

Fremdsprachenstunden übt der Mensch sein Gedächtnis und Denken. Eine Fremdsprache hilft die Muttersprache besser zu kennen. Diese haben mit ihrem Wirken das Leben der Menschen entscheidend geprägt und nachhaltig verändert. Der Mensch, der eine Fremdsprache erlernt gleichzeitig die Kultur eines fremden Landes, seine Literatur, Geschichte und Geographie kennen.

Um besser die Welt zu verstehen, ist es daher notwendig, Fremdsprachen zu lernen, insbesondere Deutsch. Aber, wenn wir uns in der modernen Welt wohl fühlen wollen, müssen wir die deutsche Sprache kennen [3]. Also, lasst uns nicht unseren Geist und unsere Seele verdrängen und mehr Fremdsprachen lernen.

### **Literatur:**

1. Eine Fremdsprache. Das Programm für die allgemeinbildenden Schulen.- Herman Hesse, 2013. – 145 S.

2. Wicke R. E. Aktiv und kreativ lernen. Projektorientierte Spracharbeit im Unterricht. Deutsch als Fremdsprache / Rainer E. Wicke. – Max Hueber Verlag, 2010. – 207 S.

**Yuliya Barska,**

Research supervisor: Volodymyr Postnikov  
Candidate of Economic Sciences, Associate Professor  
Language tutor: Liliana Bilohorka, Lecturer  
Ternopil National Economic University

## **MARKETING AND INNOVATION**

Innovation means the creation of new value and new satisfaction for the customer. Innovation is the impact on economic capacity, the capacity to produce and utilize resources with which 'innovation' is concerned [2,p.5]. Successful innovating organizations, noted Peter F. Drucker, measure innovations "not by their scientific or technological importance but by what they contribute in terms of value to market and customer." Innovation in a business enterprise must be always market-focused. Converting unfulfilled customer needs into new products and services that people want, need, value and expect - and are willing to pay for - is what strategic (as opposed to tactical) marketing is all about [1].

Organization should update their business processes by utilizing modern technologies which is called business intelligence (BI). In this paper while

introducing market management processes, significant necessity of innovation and creativity in these processes for competing in current global trading is discussed. Furthermore, BI definitions from different authors' point of view and BI principles and characteristics is addressed [3,p.748].Then the proposed framework is introduced with consideration to variant dimensions and functions of BI to furnish organization characteristics toward acquiring BI approach and derived benefits from it in business trend. Business area development, progressive and goal-based presence in international environment and organization efficiency increase are some of few key functions that are argued continuously [4, p.12].

For example, Rolex is one of those brands that could go centuries without changing because its image is built on being a reliable and timeless classic. One way in which Rolex reconciles its classic image with modern marketing strategies is by producing beautiful product images for social media. The content that it posts has a highly curated feel. The photography, videos, and editorial work are always sleek and minimalist, and they appeal to a certain sophisticated lifestyle that wouldn't relate if Rolex used the slapstick-style voice that Denny's has. That would be too far from the image customers have of the Rolex brand. Rolex treats its content with the same attention to and appreciation for quality that customers expect from its watches.

To sum up, marketing, at its very core, is about finding out what customers need, thoughtfully designing products and services to fill that need, and making sure what is promised is delivered via the appropriate organizational structure. Innovation must be customer driven. Marketing is the art and science of finding, keeping, and growing profitable customers. It's impossible to separate true strategic marketing from innovation.

### **References:**

1. [Electronic resource]. – Access mode: <https://www.managementmattersnetwork.com/innovation-entrepreneurship/columns/marketing-is-innovation>
2. Marketing and Management of Innovations\Scientific journal,(2010),UA
3. Peyrot, M., Childs, N., Van Doren, D. And Allen, K, (2002). “An empirically based model of competitor intelligence use”, Journal of Business Research, Vol. 55 No. 9, pp. 747-758.
4. Biere, M. (2003). Business intelligence for the enterprise. Upper Saddle River, NJ: Prentice Hall PTR.