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TECHNOLOGIES OF MARKETING

5P&5C model.

Product	Consumer desire
Price	Cost
Place	Convenience
Promotion	Communication
People	Customer approach

The human factor is becoming a key competitive advantage and therefore the 5C&5P model is becoming significant in the 21st century.

For the convenience of buyers and the best advertising, companies are using the latest technology.

New forms of marketing use the Internet and are therefore called Internet marketing or more generally e-marketing, online marketing, search engine marketing, desktop advertising or affiliate marketing.

The aim is to give the best possible attention, customer services and therefore build customer loyalty.

"To buy more by playing on the herd instinct." The basic idea is that people will buy more of products that are seen to be popular, and several feedback mechanisms to get product popularity information to consumers are mentioned, including smart card technology and the use of Radio Frequency Identification Tag technology.

Marketing management can also note the importance of technology within the scope of its marketing efforts.