

MANAGEMENT AND IMPROVEMENT OF MARKETING ACTIVITY AT THE ENTERPRISE

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In modern conditions of rapid development of science, technique and technologies, increased competition, success can only be achieved, an organization that uses the creative marketing management (marketing management) in their work, constantly looking for new ways to adapt to ever-changing conditions of existence. Marketing activity of the enterprise in modern conditions of managing have to react quickly and flexibly to the constantly changing marketing environment. This is what determines the relevance of the research topic.

The article is devoted to conceptual bases of formation of system of management of marketing activity of the enterprise, which is formed due to increasing globalization and the increasing saturation of information flows. Considers the current state of management of marketing activity of industrial enterprise, issues arising in the context of economic globalization and the high level of competition. Studied the current characteristics of globalization and its impact on marketing activities of industrial enterprises. Determined that marketing planning is an essential element of the management system and the directions of improvement of marketing should be implemented systematically, comprehensively.

The main task of marketing management is to synchronize the management

process elements of the marketing mix in such a way that each of them performing its own function, while helping to increase the effectiveness of other elements and thereby increased synergistic effect.

Summarizing these arguments, it is possible to offer a definition of "marketing management": is the activity within the company aimed at the market environment, which is based on the use of information technology, establishing ongoing communication with the consumer, provide an opportunity to improve the adaptability of marketing tools in accordance with market needs, and will contribute to achieving the goals of the marketing activity of the enterprise. Marketing management determines the qualitative composition of the marketing mix, through which the company carries out marketing influence on the consumer, creates a favourable internal environment, aims to bring to the leadership and personnel values of the company and its marketing goals, meet customer needs and increase client base of the company.

The company must have a marketing system that would give him the opportunity to accurately plan your marketing activities, to organize the work of the marketing Department and monitor these processes. All the directions of improvement of marketing should be implemented systematically, comprehensively.