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MARKETING OF INDIVIDUALS

Marketing is a complex, multifaceted and dynamic phenomenon of social practice, is an integrative education, combining information, managerial, economic, psychological, and several other components. With its universal nature, marketing can be applied to a wide range of problems in the social sphere, and the educational system. Marketing is the foundation of the social changes in the educational system, which ultimately lead to a better life for society as a whole and the individual in particular. At present, it is important to use marketing in the educational system because there is a financial and personnel breakdown of the educational system on the one hand and the commercialization of educational institutions on the other hand.

Unlike foreign countries, where the marketing activity has been developed as a result of overproduction of goods and growth differentiation needs of buyers in our country the main reason for using methods of marketing was the transition from a command centralized economic system to a market. Social reasons, providing a public need for marketing at this stage, have been an acceleration of social innovation in society, the need for realization of the new social ideas and values, as well as the crises in all social spheres.

There is a marketing of services and organizations as well as a marketing of individuals. We define marketing of individuals as follows:

Marketing of individuals - is an activity undertaken to create, maintain or change positions and or behavior in relations to specific individuals. The two most common forms of this activity are marketing of celebrities and marketing of political candidates. Despite the fact that the marketing of celebrities has a long history and dates back to the ancient Greeks and Romans, it has recently been associated with the hype around the "stars" of Hollywood and music stars. Hollywood actors and actresses began to hire a press secretary to elevate their "star image". Press Secretary publish information materials on the "star" in the media and plans to schedule the appearance in the field, which attracted wide attention. One unsurpassed impresario was Brian Epstein, who paved the way to the stars of

"The Beatles" and earn on this more than any of the members of this band. Today the entire organizations are engaged in promoting celebrities. Becoming the most popular player of the match "World Series, Bucky Dent addressed advertising agency with a proposal to organize his public life. The agency organized for Bucky Dent visiting children's hospitals, children's clubs and all kinds of congresses, presentations, participation in Mervy Griffin's television show, producing and distributing posters and also appearance of his photos on the turns in "Playboy" and other magazines.

Manager of celebrities are not able to do wonders, much depends on the "stars". If the "stars" have gift of self-advertisement, imagination has no limits. Elton John, has already earned more than the Beatles and Elvis Presley, has more than two hundred pairs of glasses to appear in public, hits the piano keys by feet, "bombards" the audience with tennis balls and hires actors who walk across the stage in a Frankenstein costume or Queen Elizabeth. He faithfully makes his ideas real.

Managers of celebrities realize that the life cycles of the "stars" are different from each other by their length and are often very short . Chief Marketing Officer of the firm "Polygram", one of the major record companies, compares the career of a musician with a box of strawberries that you want to pack it, deliver to the market and sell, until it gets worse and loses all its value. The director of national advocacy company "Mercury Records" describes a typical meeting as follows: "We gather together only one time in six weeks. Analyze sales figures. If we realize that some group "not pulling" means it does not broadcast or loses its popularity, we reject it. After all, if stimulation is inconclusive, there is no need to waste extra money. Some former celebrities such as a singer Eddie Fisher, try to revive his career, but turn back to the top is difficult.

Marketing political candidates has become a large sector of activity, which required special expertise. A lot of specialized firms to guide the election campaigns have appeared because of interest in the marketing aspects of the election.

References:

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