

COMMUNICATIVE ELEMENTS IN THE MARKETING SYSTEM OF BUSINESS ENTITIES

Butko N.V.

PhD, Associate Professor of Economics and Enterprise,
Accounting and Audit,
Chair of Cherkasy National University
named after Bohdan Khmelnytskyi

Introduction. In modern conditions of market economy the success and efficiency of the exit, further advancement and ignition of relevant market product is seen in the application of various communicative elements in the marketing system of the enterprise. Such elements provide for consumers information, persuasion, remind of the product and for enterprises support of sales and create their positive image.

Purpose. Summarizing the existing scientific approaches and highlighting their own views on the research of the marketing communicative essence, the definition of their constituent elements, the features and possibilities of interaction with the aim of increasing communicative influence on domestic enterprises.

Methods. Methods used in the article: theoretical analysis and synthesis of the test material, social and qualitative research methods.

Results. The use of effective communications for any enterprise is a meaning of successful operation and achievement of market objectives, which must be integrated and have a well-formulated strategy.

At the disposal of modern enterprises there are various elements (branches) of communications. However, the following four main branches are distinguished from the whole: advertising, promotion of sales (sales), public relations and direct marketing. Each communicative component in the marketing system has its own specific features and characters, advantages and disadvantages (restrictions), the use of which can have a significant impact on the company as a whole.

The current state of the market shows that many domestic enterprises are inclined to use integrated marketing communications, which provide the most optimal combination of communicative elements to achieve maximum impact on the consumer.

Conclusion. Thus, the use of communicative elements in the marketing system of an enterprise ensures the creation and maintenance of constant links between the firm and the market in order to increase the sales of goods and has a direct impact on the formation of commercial success of the enterprise, provides its investment attractiveness and development dynamics.