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## **PECULIARITIES OF MANAGING THE MARKETING ACTIVITIES OF THE ENTERPRISE**

The most important task of the company's marketing activities is to highlight, based on analysis, those types of products that can provide the company with the highest level of profit and to focus its activities through planning on the sale of such products.

The economic encyclopedia defines marketing management as the process of planning and implementing pricing, promotion and development of ideas, products and services aimed at making an exchange that satisfies both individuals and the firm. It aims to solve the problems of the organization's influence on the level and structure of demand in the appropriate period of time, to identify the optimal ratio of supply and demand, so that the organization achieves the planned goal [1 , p. 12].

Having analyzed the above concepts of marketing management, we can conclude that management of marketing activities at an enterprise is a system of various types of activities which represent a wide range of strategic and tactical measures interrelated and aimed at efficient implementation of the enterprise's market activities and achievement of its main goal - satisfaction of the needs of consumers of goods and services and obtaining the greatest profit on this basis. These approaches reveal the main principles of marketing management at an enterprise: customer focus, adaptability and flexibility, forward-looking, impact on the consumer, complexity, systematicity, freedom of the consumer and the producer, limitation of potential damage, satisfaction of basic needs, cost-effectiveness, innovation, customer training and information, and consumer protection.

These principles determine the exact directions of the enterprise's activities carried out within the framework of marketing, the content and direction of its main functions, which are characterized by evolutionary development in the enterprise. In the modern scientific literature there is no generally accepted classification of functions that are part of the marketing complex. As a result, the content of marketing functions is determined by the size of production and sales, competition, assortment, consumption and demand for the company's products, the nature of relations with sales outlets, etc.

The general functions of marketing management in an enterprise are analysis, planning, organization of execution, and control. Planning or the process of analyzing the conditions of the firm's activity and planning a market decision is a systematic process of diagnosing and anticipating the dangers and means of organization, makes it possible to set marketing goals and determine how to implement this goal. Organization is the process of implementing marketing activities into the organizational structure of the enterprise. The essence is to build such organizational structures that provide for and determine the place of marketing services in the company. Implementation is based on the coordination of activities of different structures and levels of the firm for more efficient implementation of tasks and more effective satisfaction of consumer needs. Control is the establishment of the level of plans and objectives to be achieved by the firm, the speed of progress in achieving them, and the determination of the means of their implementation. If the control system is organized, it should perform such basic functions as prognostic and diagnostic.

The type, implementation, and control of marketing plans is greatly influenced by the marketing organization in the firm:

- establishing the place of marketing structures in the organization of the entire company:

- organization of marketing structures in the company.

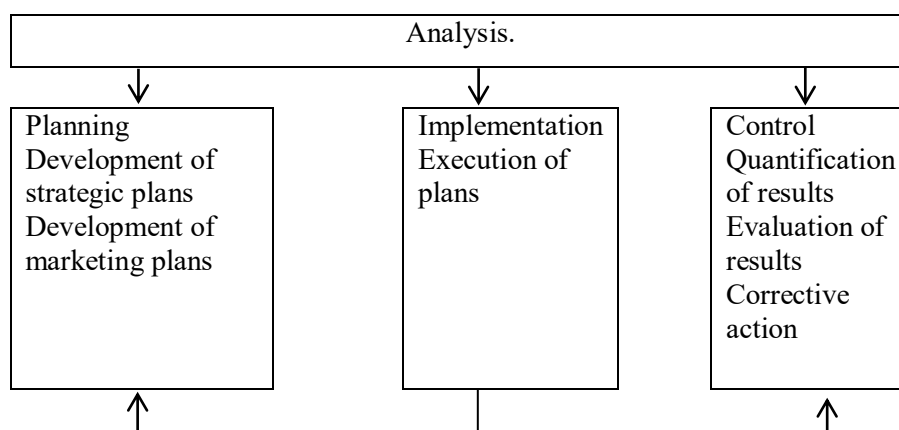
Specific functions are:

- Developing the company's goals and objectives, as well as the main strategic principles of its activities;

- developing the company's strategy, identifying markets, planning products and preparing procurement plans for material and technical resources;

- formulation of the production plan; planning and implementation of marketing communications, formation of distribution channels; formulation and implementation of pricing policy; planning of financial support;

Figure 1 shows a diagram of the general marketing functions of the firm, their relationship and a summary of the marketing management process. Control in the marketing system should be standardized and meet the requirements of periodicity, comprehensiveness, consistency and objectivity [9, p. 45-46].



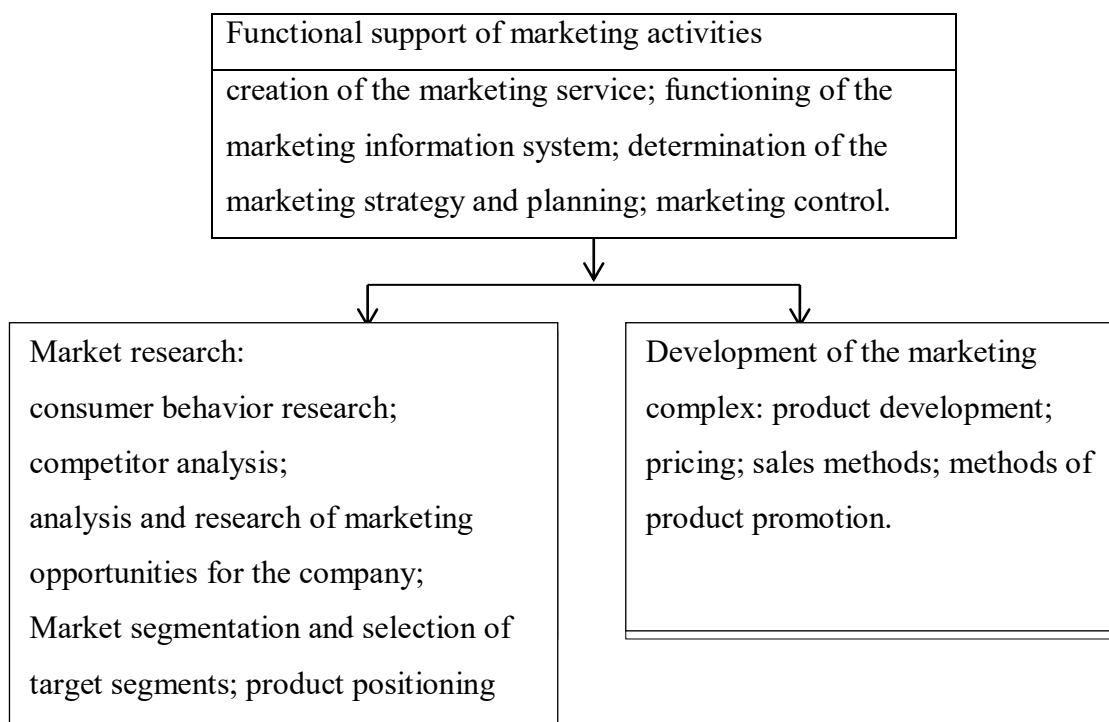
**Figure 1 General marketing functions of an enterprise and their interconnection**

Scientist A. K. Shumeiko identifies the following methods of marketing research and actions in the system of managing the marketing activities of an enterprise, which are shown in Figure 2:

- studying the external environment; studying existing and planning future goods; planning the movement and sales of goods; ensuring the formation of sales and stimulating supply; ensuring the pricing policy of the enterprise; ensuring the required level of safety of the use of goods;

- ensuring environmental protection, requirements for consumer properties of goods [3, p. 49-50].

In general, the marketing model can be schematically represented as shown in Figure 2.



**Figure 2. Model of marketing activities**

In accordance with the modern concept of orientation of trade and sales activities of the enterprise to the market, to the specific requirements of the consumer, the organizational and economic mechanism of the marketing approach to improving the management of enterprises should be a purposeful interconnected interaction of elements of production, supply, sales, finance and labor resources with the determining role of marketing as a process that creates the prerequisites for ensuring the satisfaction of the buyer's desires through the development and offer of the expected by him. Therefore, both organizational and economic links include elements of marketing and its features, which allows to link the capabilities of enterprises with the needs of the external environment, clearly responding to changes in the structure and requirements of the market, determining the behavior of business entities.

Poklonskyi E. F. notes that the essence of the marketing approach to enterprise management characterizes it as a comprehensive system that allows linking the capabilities of economic entities with the needs of the market and achieving advantages over competitors. Orientation of enterprises to use the marketing approach usually requires a change in their management structure. At the same time, the marketing department and its managers come to the forefront of the management of business entities, which will determine the future directions of all other services, including production [3, p.10-12].

Thus, we can conclude that at the present stage, marketing technologies are undergoing qualitative changes. This is primarily due to the development of information technology and globalization. Crowdsourcing has become the most widespread modern technology in the marketing system. Crowdsourcing allows not only to get feedback from consumers, but also to use their vision and ideas about a new product, and as a result, to adjust your advertising strategy. However, the successful functioning of enterprises in Ukraine's market economy depends not only on their internal business activities, but also, and above all, on how they can adapt to constant changes in the external environment.

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