

## COMMUNICATION METHODS OF GRAIN MARKETING

**Cherven I.I.**

Doctor of Economic Sciences,  
Mykolaiv National Agrarian University

**Dolzhenkova I.S.**

магістр  
Mykolaiv National Agrarian University

Approaches are considered regarding implementation of communication methods of marketing strategies for the development of the grain sector of the agrarian sector of Ukraine. The use of marketing communications tools in the grain industry is substantiated, which will significantly increase the chances of producers to promote manufactured products in the domestic and foreign markets on more acceptable terms. The approaches concerning the application of

the integrated system of integrated communications, which requires implementation of the main elements: information, goals of communication, place of contacts, participants in the marketing process, type of marketing communication activities. The advantages of Internet marketing for promotion of grain products are considered, the emphasis is placed on the leading role of state bodies in supporting the participants of the production process in the grain industry.