяльності здобувачів вищої освіти освітньо-професійної програми 075 “Маркетинг”. Надано професіограму маркетолога з вимогами до цієї посади. Доведено зв’язок іншомовної комунікативної компетентності з професійною. Зазначено, що комунікація іноземною мовою входить до програмних результатів навчання та наведена у переліку загальних компетентностей спеціальності 075 “Маркетинг”. З’ясовано, що готовність вирішувати професійні завдання в умовах іншомовної комунікації визначає конкурентоспроможність сучасного фахівця-маркетолога. Іноземна мова формує особистість фахівця, розширюючи світогляд, розвиваючи комунікативні навички та покращуючи когнітивні здібності, такі як пам’ять та здатність до багатозадачності. Обґрунтовано важливість вивчення іноземної мови професійного спрямування для майбутнього маркетолога, а саме маркетингової термінології. Окреслено види діяльності на заняттях з іноземної мови професійного спрямування, які допомагають розвинути навички спілкування іноземною мовою та види мовлення, якими повинен володіти майбутній маркетолог для професійної комунікації. Доведено доцільність використання та автентичних матеріалів для розвитку комунікації іноземною мовою. Визначено низку переваг використання автентичних матеріалів на заняттях з іноземної мови. Розглянуто доцільність використання у викладанні іноземної мови майбутнім маркетологам таких методів, як кейс-технологія, професійно-орієнтоване навчання, проектна робота, спілкування з носіями мови, застосування інформаційних інтерактивних та хмарних технологій та інтернет-ресурсів тощо. Виявлено проблему нестачі годин для вивчення іноземної мови. Запропоновано введення факультативних курсів з іноземної мови, щоб компенсувати цей недолік.

Ключові слова: спілкування іноземною мовою, іншомовне спілкування, професійна підготовка майбутніх маркетологів, освітні технології у підготовці маркетологів.