

## Cibernetic view of the marketing system of the region

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The representation of the marketing system of the region as a cybernetic system with reciprocal complementary connections is given. It is determined that the marketing system of the region is subject to the following principles: modeling, purposefulness, physics, duality. The subsystems and their categorical characteristics are considered, namely, two opposite entities, for example: physico-chemical and biological processes, local and non-local, analysis and synthesis, etc. This phenomenon also applies to the individual: rationality and irrationality. The structure of the marketing system of the region is described, according to the general theory of systems, that is: hierarchy; two subsystems – technical and social; aggregation; interlayer interface; intra-component connection; designing a complex system is based on a simple one.

Attention is paid to the main method of researching a marketing system – a modeling

method. As a result of this method, both quantitative and qualitative results of the system's behavior can be obtained. In addition, this method has the following advantages: to accelerate the processes occurring in the system in real time; make the experiment less expensive than conducting it in a real system; to test the hypotheses that can not be implemented at present for various reasons; to secure the real system from possible negative consequences up to destruction. Simulation as a method of scientific knowledge represents the replacement of the investigated real object with its simplistic analog, called the model.

Since the considered marketing system of the region consists of two opposites of interacting subsystems, for prediction of dynamics, a mathematical model used to describe the dynamics of the conflict can be used.