

among Ukrainian consumers thanks to high levels of promotion and advertising support. Nonetheless, local manufactures still made a huge contribution to growth in pet care in 2013 with the majority of them able to attract consumers with low-priced brands.

During 2013, modern grocery retailing channels accounted for 41% of total pet care current value sales. Numerous new supermarkets opened in Ukraine's major cities, which attracted higher numbers of new consumers to this retail channel. Supermarkets and hypermarkets continue to benefit from offering mass economy and mid-priced brands. As a result, more Ukrainian consumers relied on these channels for their pet care products during 2013. Pet shops remain very popular among Ukrainian pet owners as they employ staff who can give advice and make recommendations on the best pet care products to suit each individual pet. Pet superstores, often located in shopping centers, are also becoming popular in Ukraine due to their regular use of special offers and price discounts.

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ON UKRAINIAN LABOR MARKET NEEDS IN MARKETERS

Economic crisis seems to be over, but Ukrainian labor market has not recovered yet. According to the official statistics of the State Employment Service, on 11/09/12 there were registered 416 thousand unemployed in the country (1.5% of working population). Experts claim the real level of unemployment is about 7%. Applying for an appropriate job might take months. However, specialists in sales and promotion are still in demand. The purpose of this work is to analyze the shape of labor market with marketing vacancies. All the statistics data below is from biggest HR portals in Ukraine: <http://rabota.ua>, <http://hh.ua>, <http://www.work.ua>.

In the third quarter of 2012, vacancies number for marketing increased by 1.4 times as compared with the same period of 2011; and this figure is 11.38% of the total vacancies number in the labor market at the moment. During the first half of 2012, the quantity of CVs related to sales, PR, advertising was 7.3% of the total resumes.

Almost a quarter (24%) of all vacant jobs in the "Marketing/Advertising/PR" was placed for specialists in the Internet marketing. World Wide Web is a communication channel rapidly gaining popularity among Ukrainians companies of any size or business type. As a result, demand for that kind of professionals grows permanently. As it is a rather new trend, which has been developing only for the last 6-8 years, specialists with wide experience are sorely lacking. Shortage of educational institutions training the Internet advertisers or marketing managers makes the situation more complicated, as well as the fact that many employers are quite far

from understanding the special features of the Internet marketing. Therefore, finding those recruits with successful case studies is difficult in 2012.

The largest number of vacancies for marketers is posted by the companies in the wholesale trade (12%), fast-moving consumer goods (11%), software development (10%) and retail trade (10%). The lowest level of available positions for marketers is in mass media (4%), HoReCa and entertainment (4%) and pharmacy (2%).

According to the Ernst&Young agency, the most demanded vacancies in marketing are: trade and regional representatives, sales managers, merchandisers, managers working with retail chains, promoters and marketers. Nowadays, there is almost no demand for advertising staff.

Talking about the regions, more than a half of all vacancies for marketers (54%) is placed by employers located in the capital of Ukraine – Kyiv. Share of the biggest cities (Kharkiv, Donetsk, Dnipropetrovsk, Odessa, Lviv) is about 24% and job positions in other regions account for 22%.

Today many companies prefer not to introduce a new staff to the unit. Large corporations are guided by the cultivation of personnel within and are beginning to look for potential “juniors” (young and perspective professionals, graduating students).

After all, the main question in job searching and one of the most important points of hiring still remain the same: it is salaries. Salaries in 2012 in marketing area stayed on around the level of the end of 2011. Traditionally, the highest salaries in Ukraine were paid in Kyiv. (Table 1)

Table 1

Marketing professions salaries in hryvnas (according to <http://hh.ua>, July 2012)

| <i>Position</i> | <i>Average amount in the country</i> | <i>Average amount in the capital</i> |
|----------------------------|--------------------------------------|--------------------------------------|
| Design, creative work | 5,299 | 5,904 |
| Sales | 4,695 | 5,647 |
| Promotion, advertising, PR | 4,394 | 5,654 |
| Brand manager | 5,771 | 8,129 |

Novice marketers are primarily welcome to work if they graduate from Kyiv-Mohyla Academy, Taras Shevchenko National University of Kyiv and Kyiv National Economic University named after Vadym Hetman. These higher educational institutions are believed to provide the best knowledge in marketing all over the country.

The last thing to add is that the demand for marketing specializations is 2,000 jobs a month. And now more and more experts on particular areas of marketing appear. Eventually, it may lead to building a pretty strong differentiation of all kinds of marketing jobs after a while.

Ukrainian labor market offers lots of opportunities for marketers whether they are

post graduating students or highly-skilled professionals. Companies need knowledgeable and efficient staff to sell, make profit and make their positions on markets stronger. Nowadays employers are interested in recruiting executives with potential and clear vision, especially marketers working in the Internet. Experts assert next year marketing will do well again.

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ANALYSIS OF THE MARKETING AND PROMOTION OF SPORTS CLUBS

All sport and recreation organisations undertake marketing, although they are often unaware that they are actually doing so. Examples of marketing include:

- Offering a service to an existing market or deciding to offer a new service to cater for a new market.
- Making a decision to change prices to reflect the increasing costs of providing services or to induce greater use of services by offering discounts.
- Listing the organisation in the yellow pages telephone directory or placing information about membership registrations in suburban newspapers.
- Preparing a competition fixture for the upcoming season.
- Redecorating club facilities or putting up shade protection around external play areas.
- Having a staff member or volunteer attend a professional development workshop devoted to preparing and submitting funding proposals or to learning about new workplace health and safety policies.
- Determining membership refund policies or developing policies to recruit volunteers.

Note that each example implies that the organisation is making a decision in relation to its customers. This is important to understand because it means that the organisation is doing something that affects the quality of the customer's experience. Each example also addresses a different aspect of marketing. These aspects are referred to as the marketing mix variables and are labelled as product or services, price, promotion, place or distribution, physical facilities, personnel and policy management.

Many organisations make the mistake of focusing on price and promotion to the extent they neglect other marketing variables. However, as a generalisation, sport and recreation customers are reasonably tolerant toward price increases and will agree to pay more if they can see that they are still getting value for money and are told what extra benefits they will receive from price increases. Over half of all paid promotions are considered by marketing analysts to be a waste of money and never reach their intended audience.

More importantly, other variables — such as the quality and accessibility of