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**CONTINUITY AS A TOOL IN THE IMPLEMENTATION OF EDUCATIONAL TECHNOLOGY OF MARKETERS’ PROFESSIONAL TRAINING**

In the article it has been actualized the necessity of marketing specialists’ training for the needs of the national business environment. Expediency of using of active educational forms and methods in higher education during the future market-specialists’ training has been well-grounded. It is noted that although traditional teaching methods can’t be eliminated completely, the quality of future marketers’ training will increase significantly if use new methods of education, in particular trainings. It has been determined that trainings are: effective form of mastering of knowledge; a tool for the formation of practical skills of students-marketers; a form of expanding of their professional experience in self tasks-solving. First of all it relates to students who already have practical experience, that is, distance learning and the undergraduate. It has been studied that nowadays the percentage of use of modern technology while studying marketing in higher education remains low, and most classes are not clearly structured and often — are not secured organizationally, logistically or methodically. The factors that affect the preparation of students for future marketing activities directly have been identified: setup and career expectations of students; use of technologies of psychological training to practice intra-university "patronage"; monitoring of qualitative changes in a personality of a student; active work of students in student government bodies; formation of necessary professional qualities. It is mentioned that the effectiveness of a future marketing specialist in the labor market will also depend on his/her personal characteristics.

Therefore, in the educational process it should be developed in students such personal and business characteristics as creativity, openness, objectivity, enterprise, determination, caution, sociability, perseverance in goal-approaching, regularity, independence and the ability to form logical and abstract thinking in difficult situations, analysis and decision-making, group work, presentations, negotiations, time management. It has been determined the role and importance of continuity of education in the formation of professionally important qualities of future marketers that should be based on programs of educational courses in higher education establishments.

**Key words:** student-marketer, professional competence, technology of education, continuity of education.