

has on the psyche of children;

- advertising negatively affects not only the mind, but the subconscious mind of man is an instrument of hidden violence against his will.

Recently, consumers are increasingly accustomed to a wide range of advertising, quality and not very bright and "gray". Gradually the quality of the advertising is shifted toward a bright professional or toward outright cynicism and complete lack of morality.

Advertising based on manipulative techniques of mind control, because ethics for it is acute. Advertiser agitates, argues quietly imposing their point of view. Most advertising, because of its tasks, cannot be objective, neutral and even fully informative. Earlier in the advertising duties included only warning about a new product. With the current variety of goods and competition wins the one whose advertising can attract attention.

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## **CONTROL OF MARKETING**

*Key words: marketing management, marketing control*

Nowadays under the intense modern market competitive climate marketing plays an important role in the activities of any company because it allows setting the optimal relationship between the organization and the environment. The marketing activities of the company should be focused on its long-term existence, stability, strong and long-term ties with consumers or other market participants, and improve the competitiveness of the produced goods and services.

Control of the company's marketing is the study of the totality of marketing actions, conditions, contacts and its results to ascertain the extent of the company's effectiveness to achieve the marketing objectives of the organization. Stages of a marketing control process are aimed at early detection of problems and all deviations from the normal progress towards the goals and also at the corresponding adjustment of the company's activities in such a way that the existing problems would not escalate into a crisis. As a process marketing control has five stages:

- 1) targets identification;
- 2) actual data measurement;
- 3) comparison of actual and planned targets;
- 4) analysis of possible deviations;
- 5) development of the company's corrective measures and actions to adapt to external changes.

The main tasks of marketing control are:

- clear finding of the number and type of indexes depending on their application;
- quantification of indexes;
- receiving the simplest verbal and quantitative indexes, developing

methodology, identifying the extent of their implementation;

- applying the unified methodological framework for calculating planned and actual indexes;

- applying a set of indexes to evaluate the implementation of the marketing plan and its effectiveness.

Control of marketing activities deals with monthly, quarterly, yearly results or focuses on the daily marketing activities. Strategic control involves marketing audit, i.e. audit of changes in the environment, objectives and strategies, organizational marketing structures etc. Sales, profits, losses, reaction of customers to new products and services, the responsibility of planned and actual results of marketing activities are subject to control.

One of the most important tasks in the company's marketing is studying and solving relevant problems. Identifying the strengths and weaknesses of marketing activities, analysis of the marketing plans implementation are necessary for the proper selection of goals and strategies for planning the activities for the next period. Control over the marketing plan implementation should be a mandatory aspect of the company's activities. Thus, control of marketing activities is both a logical completion of certain administrative procedures, and the beginning of a new cycle of improving marketing activities control.

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## **THE COOPERATIVE ADVERTISING**

*Key words: marketing communications, advertising, advertising objectives, cooperative advertising*

Today, you can find out different media advertising information. For example: billboards, signs or advertising banners.

Every advertising has a certain specific task, effectiveness and originality.

One of the varieties of promotional contacts is commercial advertising. Commercial advertising include advertising that promotes the achievement of marketing objectives communicator in business.

Depending on the character of the advertising subject, commercial advertising is divided into the following types: branded, institutional (corporate) and cooperating when their advertising efforts combined mutually independent companies - advertisers working in various sectors of the economy, but with common communication goal (or general trust audience). For example, more than half a century of advertising cooperation major partners such as McDonald's and Coca-Cola, as well as the international TV slogan «Bosch recommends Ariel».

Cooperating advertising - is advertising material, funded by two or more manufacturers or retailers. Often, this kind of commercial advertising is typical for joint efforts of these business entities.