

THE USE OF INNOVATIVE TECHNOLOGIES IN TRAINING FUTURE MARKETERS TO PROFESSIONAL COMMUNICATION.

Zhukovskaya L. M.

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The article analyses the peculiarities of professional communication for future marketers. The necessity of using innovative technologies in training future professionals of business communication. Made characteristic of personal, professional properties, special knowledge, skills and abilities determining the success of the professional activity of a marketing specialist. It turns out the influence of a practical training on professionally oriented, special and humanitarian subjects in formation of the verbal communication skills of students.

- Experience and skills of business communication at the students of University is considered as a part of their professional training.