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MARKETING SPECIALISTS FORMATION UNDER GLOBALIZATION INFLUENCE

Thesis about globalization impact in terms of professional formation is based on online materials that explain its fundamental impact, benefits and downsides.

Globalization is a term used to describe how trade and technology have made the world into a more connected and interdependent place (*Globalization*, n. d.). Marketing globalization has redefined growth and expansion, which certainly affects marketing specialists and those individuals who are currently working on getting a marketing degree.

Globalization as a worldwide phenomenon is known to have historic background. Apparently, we can consider the Silk Road an early example of exchanging concepts, products and customs. Globalization used to be a slow process, which was accelerated due to people's intentions to satisfy their needs. Information Age has redefined globalization due to digital revolution impact that has made processes around the world even more interdependent (*Globalization*, n. d.).

In order to review experience, problems and prospects of professional formation in the era of globalization, economists' mention of globalization should be traced. Theodore Levitt was an economist who is known for popularizing the term by publishing a Harvard Business Review article "The Globalization of Markets" in 1983 (Barnaby Feder, 2006). This article has specified the reasons which explain success of global companies that have broaden their market. Global marketing has unlocked a truly

new path for key players who were expanding their impact all over the world and leaving local companies behind (*Understanding Localization and Globalization in Marketing*, n. d.).

Market expansion is considered to be a fundamental aspect of marketing study (*What is market expansion? Examples + Strategy Tips*, n. d.). Nowadays, students are witnessing even a deeper influence of globalization that proves the importance of additional preparations in terms of professional development. Professional formation includes practical job applicable skills and theoretical academic knowledge in a specific professional field, which implies that a marketer should have according profound cognition of marketing and its ways of use. As a result, marketing specialist can't be limited with local market understanding due to necessity of taking external environment into account.

Smartphone revolution provides technology with immediate internet access, which leads to being capable of observing incalculable amounts of information. Massive data benefits increasing knowledge and performing surveys, but brings a drawback such as a need to filter information sources and avoid information overload. In such a way, theoretical academic knowledge becomes more accessible. Though, information amount puts it at risk of getting devalued.

Certainly, globalization has a great impact on forming job applicable skills. Students have an opportunity to take part in various workshops, apply to international internships, which is considered to be a result of having interconnected society. Gaining skills and experience in foreign countries becomes a need.

Marketing specialists were exposed to globalization pressure as well. Professionals always need to renew their knowledge and comprehend accelerated pace of learning process. Marketing's core hasn't changed under the influence of modern tendencies, but the mechanisms of the management acts were altered due to occurrence of global innovations (Khan, 2024).

In conclusion, future marketing specialists should take into account globalization effects, which make their studying process more complicated and demanding, because it determines their professional formation.

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THE IMPACT OF FAST FASHION ON THE PROFESSIONAL MARKET OF THE GARMENT INDUSTRY

Fast fashion is a business strategy which aims to reduce the processes involved in the buying cycle and lead times for getting new fashion product into stores, in order to satisfy consumer demand at its peak. (Liz Barnes and Gaynor Lea-Greenwood., 10(3) (2006) 259).

The fast fashion model emerged in the 1970s when retailers began exporting production to countries, particularly in Asia, where they could pay workers lower wages than in Western countries. It took hold in the 1990s as companies accelerated output to keep up with trends. Previously, new clothing collections could be expected four times a year, but with fast fashion consumers can now expect new lines of clothing much more frequently, some brands generating 36 collections a year (Dylan Kelleher Mar 18, 2025).

Fast fashion has drastically changed the garment industry by prioritizing rapid production, low costs, and short trend cycles. While this model has increased clothing accessibility for consumers, it has negatively impacted the professional garment market, particularly traditional manufacturers, independent designers, and high-end fashion brands.