

The components of modern marketing distribution policy

Grechukha A.O.

Postgraduate Student at Department of Marketing and International Trade
National University of Life and Environmental Sciences

This article describes the marketing distribution policy (MDP) for enterprises in a market economy. It details the genesis of the policy including its fundamental and practical problems. Studying the policy will allow a better understanding of the market process being developed all around the world, including Ukraine.

The work analyzes the objectives of marketing distribution policy and its classification in the work of Ukrainian and foreign scientists. I believe Ukraine is currently experiencing a need to introduce the changes that will have an impact on its future economy. Knowing the essence and components of marketing distribution policy will create a better understanding of the needs and challenges facing today's businesses, and help to develop an effective plan to address them. Marketing activities being used in planning, production and promotion of products is

an integral part of the distribution policy in marketing.

The concept of marketing distribution policy first appeared in the mid-20th century. Since that time changes and additions have been made to it. Among the scientists who have given significant contributions to its development are Belovodska A.O., Gudzenko N.M., El-Ansary A.I., Koflan T., Krikavskoi E.V., Pavlenko A.F., Petrun Y.Y., Primak T.A., Stern L., and many other economists. An analysis of scientific publications [1-8] confirms the importance of the research of these policy problems.

The article analyzes the components of marketing distribution policy and its separation based on the work of Ukrainian and international scientists. It proposes two different approaches for the separation of modern marketing policy components. The strengths and weaknesses of each method are discussed in this work.