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MARKETING TOOLS IN PUBLIC ADMINISTRATION

Over the last 20 years the activity of effective public administrations is dependent on the new concept of management, called "managerialism" [1]. According to this concept, the implementation of management ideas enhances the responsibility of managers for their actions and helps to reduce the bureaucratic shortcomings of decision-making and reforming processes. However, the management ideas that have proven to be effective in business are not the only attractive economic tools to be used in public administration. The tendencies to indirect, soft regulation of social and economic processes increase the interest to methods of cluster management [2], interregional regulation [3] and others. The ideas for using marketing tools are also of high interest.

Theoretical aspects of implementing the marketing methods in public administration were formed in the 1970s [4]. The applicability and the effectiveness of marketing tools in public sector have been questioned [5]. The main reasons are the differences of goals, entities and objects in marketing and in public administration. So the purpose of public administration is not the profit itself. Government agencies do not operate in competitive environments; their services are mandatory. Public administration activities are characterized by sufficient resources, etc.

The success and non-alternative use of marketing methods in the economy inspire many theorists and practitioners to actively implement them in the public sector. Today there are many successful examples of such implementation. The main common feature of such success is the differentiation of marketing tools use within the four basic marketing instruments (the 4Ps: product, price, promotion and place) [6]. So within the 4Ps, the following methods [7] are used: Product (Variety, Product quality, Product design, Product feature, Brand, Packaging, Marketing services, Warranty), Price (List price, Discount, Trade allowance, Payment period, Credit terms), Promotion (Advertising, Sales promotion, Personal selling, Publicity), Place (Distribution channel, Market coverage, Assortment, Location, Inventory, Transportation).

However, the most fundamental problem of the widespread implementation of marketing in public administration is the lack of

adequate marketing training methods for civil servants. Even in the world's leading universities, public marketing was included in the teaching curricula not long ago [7].

Undoubtedly, the integration of marketing tools into the activities of a public servant requires elaborating a comprehensive theoretical and methodological complex. The complex should be based on theoretical and methodological aspects of the marketing mix. At Chernivtsi Trade and Economics Institute KNTEU "public marketing" has been taught for 7 years. The discipline's curriculum has 13 topics, formed according to the works of P.Kotler and N.Lee [8]: Public marketing: purpose, essence, concept, tasks, subjects and objects; Marketing aimed at improving public sector; Marketing thinking; Development and improvement of public programs and services; Public sector: setting motivating prices, incentives, and disincentives; Optimization of distribution channels in the public sector; Creating and maintaining the desired brand identity in the public sector; Effective communication with active populations; Service improving and satisfaction increase of public sector services consumers; Positive impact on social behavior: social marketing; Creating a strategic partnership; Information about citizens: getting initial data and feedback; Monitoring and evaluation of marketing plan implementation; Developing a compelling marketing plan.

Study material is supplemented with lecture notes and lecture presentations posted in the environment of the Moodle distance learning server (<http://www.dist.chte-i-knteu.cv.ua:8080/>). Each topic has a test survey. While working on the latest topics, students do a comprehensive hands-on work of developing a compelling marketing plan. Besides that, students are supposed to fulfill a number of hands-on works and essays on solving topical problems of local and state administration by means of using public marketing tools.

Teaching the basics of public marketing helps to prepare specialists who are able to put into practice the marketing mechanisms in the case of being employed for public authorities or local self-government. On the other hand, studying the basics of public administration by the students of economic specialties helps them to become acquainted with the democratic foundations of public administration, to increase their civic engagement activity, to become involved in public marketing campaigns.

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