

participants in election competition is going to be providing a full content of their function.

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PACKING OF CHOCOLATE BAR, AS A FACTOR OF INFLUENCE ON CONSUMER CHOICE

Key words: product, product packaging

Nowadays, the Ukrainian market has a wide assortment of chocolate bar of different companies and tastes. The consumer is confronted with the question on what are the criteria to choose this product and what to pay special attention.

Since the appearance package is the factor on which the consumer's attention is drawn first, I consider exactly it. Association about chocolate formed on the basis of appearance of product.

First, the color is important factor of packaging. Chocolate "Korona" chose a red color scheme for the brand. It definitely attracted the first attention of consumers.

But there is a second factor of associative perception. It is packaging design. Chocolate "Roshen" have a combined package made of cardboard and transparent mica. This design is a distinctive feature of the brand and it attracts the consumer's attention when they choose chocolate bar.

The third factor I would like to highlight is the packaging material. Consumers often choose goods according to the criterion of usability. This way, the chocolate bars in the box on mica "Zip" mechanism of closing win on the most cases. That's why after consuming this product you can pack remains and put into a bag. Package content does not spoil things and not miss the chocolate, if it is melt.

The fourth factor is a form of packaging. If you need the chocolate bar for the road, it should be compact and does not take up much space in your bag. To do this,

many companies produce long and tight chocolates. Also on this factor, it can benefit small portioned chocolate sticks, which can be eaten at once. And the remaining chocolate bars are stored closed for the next meal.

After analyzing all these factors, it can be concluded that the first sight of the consumer falls to the appearance of the package, but the ease of use and practicality are often more important factors when choosing a chocolate bar.

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PECULIAR PROPERTIES OF MARKETING COMMUNICATIONS ON THE EDUCATION MARKET

Key words: education market, marketing communications

A service is the sale subject as an act or a benefit or a satisfaction of requirements. Educational service is a service, which result is an attainment level of education.

The marketing communication is an inseparable part of the education market. The communications are used for the demonstration important characteristics of three other elements of the Marketing Mix.

The most important elements of the marketing communication in the education market is: Public Relations, a direct-marketing, an advertisement, exhibitions and the Internet.

Advertisement. The English school Friends EC uses a SEO and a contextual advertisement, printed advertisement. So, a Search Engine Optimization and a contextual advertisement are used in the Yandex and Google. The school use booklets with the information about the school, an outdoor advertising etc.

Some kinds of sales promotions are used in these schools as such as:

- Discounts. Some schools offer discounts in the same season or for the same person. For example, a discount for the summer courses or for the thousandth student. However, the school Friends EC doesn't use it.

- Providing product sample. The free first lesson is providing product sample in the English schools.

- Prizes. The schools often conduct a raffle or a competition. For example, in the raffle in the Friends EC people can win the free course of English or free textbook, if they give feedback about school on the website.

English schools use PR too. It may be the exhibitions, the Open Day, or other events. The Friends EC organizes free watching movies in the English every week.

Managers of this schools every week call to students and offer them new courses or level.

To draw the conclusion, one can say that compans on the education marketing use all of the marketing communication:

- Advertisement;