

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;

- Sales promotion;
- PR;
- Direct marketing and other.

The Friends EC uses a SEO and a contextual advertisement in the Internet, a printed and an outdoor advertisement, the elements of sales promotion as such as providing product sample and prizes, the PR and telemarketing.

The school must pay attention to:

- 1) SMM and
- 2) Discounts.

The Social Media Marketing will help increase school recognition and owing to discounts, the school can increase sales.

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GAMIFICATION AS A WAY TO CUSTOMER RETENTION

Key words: gamification, reward, pleasure.

Gamification – is the usage of game technology in non-game situations when the mechanics of traditional games is applied to unusual concepts, for example, during the work with clients.

The reason why the game is so popular – the reward. Compensation may be significant, material or abstract, for example, a sense of the completed task. But the result is the same: the release of adrenaline into the center of our brain's pleasure. When a person gets pleasure from a reward, it outweighs the sense of wasting money.

Whatever your sphere of application, there are a few basic tools of gamification: points, board of honor, and competitions with prize money points, and targets and ratings – so it was interesting to return to the game.

Three of the most popular types of rewards:

1. Points – are used as a reward for a variety of actions, profitable company. Such method works well for small and relatively minor purchases. For example, the loyalty program "EVA MOSAIC" the network of "EVA" stores, in which the buyer receives and collects bonuses for purchases, which are then free for using and clients can use them when they go shopping.

2. Achievements – this approach requires from participants certain achievements, to get a well-deserved bonus. For example, the action of the "Rastishka" "Pick the world map – and study animal", to collect a world map, you should buy a certain number of products and only then the goal will be achieved – a reward.

3. Competition – people love to compete. Therefore, customers are competing with each other for a place of honor leader. This, for example, a promotional action from the "Kinder, when for a certain amount of collected labels, the first 9,000 people receive hoodie.