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EDUCATIONAL ENVIRONMENT FOR MARKETERS IN THE DIGITAL WORLD

ABSTRACT

The educational environment for marketers in the digital world involves a number of key aspects that are important to consider, namely: digital technologies, analytics and measurement, strategic thinking, creativity and innovation, communication skills, branding and positioning, project management skills, continuous learning and adaptation. The digital world presents many opportunities for marketers, but it also presents challenges. The educational environment of marketers in the digital world involves constant updating of knowledge and skills in the use of new digital tools and marketing strategies, a deep understanding of the digital audience, its behaviour and expectations, as well as the ability to adapt to rapid changes in technologies and platforms. Marketers in the digital world must be prepared to constantly learn, adapt and develop their skills to operate effectively in the fast-changing digital environment and achieve marketing goals. The purpose of the article is to generalize the forms, goals, and opportunities of educational activities of marketers in the digital world with an in-depth justification of each direction. It was determined that the digital educational environment has a number of advantages and disadvantages, which must be taken into account for the purpose of correct application. However, it is important not to forget about the need to ensure interpersonal relationships and social interaction to ensure the full development of the applicants of the "Marketing" speciality.

Keywords: formal and informal education of marketers, digital educational environment tools, digital technologies

JEL Classification: A2, M3

INTRODUCTION

Creating conditions for quality education is one of the main tasks of the modernization of the professional education system. The introduction of a digital educational environment has great potential in achieving this task. Considering all aspects, it should be noted that it is necessary to develop and implement digital learning platforms and tools that will allow marketers to effectively acquire knowledge and skills in the digital sphere. Such platforms may include interactive courses, webinars, online lectures, exercises and assignments, specialized forums for discussing topics and communicating with other students and teachers. In addition, it is important to ensure that the digital educational environment is accessible to all marketers, regardless of their location. This may include online access to materials, the ability to study at your own pace, and flexible study schedules. In addition, practical application of the acquired knowledge is necessary. This can include developing skills in real-world projects, simulation environments for hands-on exercises, and opportunities to intern or work with real companies and marketing agencies. The educational environment of marketers in the digital world must be dynamic and constantly updated, taking into account changes in technology, marketing trends and audience behaviour. Productive collaboration between educational institutions, industry and marketing experts can contribute to the improvement and development of the digital education environment for marketers.

LITERATURE REVIEW

Digital marketer education is a rapidly evolving field, with many studies, books, articles, and academic resources devoted to the topic. They may cover aspects such as digital marketing strategies, the use of social media, content marketing, data analytics, digital marketing tools and platforms, and changes in consumer behaviour in the digital era. Today, "digital technology" is quite a popular and widely used term. It is actively used by entrepreneurs, business consultants, online communities, business trainers, experts, speakers, coaches, bloggers and others. Among the modern authors who present their achievements in the field of educational digital technologies, it should be noted: "Digital Marketing: Strategy, Implementation and Practice" by Dave Chaffey and Fiona Ellis-Chadwick, "Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World" by Chuck Hemann and Ken Burbary, "The Art of Digital Marketing: The Definitive Guide to Creating Strategic, Targeted, and Measurable Online Campaigns" by Ian Dodson and many others can be useful sources of information.

Ukrainian scientists also pay attention to the problems and prospects of the educational environment for marketers in the digital world, namely: Novatsky V.A. and Novatska Yu.V. in their work "Digital transformation of education: main trends and challenges" consider the problems and prospects of digital transformation of education in Ukraine. They analyze the impact of digital technologies on the educational process, including for marketers, and emphasize the need for changes in the content and teaching methods. Melnychuk V.V. in the work "Formation of a competency-based approach to the training of future marketing specialists in the conditions of a digital society" considers the specifics of the formation of competencies of future marketers in the context of a digital society. He emphasizes the development of new educational programs, and the use of interactive methods and tools to improve the effectiveness of education. Moroz L.P. in his work "The use of information and communication technologies in the educational process of a higher educational institution" examines the use of ICT in the educational process of higher educational institutions, in particular in marketing education. It highlights the benefits and challenges associated with the use of digital technologies in the training of marketers.

AIMS AND OBJECTIVES

The purpose of the study is to generalize the forms, goals, and opportunities of the educational activities of marketers in the digital world with an in-depth justification of each direction. According to the goal, the main task of the educational environment for marketers in the digital world is to train qualified marketing specialists who are able to work effectively in the digital environment, namely: to properly acquire theoretical knowledge; develop practical skills; understand changes in consumer behaviour; strive for the development of creativity and innovative thinking; develop communication skills; focus on continuous self-development, etc. This will help create an effective educational environment for marketers in the digital world, which meets the requirements of the modern industry and promotes the development of professional competencies.

METHODS

The theoretical and methodological basis for writing the article was the work of scientists, speakers and consultants on the digitalization of the educational environment of marketers. The methods of theoretical generalization and comparative analysis were used to combine forms of digital education similar in subject matter into appropriate groups and identify advantages and disadvantages.

RESULTS

An important task of modernizing the educational environment of marketers in the digital world is to ensure interactivity and cooperation between students. Here are some benefits of implementing digital education (Figure 1):

1. Formation of digital competence

- Digital technologies are becoming increasingly important in various areas of life. The implementation of a digital educational environment helps to create conditions for teaching students' digital skills that are necessary for work in the modern world.

2. Increasing competitiveness.

- Professionals with digital skills have a better chance of success in the market environment. Digital competence enables people to be more efficient and productive at work, and to adapt to rapid changes in technology and market demands.

3. Support of the digital economy.

- The introduction of a digital educational environment contributes to the development of the digital economy. Skilled professionals capable of working with digital technologies are becoming valuable resources for the digital sector and innovative industries.

4. Expanding access to education.

- Digital technologies can lower barriers to access to education, especially for people who have limited opportunities or live in remote areas. The digital educational environment allows learning at any time and provides access to a variety of educational materials and resources via the Internet.

5. Individualized training.

- The digital educational environment makes it possible to create individualized educational programs and materials that meet the needs and level of knowledge of each student of higher education. Using interactive platforms and programs allows students to learn at their own pace and receive personalized guidance.

6. Development of creativity and critical thinking.

- The digital educational environment stimulates the development of students' creative and critical skills. They have the opportunity to use a variety of digital tools to solve tasks, contributing to the development of innovative thinking and the ability to solve problems independently.

7. Continuous learning and self-education.

- The digital educational environment promotes a culture of continuous learning and self-education. Thanks to online courses, webinars and other digital resources, professionals can constantly deepen their knowledge and improve their skills according to changes in their field of activity.

8. Implementation

- The implementation of measures for the introduction of a digital educational environment has great potential in creating conditions for quality education and the development of digital competence of students and specialists. This will help prepare personnel who will be competitive and function effectively in the digital economy.

Figure 1. Benefits of implementing digital education. (Source: developed by the author based on source [18])

Interactivity and collaboration are key aspects of modernizing the educational environment of marketers in the digital world. They contribute to the active involvement of students in the educational process and promote interaction and joint work. To successfully implement this task, the following measures can be taken (Table 1):

Table 1. Characteristics of measures to modernize the educational environment of marketers in the digital world.

Measures	Characteristic
1. Infrastructure.	Adequate infrastructure for digital learning must be provided, including high-speed Internet, computers, laptops, tablets and other technical means. In addition, a reliable communication network and information protection should be provided to ensure data security.
2. Educational programs.	Developing and updating training programs that take into account digital skills and the needs of the modern labour market. This includes introducing subjects related to digital technology, programming, data analysis, cyber security and other digital competencies.
3. Educational resources.	Development of interactive educational resources that promote active learning, collaboration and creative thinking. These can be video lessons, online courses, e-textbooks, simulations and other digital materials that help students learn the material more effectively.
4. Educational platforms.	The development of digital educational platforms that provide access to educational materials, the possibility of interaction between students and teachers, conducting tests and evaluating educational achievements. Such platforms create a conducive environment for learning and collaboration.
5. Training of teaching staff.	Conducting training and support for teaching staff on the use of digital technologies in the educational process. Teachers and other educators must have sufficient skills in using digital tools, as well as know effective teaching methods using digital resources. Support and training of teaching staff are necessary for the effective implementation of digital technologies in the educational process.
6. Partnership with industry and business.	Cooperation with industry and the business sector can contribute to the adaptation of educational programs to the needs of the digital economy. Engaging with employers can help identify the key digital skills that professionals need in the labour market and tailor training programs accordingly.

(continued on next page)

Table 1. Continued

Measures	Characteristic
7. Evaluation and feedback.	It is necessary to develop effective methods of assessing students' digital competencies. This may include projects, assignments, online tests and other forms of assessment that allow you to check the level of learning of the material and the development of digital skills. In addition, it is important to provide feedback to students and teachers for continuous improvement of the educational process.
8. Financing.	Adequate funding is important for the successful implementation of the modernization of the professional education system and the introduction of digital technologies. The state, educational institutions, private companies and international organizations can contribute to the financing of projects aimed at the development of a digital educational environment, training of teaching staff, creation and maintenance of digital resources.
9. Monitoring and evaluation.	It is important to establish a system of monitoring and evaluating the effectiveness of the implementation of digital technologies in professional education. This will make it possible to identify successes and problems, introduce the necessary corrections and ensure continuous improvement of the quality of education.
10. Support and involvement of students.	It is necessary to involve students in the process of implementing digital technologies, creating their interest in digital competence and showing its importance for future careers. It is important to provide support and guidance to students in using digital resources and developing skills.
11. Partnership with other educational institutions.	Cooperation with other educational institutions, universities and professional organizations can facilitate the exchange of experiences, resources and best practices in the implementation of digital technologies. Such a partnership will contribute to the further modernization of the professional education system.
12. The introduction	The introduction of a digital educational environment is an important step in the modernization of the professional education system. This will create conditions for quality education, the formation of digital competence and the training of specialists who will be competitive in the digital economy.

The educational environment of formal training of marketers in the digital world has different forms depending on the needs of higher education applicants and the educational goals of the educational professional program. There is a sufficient number of tools for the educational process of the digital educational environment for the formal training of marketers (Figure 2).

1. Learning Management System (LMS)

- An LMS is a software platform designed to manage and deliver learning content and activities. An LMS can be used to create, manage and track learning modules, tests and assessments. It can also provide communication tools such as discussion forums, chat and e-mail to facilitate interaction between students and teachers. Course content should be designed to meet the learning objectives of the curriculum: videos, podcasts, articles, case studies, simulations, and interactive activities.

2. Personalization

- Personalization is critical when designing digital learning environments for formal marketer training. Personalization can be achieved through adaptive learning, which uses algorithms to adjust the content and pace of the learning experience based on the learner's performance.

3. Gamification

- Gamification is the use of game design elements in non-game contexts to increase engagement and motivation. Gamification can be used to make learning fun and interactive and can include elements such as leaderboards, badges and rewards.

4. Analytics and reporting

- Analytics and reporting tools can be used to track grantee performance and engagement, monitor progress, and identify areas where grantees need additional support.

5. Collaboration and social learning

- Collaboration and social learning tools, such as discussion forums and social networking platforms, can be used to facilitate interaction and engagement of acquirers. They can also be used to facilitate learning and knowledge sharing.

6. Mobile-optimized

- Given the increasing use of mobile devices for learning, the digital educational environment for formal marketer education must be mobile-optimized. This will ensure that the content is available on different devices.

Figure 2. The educational process tools of the digital educational environment (for formal training of marketers). (Source: developed by the author based on sources [1])

The digital educational environment of informal training of marketers in Ukraine is constantly developing and growing. There are many online resources and platforms that provide a wide range of educational opportunities for marketers of all levels, from beginners to seasoned professionals.

One of the most popular digital marketing learning platforms is Google Academy for Ads, which offers free online courses and certifications in Google Ads, Analytics, and other digital marketing topics. Facebook Blueprint is another popular platform that offers free online Facebook and Instagram advertising courses and certifications.

Apart from these platforms, there are many Ukrainian digital marketing agencies and training centres that offer courses and seminars on various digital marketing topics such as SEO, PPC, content marketing and social media marketing. Some of the most popular training centres are Netpeak, WebPromoExperts and Promote Ukraine [19].

There are also numerous online communities and forums where marketers can connect and learn from each other. For example, the Ukrainian Marketing Association (UAM) is a professional organization that unites marketers from the world and Ukraine. The association was founded in 2004, its mission is to promote the development of marketing as a profession in Ukraine, to provide opportunities for training and professional growth for its members, as well as to support the development of the marketing industry in Ukraine. UAM offers a variety of services and programs to its members, including training and education, professional networking opportunities, access to market research and industry information, and participation in a variety of marketing events and conferences. One of the most popular programs offered by UAM is the Certified Marketing Specialist (CMS) program, which is designed to provide marketers with a thorough understanding of marketing principles and practices. The program consists of a series of courses and exams that cover topics such as marketing strategy, consumer behaviour, branding, advertising and digital marketing. UAM also hosts various events and conferences throughout the year, including the Ukrainian Marketing Forum, which is the largest marketing event in Ukraine. The forum brings together marketing professionals from various industries and provides an opportunity to learn from industry experts, share best practices, and network with peers. The Ukrainian Marketing Association plays an important role in promoting the development of the marketing profession in Ukraine and providing valuable resources and opportunities to its members to improve their marketing skills and knowledge [4].

In general, the digital educational environment for non-formal training of marketers in Ukraine is rich and diverse, offering a wide range of opportunities for marketers to learn and develop their skills. The COVID-19 pandemic has accelerated the adoption of digital technologies and changed the way people work and learn. Many educational institutions and training centres in Ukraine have reoriented themselves to online and distance learning. This has opened new opportunities for marketers who can now access high-quality learning and educational resources from anywhere in the world.

The digital educational environment in Ukraine offers marketers many opportunities to expand their knowledge and skills, whether through online courses, webinars, conferences or networking events. The digital educational environment of the informal training of marketers in Ukraine is bright, diverse and constantly developing. With the introduction of digital technology and the rise of self-paced learning, marketers can access high-quality educational resources from anywhere in the world and stay ahead of the ever-changing digital marketing environment. In the digital educational environment of informal training of marketers in Ukraine, there is also an increase in the use of gamification and interactive learning methods. Many online courses and learning programs now use gamification techniques such as quizzes, badges, and leaderboards to engage students and enhance their learning experience. Interactive learning methods such as virtual simulations and case studies are also becoming increasingly popular in the digital educational environment. These methods provide learners with a more engaging and hands-on learning experience that helps them apply their knowledge in real-world, practical scenarios.

The digital educational environment of informal training of marketers in Ukraine is not limited to online resources and platforms. There are also many offline events such as conferences, seminars and meetups where marketers can network, share ideas and learn from industry experts.

The Ukrainian marketing community is also very active on social media platforms such as LinkedIn and Facebook, where marketers can connect with peers and stay up-to-date on the latest industry trends and news.

In general, the digital educational environment of informal training of marketers in Ukraine is not only rich in online resources but also offers many opportunities for personal learning and communication. By combining digital and offline resources, marketers can create a comprehensive and comprehensive learning experience that will help them stay ahead in the competitive digital marketing industry [23].

However, the digital educational environment of non-formal learning has some problems and challenges. One of the biggest obstacles to a digital educational environment is unequal access to technology and the Internet. Many students in

underdeveloped countries or from less developed social environments do not have access to the necessary devices and the Internet to use digital technologies in education. This can create unequal conditions for learning and limit opportunities to get a quality education.

Another problem is the lack of sufficient training of teachers for the use of digital technologies in education. Many educators, especially those with long experience, may be unfamiliar with new digital tools and teaching methods. This can lead to digital technologies being used inefficiently or not at all.

In addition, the digital educational environment of formal and non-formal learning also creates challenges for maintaining privacy and data security. Collecting and storing large amounts of student data can pose privacy and security risks.

However, the digital educational environment has great potential and prospects. The use of digital technologies can create new opportunities for learning and improving the quality of education. For example, virtual classrooms can provide access to learning for students from remote areas or with disabilities, and online courses can help develop new skills and knowledge in areas that were previously unavailable. In order to realize the potential of the educational environment of formal and non-formal learning, joint efforts of governments, heads of educational institutions, teachers and other stakeholders are needed. It is necessary to ensure equal access to technology and the Internet for all students, to ensure sufficient training of teachers in the use of digital technologies and to protect the privacy and security of data. It is also important to ensure a more innovative approach to learning and the development of new digital tools for use in education. Education should be focused on the needs of students and preparation for the digital world [17].

In addition, interaction between learners and teachers should be ensured, which plays an important role in the formation of skills and knowledge. Digital technologies can be used to support this interaction, for example through virtual platforms that enable communication and exchange of experiences.

Therefore, the digital educational environment of formal and informal training of marketers in Ukraine is a complex and multifaceted issue with advantages and challenges, namely: the need to ensure equal access of applicants to information technologies; training of teachers to use innovative digital technologies, protection of privacy and data security. It is also important to study and introduce innovative methods and digital tools into the educational process, ensuring interaction between applicants, future marketers, formal and informal education and teachers of universities of Ukraine [9].

The digital educational environment of formal and informal training of marketers in the countries of the European Union (EU) is very developed and diverse. EU institutions offer bachelor's and master's programs and usually cover topics such as marketing research, consumer behaviour, advertising, branding and digital marketing, for example, Lublin University of Technology (Poland), Krakow University of Economics (Poland), Łódź University (Poland), Berlin School of Business and Innovation (Germany), Budapest Metropolitan University (Hungary), etc., training centres and online platforms that offer training and educational resources [15].

Many of these institutions also offer executive education programs that are designed for marketing professionals who want to improve their skills and knowledge in specific areas of marketing. These programs are typically offered in short, intensive formats and cover topics such as digital marketing, marketing analytics, and marketing strategy.

In addition to formal education, there are also many non-formal learning options available to marketers in EU countries. Online platforms like Coursera, Udemy, and LinkedIn Learning offer a wide variety of marketing courses and certifications. These courses cover topics such as social media marketing, content marketing, search engine optimization (SEO), e-marketing, and more [24].

Also, it should be noted that there are many marketing conferences and events that provide marketers with the opportunity to learn from industry experts, network with peers, and stay abreast of the latest marketing trends and best practices. Many EU countries have marketing associations that provide resources and opportunities to network with marketers. For example, the Chartered Institute of Marketing (CIM) in the UK offers training courses, certifications and networking events for marketers in the UK and other EU countries, etc.

DISCUSSION

The digital educational environment for the formal training of marketers must be developed taking into account the individual style, preferences, and learning needs of the acquirer; should be engaging, and interactive, and allow learners to apply what they have learned in a real-world context. A trend that has emerged in the digital educational environment of informal training of marketers in Ukraine is the growing popularity of self-study. Many online platforms and courses allow students to learn at their own pace and on their own schedule, which is especially useful for busy professionals who cannot

attend a full-time course. In addition, the digital marketing industry is constantly evolving, and marketers need to stay abreast of the latest trends and best practices. Therefore, continuous learning and professional development are essential for marketers who want to stay competitive in the industry.

The constant evolution of the digital marketing industry emphasizes the importance of continuous learning and professional growth for marketers. Rapid changes in technology, trends, and best practices require marketers to stay up-to-date and adapt to change. Digital educational resources can provide marketers with up-to-date information, new materials, and learning resources that help develop their professional skills. The following questions can be the basis for an interesting discussion about the development of a digital educational environment for formal and informal training of marketers, taking into account the needs and requirements of the modern world.

1. Learning flexibility: How can learning flexibility be provided so that marketers can learn on their own schedule? Can digital education platforms offer lecture recordings, anytime access and replayability? What support tools can be used to support self-directed learning?
2. Relevance and update: How to ensure that the digital learning environment is always relevant and updated to take into account the rapid changes in the marketing industry? What tools or methods can be used to continually update learning materials and add new content?
3. Assessment and feedback: How can students' knowledge and skills be assessed in a digital educational environment? How can applicants be provided with feedback and support for their professional development? Can we use automated tools or mechanisms to provide personalized feedback?
4. Collaboration and cooperation: How can collaboration and sharing of experiences between marketers be facilitated in a digital educational environment? Can forums, chat rooms or virtual groups be used to communicate and discuss important issues?
5. Technology application: What new technologies can be used to improve the digital educational environment? For example, using virtual or augmented reality to create an immersive learning experience or using artificial intelligence for personalized learning.
6. Online community: How can you create a network of marketers learning in a digital educational environment to share experiences, support and collaborate? Perhaps you can create forums, online groups or special platforms for this.
7. Certification and accreditation: How can the credibility and recognition of acquired skills and knowledge be ensured in a digital educational environment? Consider establishing certification standards or working with third-party organizations to provide official certificates.
8. Ongoing support: How can you ensure ongoing support for students after completing the educational course? Consider the possibility of creating mentoring programs, virtual consultations or access to additional resources and materials for further development.

These aspects can contribute to more effective and targeted formal and informal training of marketers in the digital environment. The proposed discussion will focus on the following aspects:

1. Designing a digital educational environment: What functionalities and interactive elements should be included in a digital environment for the formal training of marketers? How to ensure individualization of learning, taking into account the style, preferences and needs of students?
2. Practical aspect of learning: How can the practical aspect of learning be ensured so that students can apply their knowledge in real situations? What tools and resources can be used to simulate real-world situations or fulfil the visible goals and requirements for the development of a digital educational environment for the formal training of marketers? Additionally, possible obstacles or challenges such an environment may face and ways to overcome them can be discussed.

It is important to note that this process of developing a digital educational environment for marketers must be carried out in close cooperation with marketing specialists, education experts and software developers. This will ensure an effective and usable environment that meets the needs and expectations of marketers in their learning.

The proposed aspects and questions can be considered in more detail by involving relevant professionals and students to obtain a variety of views and ideas. It is important to create an open and stimulating atmosphere for discussion, where everyone can share their experiences and opinions.

The digital educational environment for formal and informal training of marketers has great potential for improving the quality of training and increasing professional competencies. It is important to ensure that it is developed taking into account the needs and expectations of marketers so that they can get the maximum benefit and successfully use the acquired knowledge and skills in practical activities.

CONCLUSIONS

The main advantages of the digital educational environment of formal and informal learning are:

1. Convenience and Accessibility: Digital learning allows learning anytime and anywhere there is internet access.
2. Interactivity and versatility: digital technologies allow learning in the format of interactive exercises and games, which ensures a more effective process of learning the material.
3. Optimization of the learning process: digital technologies make it possible to carry out individualized learning and optimize the process of interaction between the teacher and the student.
4. Reliability and stability: digital learning provides stable access to materials and ensures the preservation of educational information.

Disadvantages of the digital educational environment of formal and informal learning:

1. The need for technical support: learning using digital technologies requires a computer, tablet or smartphone and access to the Internet. In the absence of adequate technical support, training may be difficult or impossible.
2. Lack of direct communication: digital technologies do not provide full direct communication between teacher and student, which can affect the quality of education.
3. Distance from society: learning with the use of digital technologies can lead to distance from society, feelings of loneliness and lack of social interaction, which can negatively affect a person's mental state.
4. Impossibility of monitoring student activity: virtual learning can complicate the process of monitoring student activity, as well as monitoring their progress.
5. Lack of opportunity to gain real-world experience: some types of learning, especially in practical disciplines, may require real-world experience that cannot be obtained through virtual learning.
6. Lack of interpersonal relationships: remote learning does not provide opportunities for interaction between students and teachers in real life, which can affect the development of interpersonal relationships.

The digital educational environment has its advantages and disadvantages. It can become an effective means of learning if you take into account its features and apply it correctly. However, it is important not to forget about the need to ensure interpersonal relationships and social interaction to ensure the full development of the applicants of the "Marketing" specialty.

The main prospects of research in this direction are the further improvement of the digital educational environment for formal and informal training of marketers in order to improve its effectiveness and meet the needs of students. It is necessary, on an ongoing basis, to explore virtual reality and augmented reality technologies to create immersive learning experiences. Such technologies can help students practically apply acquired knowledge and skills in a virtual environment, bringing them closer to real practice. Also, explore the possibilities of intelligent data analysis and machine learning to personalize learning. The application of intelligent systems can help determine the individual needs and learning styles of each student, as well as provide recommendations on optimal ways to learn the material. This approach will allow students to receive personalized and effective education. It is important to consider the development of interactive and collaborative tools in the digital educational environment. These can be video conferences, shared workspaces, and forums for discussion and communication between students and teachers. Such tools will promote rapprochement and interaction between the participants of the educational process, which is important for the formation of interpersonal relationships and joint work.

Research can also focus on the development of assessment and reporting in digital educational environments. It is important to find effective methods of assessing students' knowledge and skills that correspond to the specifics of the marketing industry. In addition, the creation of mechanisms for reporting and monitoring student progress will help track their achievements and identify possible problems or difficulties in learning. Increasing the number of free resources and open educational materials in the digital environment can also be an object of research. This will allow students to have access to a wide range of learning material without restrictions, which will expand their learning opportunities.

ADDITIONAL INFORMATION

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ОСВІТНЄ СЕРЕДОВИЩЕ МАРКЕТОЛОГІВ У ЦИФРОВОМУ СВІТІ

Освітнє середовище для маркетологів у цифровому світі передбачає низку ключових аспектів, які важливо врахувати, а саме: цифрові технології, аналітику та вимірювання, стратегічне мислення, творчість та інновації, комунікаційні навички, брендування та позиціонування, навички управління проєктами, постійне навчання та адаптація. Цифровий світ надає безліч можливостей для маркетологів, проте він також ставить перед ними виклики. Освітнє середовище маркетологів у цифровому світі передбачає постійне оновлення знань та вмінь у використанні нових цифрових інструментів і стратегій маркетингу, глибоке розуміння цифрової аудиторії, її поведінки та очікувань, а також уміння адаптуватися до швидких змін у технологіях та платформах. Маркетологи в цифровому світі повинні бути готовими до постійного навчання, адаптації та розвитку своїх навичок, щоб ефективно працювати в швидкозмінному цифровому середовищі та досягати маркетингових цілей. Метою статті є узагальнення форм, цілей, можливостей освітньої діяльності маркетологів у цифровому світі з поглибленим обґрунтуванням кожного з напрямків. Визначено, що цифрове освітнє середовище має ряд переваг та недоліків, які необхідно враховувати з метою коректного застосування. Однак важливо не забувати про необхідність забезпечення міжособистісних взаємин та соціальної взаємодії для забезпечення повноцінного розвитку здобувачів спеціальності «Маркетинг».

Ключові слова: формальна та неформальна освіта маркетологів, інструменти цифрового освітнього середовища, цифрові технології

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