

*L. Barsuk, Master student*  
*H. Tarasiuk, Dr. Ec. Sc., Prof., research advisor*  
*L. Fursova, Senior lecturer, language adviser*  
*Zhytomyr State Technological University*

## **ORGANIZATION OF ENTERPRISE MARKETING ACTIVITIES**

In today's conditions, the formation of the mechanisms of enterprise activity that would ensure its effective functioning on the market is fundamental. An enterprise product or service may simply remain unnoticed by consumers. To solve this problem, the enterprise should actively use marketing tools and build its activities based on the chosen marketing concept.

The classic theory of marketing involves the use of marketing mix – a set of marketing tools, the certain structure of which provides the achievement of the set goal and the decision of marketing. The marketing mix offered by J. McKarty, an American marketer, includes four elements: Product, Price, Promotion, and Place.

A product is an item built or produced to satisfy the needs of a certain group of people. The product can be intangible or tangible as it can be in the form of services or goods. All in all, marketers has to ask themselves the question «what can I do to offer a better product to this group of people than my competitors?»[1].

The price of the product is basically the amount a customer pays for to enjoy it. Price is a very important component of the marketing mix definition. It is also a very important component of a marketing plan as it determines firm's profit and survival.

Placement or distribution is a very important part of the product mix definition. Companies should consider certain aspects while developing their distribution strategy, like: product properties, the distance to the consumer, delivery times etc. So, the company can choose such types of distribution as: the distribution of goods independently, the use of only one intermediary or the use of several intermediaries[1].

Promotion is a very important component of marketing. The main goal of the promotion process is to stimulate demand. Promotion is comprised of various elements like the sales organization, public relations, advertising, personal sales. The combination of promotional strategies will depend on budget, the companies, which want to communicate, and the target market[2].

However, at the current stage, traditional marketing solutions may show insufficient efficiency. Therefore, it is important to apply modern marketing solutions. Marketers should actively use digital technologies while working, actively use the Internet and social media, which can become quite effective means of promoting goods and services and help to create a positive image of the company.

## **REFERENCES**

1. Чеботар С.І. Маркетинг: Навчальний посібник / С. І. Чеботар, Я. С. Ларіна, та ін. – К: «Наш час», 2007. –504 с.
  2. Петруня Ю.Є. Маркетинг/ Петруня Ю.Є. – К.: Знання, 2007, – 325 с.
- UDC 336.027:334.72-055.2