

more than 10 % of the world's GDP. Despite the sluggish and plunging economy food and beverage prices have experienced some of the major markets over recent years, the overall global food and beverage industry is still growing at a steady pace. The world food industry has evolved greatly over the years thanks to technological advances, keeping pace with growing demand for convenience foods.

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INTERNATIONAL MARKETING IN SPORTS INDUSTRY

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Formulation of the problem. Sports marketing is being highly influenced by changes in technology stirred in with social media. As sports clubs, franchises and professional athletes leverage on technology tied to social media networks and platforms to boost their marketing efforts and engage with fans the impact is felt in sports marketing economics. Digital mobile games, digital video contents, fan-created contents using league footage, fantasy sports games, and other sports-themed digital media is on the rise. Sports marketing in its digital format is almost presence everywhere in major sports brands from club to retailer.

The objective of the study is to analyse the activities of international marketing in the sports industries and its benefits/impacts.

Presentation of the main research results. According to the American Marketing Association (AMA) «international marketing is the multinational process of planning and executing the conception, pricing, promotion and distribution of ideas, goods, and services to create exchanges that satisfy individual and organizational objectives». Over the past years, there have been a rise in multinational corporations in the International Market and one major way by which the brand name of such corporations go international is through the Sports Industry which is the market in which the businesses or products offered to its buyers are sports related and may be goods, services, people, places, or ideas. The estimates on how big the sports industry is, varies by source, but it's commonly considered to be more than 500 billion dollars, with some estimates running up to 1,3 trillion dollars. But not all sports disciplines are represented equally in these finances. Number one, worldwide, is Football (soccer), with a 43 % share of the global financial sports market followed by American Football, with 13 % then Baseball (12 %), Formula 1 (7 %) and basketball (6 %), hockey (4 %), tennis (also 4 %) and golf with a 3 % total market share in terms of finances. There are over 8,000 indigenous sports and sporting games and all of them, excluding the ones mentioned above, take up only 8 % of the global financial turnover in sports [4].

You can lose a consumer of a product due to decrease in quality of that product but one assuring thing about sports is, the fans always have hopes of it getting better no matter how poor/bad the team performs.

Sports marketing is an effective marketing tool which gives a company the opportunity to leverage on the passion that consumers have for sports. In sports marketing there can be promoting of goods and services through the use of sporting events and the endorsement of athletes and sports teams. It also involves the promotion of athletes, sports teams, and sporting events to raise revenue from the public interest that is generated.

Marketing through sports is a concept that's been used since the 1980s, but has increased in importance in the last two decades due to the growth and expansion that the different types of sports have enjoyed since then. Basically Sports marketing is about promoting sports but in doing that, brand names are also promoted. This concept has made it easier for some domestic companies become multinational corporations and also some multinational corporation

known in countries where their products aren't sold all through the sports industry. The agent of an athlete typically ensures that they endorse certain brands and products along with maintaining their professional career. In fact, where certain factors are considered, such as the high degree of popularity enjoyed by male cricketers in India, it is part of the professional career of certain athletes to endorse products [2].

Some ways by which products can be Marketed through sports are:

- sponsorship of sports events;
- sponsorship of sports teams;
- sponsorship of athletes/sportsmen.

Marketing plans always start from imagination and creativity but results are achieved only through good planning and perfect implementation, because of this a sport marketing program requires a steady organization with a lot of experience and a professional approach in order to be sure to get the most out of a sponsorship.

Also note that sponsorships are done on contract and negotiations bases with sports event's organizers, sports teams and athletes or agents or sportsmen.

In International Marketing through sports now, professional leagues, teams, and athletes have started using social media as a part of their marketing strategies during the recent years. The most popular social media platforms are Facebook and Twitter, but athletes and teams are also using sites including Instagram and Snapchat for Marketing Internationally. Many teams have incorporated sponsorships into their social media strategies, such as the Minnesota Vikings "Touchdown Tracker" Instagram image, which was sponsored by FedEx. The Cleveland Browns also displayed sponsorship integration in their tweets recapping touchdown drives, sponsored by Cooper Tires. Also athletes including Kobe Bryant, Russell Wilson, and Rafael Nadal have taken advantage of social media to increase their followers and improve their brand recognition. Athletes have also promoted brands through social media including Russell Wilson's sponsorship of Recovery Water and Serena Williams' promotion of Wheels Up. Due to this marketing tool, these fan-based website pages have increased greatly in numbers and give them the recognition that they were looking for [1].

One major impact International Marketing in Sports Industry has is that the cities and countries which host major sporting events benefit greatly as a result of sports marketing. The event is often advertised with an emphasis on the country or city which is hosting it, such as the Olympics. The city or country receives direct revenue because of taxes. Additionally, a major sporting event such as a World Cup leads to a surge in tourism. Fans of the sport or a particular team or athlete often travel to this particular locale in order to view the event in person. If the event is promoted, then it ensures revenue from the tourism industry. An example is the Fifa world cup 2010 in South Africa causing a great impact on the country and its boost economically.

Examples of Sporting Marketing which boosted the brand name of some corporation;

- Reebok marketed its product and promoted the Summer Olympics in 1992 by creating a fictional rivalry between decathletes Dave Johnson and Dan O'Brien. It was a tremendously successful advertising campaign.

- Coca-Cola advertised the drink with the slogan "Have a Coke and a smile". In the advertisement, footballer Joe Green is seen signing an autograph for a young fan.

- Citi Bank purchased the naming rights to the home field of the New York Mets. It is now called Citi Field. This ensures promotion for the organization.

- Turkish Airlines has a campaign that features tennis player Caroline Wozniacki, NBA player Kobe Bryant, Manchester United and FC Barcelona, among others.

- In 2011, Nike became the official apparel company of the NFL. Apparel contracts are an important component of sports marketing. It links a company to a team and is beneficial for both parties involved [3].

Conclusions. To conclude, the preferences and wishes of consumers are changing day in day out and ways of marketing internationally should do same if they want to be effective. As an account, companies, agents, business firms, promoters and corporations must be flexible and ready to change quickly their ways of marketing and also to turn and look at marketing internationally from the sports perspective.

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THE POSITIVE AND NEGATIVE INFLUENCE OF GLOBALIZATION ON THE ACTIVITIES OF INTERNATIONAL BUSINESS (BASED ON APPLE INC.)

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Formulation of the problem. The consequence of globalization of world systems is the emergence at the international level of a single space: cultural, informational, legal and economic. Globalization of the world economy is expressed in the process of changing the global space, transforming it into a single zone, opening for the unhindered movement of goods, services, information, and capital. While globalization has been much criticized for its possible negative effects, this study describes both positive and negative influence of globalization on the activities of international business.

The objective of the study is to analyze the positive and negative effect of globalization on the international business.

Presentation of the main research results. In the context of globalization, the current level of development of the world economy is characterized by following peculiarities, namely liberalization of foreign economic relations; transnationalization of capital and production; regional economic integration; internationalization of economic life; unification of the rules of doing business. Globalization is caused by objective factors of world development, a