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Distance and Traditional Education: Problems of Compatibility in Ukraine

Section Titles: # 3 Searching efficient new ways for teaching and learning arrangements

In condition of small, unsatisfactory computerization appear questions of modern education forms which let to intensification of study process and give lot information during short time. Ukrainian universities try to introduction and use distance education because:

The first, the young people who can to use computers technologies. So, they needs of new form of education because not using modern technology in education field to make student's apathy and describe effective of education.

The second, nowadays the distance education can to solve a problem "selection" of students for universities. Necessity of maximum approach studying to students with goal of decrease costs on transportation, accommodation of other town students.

In USA are 49% students who studying by distance education, 18% of workers who studying on th e work place.

The third, the distance education let to solve of problem "Adult Education".

However, it is necessary to note that some trouble in Ukrainian universities which to use technologies of distance education:

1. Mentality of Ukrainian population apparent in some an extent distrust to all new tendency.
2. Weak, insufficient right's base for activities of distance education.
3. Misinformation of population from state educational organizations size about incongruous of distance educations activities and low level of education.
4. Absent of planning of government support of distance education.

Nowadays, distance education – spread phenomenon for a lot of countries of world and year their popularity increase.

Distance education is comfortable because it let:

1. To studying according to one's own temp, personal peculiarities and educational need;
2. Don't limit one's own in the choice of graduate school and educational opportunity independently of place of life;
3. Study process using modern technologies at the same time to learn of new skills which will be need in the work;
4. Self-planning scheduler of study and list of subjects to learn;
5. Studying in favorable situation.

Among a shortage of distance education can to distinguish the next:

1. Absence personal intercourse between teacher and student, colleges for exchange by experience;
2. Necessity of strong personals motivation one's own skills to study without permanent support from teacher size;
3. Absence of opportunity current practice lessens with discussion of problem's question with teacher and make of solution during practice examples;
4. Students cannot to provide one's own by enough teaching equipments to have computers and enter to Internet.

Now does to correlate changes in traditional educations with distance education which need fewer hours compare them first one.

So, my points of view to change "rules of game" for it need change states bills and coefficient of correlation between hours in traditional and distance educational.

Everything taken together last three-five years provided that technologies of distance education have taken own place on the market of education service and have successful development and have wide perspectives.

Let to submit for consideration opportunity to application distance education to study of discipline: "Global Food Marketing".

Table 1. Online Outline of "Global Food Marketing"

Topics	Content	Kind of interactive elements	Tolls for provide interactivities
Part 1	Introduction to Global Food Marketing		
	<p>1.1. Structure of the Global Food System</p> <p>Definition of Food System. The system of food marketing institutions and functions.</p> <p>The evolution of international agricultural marketing.</p> <p>Opportunities and challenges of international and Global marketing.</p> <p>Framework for international analysis.</p>	<p>Test of "Food Marketing".</p> <p>Online conference on the topic – "Perspectives of Food Markets in Ukraine after Introduction in WTO "</p>	<p>Electronics resources of course (questions and answers on the text).</p> <p>One own control of students.</p>
	<p>1.2. Organization of the Global Food System</p> <p>Means of influence. Vertical and horizontal linkages. Vertical coordination in Global agricultural production. Channel design and</p>		

	management.		
Part 2	2 Global Agricultural Production and Marketing		
	2.1. Global Agricultural production. Diversity of Farming and Marketing. Organizational Characteristics of Farming. Commodity Characteristics. Marketing Function Performed by Farmers. Demand and Supply for Farm Commodities. Problems and Frustrations.	Test of “Agricultural Markets and Infrastructure of Agribusiness ”	Electronics resources of course (questions and answers on the text). One own control of students.
	2.2. Farm business activities. Production activities. Investment activities. Financing activities.		
	2.3. The Function, Structure, and Global Market. Agribusiness Control. Marketing Functions. Location of Agribusinesses. The Structure of Agribusiness. Structure and Market Alternatives of Agribusiness.		
Part 3	3. The Domestic Market and International Market		
	3.1. Domestic Market. Consumer Purchase Decisions. Marketing Segmentation and Product Positioning. A Macro Market Picture. Consumption Changes.	Test of “Comparative Analysis of Domestic and International Markets / Agricultural Trade Policy ”	Electronics resources of course (questions and answers on the text). One own control of students.
	3.2. The International Market. Basis for Trade. Market Dimensions. Agricultural Trade Policy.		
Part 4	4. Commodity Global Marketing Management		
	4.1. Commodity Grading System and Mechanisms in international trade. Commodity grading and standardization. Problems with grading systems in International trade. Commodity pricing mechanism. Evaluating pricing mechanism	Online conference on the topic – “International Future Food Markets: Grading System and Price Risk”	Electronics resources of course (questions and answers on the text). One own control of students.
	4.2. Commodity Price Risk and Futures Markets.		

	Risk-management principles in international market. Future markets contracts international field. The exchange. The basis. Hedgers and hedging.		Make Individual Paper work of each student of “Food Market: Global aspects”
	<p>4.3. Pricing and Exchange systems and Alternatives within the Marketing-Procurement Channel.</p> <p>A classification of International of Pricing System. Comparative Performance of Pricing Systems. Contractual Exchange Arrangements and Vertical Integration. Marketing- Pricing Alternatives of Farmers.</p>	Test of “Global Marketing Management”	
	<p>4.4. Providing the Optimum Varieties and Qualities in Global Market.</p> <p>Trading by Description. Grading and Quality. Grading is Ordinarily Voluntary. Consequences of Grading. Problems of Grading. Competitive relationships Among grades. Grading of Selected Commodities. Managerial implications. Proposals for Change.</p>		
Part 5	5. Global Marketing Systems in Agribusiness		
	<p>5.1. Marketing By Farmer Groups.</p> <p>Group Promotion of Agricultural Commodities. Marketing Orders. Marketing Cooperatives.</p>	Online conference on the topic – “Development of Infrastructure of Agribusiness”	Electronics resources of course (questions and answers on the text).
	<p>5.2. Processor Procurement Systems.</p> <p>Classification of Procurement System. Livestock Procurement System. Channel Comparisons.</p>	Test - control	One own control of students.
	<p>5.3. Processor Marketing.</p> <p>The 4ps of the Marketing mix. The Dual marketing and Procurement Channels. The Marketing of Differentiated Products by Large National Brand Processor Marketing. Farmer’s View of Processors Marketing.</p>		
Part 6	6. International Logistics and Documentation		
	<p>6.1. International Trade</p> <p>Special trade terms in export sales. Export</p>	Test of “Export Sales”	Electronics resources of course

	documentation, Commercial documents. Official documents, Insurance documents, Transport documents, Financial documents, Letters of credit.	Online paper work – “Choosing one of food product and make example International Export Contract”	(questions and answers on the text). One own control of students.
	6.2. Organizing, planning and controlling international marketing operations. Agricultural system organization, coordination and performance overview. International agricultural. Marketing planning. International agricultural marketing control.		
Part 7	7. Branded-Product Global Marketing Management.		
	7.1. Selecting and Researching Target Global Markets. Global Market segments through the food system. Global Market segmentation strategies. Global Market research for market segmentation. Secondary market research. Primary market research. Product positioning in the market segments.	Test of “Global Food Marketing Strategic Planning” Online conference on the topic - “Food Market Segmentation”.	Electronics resources of course (questions and answers on the text). One own control of students.
	7.2. Food – Product Management and Development of Global marketing. The total food product. Brand strategies. Product life cycle. Product management. New-product development.		
	7.3. Promotion of Food Products Promotion in grocery distribution. The management of advertising. Personal selling. Commodity promotion.		
	7.4. Planning and Implementation of Global Food Marketing. Corporate strategic planning. Marketing planning. Implementation and control.		
Test Control of Course			

Recourses:

1. Barnet, Richard J., and John Cavanaugh. *Global Dreams: Imperial Corporations and the New World Order*, New York: Simon&Schuster, 1994.
2. Garten, Jeffrey. *World View: Global Strategies for the New Economy*. Cambridge, MA: Harvard University Press, 2001

3. Micklethwait, John, and Adrian Wooldridge. *A Future Perfect: The Challenge and Hidden Promise of Globalization*. New York: Crown Publishers, 2000
4. Watson, James L., ed., *Golden Arches East: McDonalds in East Asia*. Stanford, CA: Stanford University Press, 1997
5. Warren J. Keegan, and Mark C. Green. *Global Marketing*. Third Edition. Prentice Hall, 2000.