

# ASSESSMENT OF MARKETING POLICY OF COMMUNICATIONS: METHOD OF THE ANALYSIS OF HIERARCHIES

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Fast changes in all fields of activity and transformation of requirements of society demand from the modern enterprises to adapt to changes in conditions of the changeable external environment. The marketing policy of communications is one of the important components when forming marketing policy of the enterprise.

The analysis of many scientific works confirms a variety of approaches concerning an assessment of the efficiency of the carried-out marketing communications; however, the mechanism of an assessment of the used marketing communications needs further studying.

Each enterprise sets as the purpose to inform the consumer on goods, to place emphasis on their advantages and additional opportunities which the buyer can receive. Each element of marketing communications has the advantages and shortcomings (restriction), which use can have considerable influence on activities of the enterprise in general.

In the article, a technique of an assessment of the used marketing communications

of the enterprises is considered on the basis of a method of the analysis of hierarchies as a practical aspect of research.

The method of the analysis of hierarchies provides carrying out consecutive stages. At the initial stage, there is carried out a choice of enterprises, which used a set of means of marketing communications.

The hierarchical model, in which 4 levels were determined, is constructed. The main goal of each enterprise is informing potential and constant consumers on goods and the choice of an effective remedy of advance. For the implementation of this purpose, 5 instruments of marketing communications and certain corresponding subcriteria are chosen.

The carried-out analysis of an assessment of the used marketing communications by the enterprises with the use of a method of the analysis of hierarchies gives the chance to visually diagnose the used advanced methods, to make an assessment of the rival enterprise, and to reveal a degree of interdependence of all criteria and subcriteria for the definition of further marketing strategy of the enterprise.