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## **THE INFLUENCE OF PANDEMIC ON MARKETING**

### **Влияние пандемии на маркетинг**

The whole world is experiencing the pandemic which has affected all aspects of our lives, from people's lifestyle changes to the global economy and business setbacks. Marketing being a part of business world, is not an exception. The following changes resulted in demand fluctuations for certain products. Many companies went bankrupt and only those that were able to adapt to these conditions with the help of situational marketing remained. Thus, *the object* of our research is the application of situational marketing in a global marketing system. *The main goal* of the study is to develop situational marketing strategies on how to keep your business as a going concern during the pandemic. Therefore, we set the following *tasks*: to analyze what actions are considered to be situational and useful in marketing, to investigate the international experience of running a business in terms of pandemic, and make our own conclusion.

Situational marketing is now a must. After analyzing this situation, we define several recommendations that allow you to find a solution for product promotion in the current circumstances. First of all, you need to understand the true value of your product at the moment. If there is a demand for it, you can increase sales by starting to target ads to a new audience, increase the production of this product, and organize delivery. If your product or service suddenly stopped being in demand due to a virus, then situational marketing should be lightning fast. You should avoid investing in product promotion, because this will not increase the demand for discretionary products.

Movie theaters is negative example of situational marketing. Cinemas took anti-crisis measures, reduced the cost of tickets and began selling seats only through one seat, leaving entire rows free through one. However, it was a failure. For example, the recently released film "Argument" by Director Christopher Nolan, collected \$334,000,000 at the box office, at a cost of \$205,000,000. This is certainly a good result, but not for a Director of this level, who shot a number of great pictures, such as the Dark knight in 2008, which collected \$1,000,000,000.

The manufacturers of protective masks are facing the opposite situation compared to movie theaters. Masks are currently in a very high demand. Not only did the manufacturers manage to quickly direct their resources to increase the production of masks, but they also came up with a way to stand out from other manufacturers. They began to develop new designs and use different prints, which aroused the interest of consumers.

Another solution for keeping your business on track is to move it and its services to the Internet space. Many marketers will say that increasing digital spending will also increase sales, but this formula does not apply to all product groups: certain products and services come out on top, and the demand for them is significantly growing, while others are moving to the second or even third plan, despite the expansion of advertising budgets. The most obvious examples are the growth in game consoles sales and the total decline in the film distribution market. Based on data from the European interactive software Federation, against the background of the spread of coronavirus, 45% more games were sold in Europe in March than in previous months. Some companies, in order to survive the crisis, redirected part of their production to more popular products. For example: the brewery BrewDog gave part of its production for the production of sanitizers.

In conclusion, we would like to say that situational marketing is designed for those who are not used to waiting for the weather by the sea and are able to get out of their comfort zone. Perhaps now is the best time to do this.

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## **AGRICULTURAL PROGRAMMES OF THE EU AND THE US**

### **Сельскохозяйственные программы ЕС и США**

Purpose: to study the features of state support for development of agriculture and rural areas in the European Union and the United States.

The United States' Agricultural Act of 2014 (also known as the 2014 Farm Bill) and the European Union's Common Agricultural Policy (CAP) reform of 2013 both contained considerable implementation flexibilities. In the United States, the new law required choices to be made by farmers; while in the European Union decisions needed to be made at the national and sub-national level. Both policy changes are fully incorporated in the current outlook, with some specific assumptions regarding their implementation.

Regarding the 2013 CAP reform, a number of choices have been provided by the member states. A flat rate of 30% of the total direct payment of EUR 42 billion is provided for greening measures and on average 55% is provided as decoupled basic payment, ranging from 12% in Malta to 68% in Ireland. A general provision of the 2013 CAP reform allowed for some coupling of direct payments to production. Except for Germany, all member states opted to make use of this flexibility, with coupled payments expected to account for EUR 4.2 billion annually, an average of