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MARKETING IS IN ACTIVITIES OF ENTERPRISE

Павленко І.О. - здобувач вищої освіти групи Ф 2/1

*Науковий керівник: Тішечкіна К.В., доцент кафедри іноземних мов
МНАУ*

This article deals with necessity to perfect the marketing system in an enterprise for the sake of maximization of income, pushing up sales, expansion of market share. The goal of this papers is to show marketing importance for an enterprise.

The enterprise must have such strategic marketing system that would allow to the enterprise maximally exactly to plan the marketing activity, correctly to organize and control work of marketing department.

Keyword: *enterprise, marketing, management marketing, marketing activity, marketing strategy.*

A commodity production in the conditions of market economy puts producers before the necessity of market organization of the activity, "forcing" them "correctly" to think and execute the row of important functions in the system of the business. And that is why in Ukraine there was a requirement in the new culture of to business- that is named marketing.

Marketing (maket is a market, sales, commercial activity; maket getting is a conquest of market) is activity, that is related to the study of consumers and other market factors, and also development and realization of corresponding measures that assist the achievement of market aims.

A growing competition requires from a businessman such organization of economic activity, at that the best results are arrived at minimum expenses. Marketing activity of should to execute such basic functions - collections of marketing information and realizations of marketing researches; development of marketing strategy; development of commodity politics; development of price politics; development of communication politics.

A term "management marketing" is determined as a "analysis, planning, realization and control after implementation of the programs, strengthening and support of advantageous exchanges with having a special purpose customers for the sake of achievement of certain terms of organization, such, as maximization of income, pushing up sales, expansion of market share and etc" [2].

There is a row of conceptions of management marketing, on the basis of that there are private and state enterprises, companies, corporations, firms, the funds of organization carry out the activity: conceptions of the strategic marketing, competitiveness, marketing management and other Evolution of conceptions of

management marketing is conditioned by the necessity of search of such "formula" of proportion of system instruments of marketing management, that would provide objective bar, competitive edge and corresponding position at the market [3].

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To the list of major can take:

1. Creation of the flexible, integral system of marketing, that would be adapted and receptive to demand of consumers, market changes.

2. An improvement of organizational mechanism of marketing is due to the extended recreation of cooperation and integration of marketing functions within the framework of association of different enterprises.

3. Rational distribution of post tasks is between the workers of production and management.

4. Input of scientific technologies of marketing.

5. Automation and computerization of marketing.

An enterprise must have such strategic marketing system that would allow to the enterprise maximally exactly to plan the marketing activity, correctly to organize and control work of marketing department. Perfection of management marketing is creation of control system marketing, scientific ground of her subsystems and organization of their rational functioning.

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