

## ASSESSMENT OF ENTRY LEVEL OF MARKETOLOGIST LEADERSHIP COMPETENCE FORMATION

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In this article the pilot stage of the experiment aimed at future marketologist leadership competence formation in the process of interdisciplinary training is characterized. The experiment involved 352 students (control group – 178 individuals, experimental group – 174 individuals), 18 individuals – university research and educational staff training students majoring in 075 “Marketing” at Dnipro State Agrarian and Economic University, and the Alfred Nobel University (Dnipro) as well as 15 DSAU graduates currently holding marketologist position.

Quantitative and qualitative composition of the participants of the experiment was determined and stated, division of the graduates into the experimental (EG) and control (CG) groups was proved to be equal and equidistant. Criteria (motivational, cognitive, activity and personality) and indicators for the assessment of leadership competence level of future marketologists according to its structure were developed and described, diagnostic methods revealed, identified and the levels of competence formation (high, sufficient, low) described. Assessment is based on the technique developed by B. Goloveshko. The results of the levels of competence components are presented in the form of comparative tables, with the results in the control and experimental groups compared with those obtained when questioning professionals – university graduates. It was found that approximately the same number of students have sufficient (EG – 51,7%, KG – 52,9%) and low (EG – 36,9%, KG – 35,3%) levels of leadership competence development indicators for all components, only a small number of students showed high level (EG – 10,02%, KG – 11,8%). Motivational criterion characterizes motives, needs, emotions and values of the practitioner that determines success and efficiency of future marketologist’s activity as a leader. Cognitive criterion is defined by the completeness and maturity of the knowledge that a student needs to be a leader in his future professional activity, theoretical general scientific, social, pedagogical and psychological knowledge about the phenomenon of leadership, leadership styles, knowledge about the risks of effective leaders, the functions they perform, understanding of the image of a successful leader, knowledge of the differences between formal and informal leadership, conditions for the formation of an effective team and the peculiarities of organising activities. The activity criterion is the level of mastery of the actions and behaviour that meet the vision of the leader and use of his knowledge and skills in practice. It can be defined as a level of formation of traits and attributes necessary for successful implementation of the activity of a marketologist as a leader, as well as emotional intelligence, reflexivity and empathy. The author also identifies the criteria for the future pedagogical technology.

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