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## **THE PERSPECTIVES OF MARKETING DEVELOPMENT IN UKRAINE**

Misunderstanding of the role of marketing in the production activity of many enterprises in Ukraine today is one of the most pressing issues. The problem lies in the fact that the heads of enterprises underestimate the work of marketing departments, and often simply refuse them in order to save money. The main reason is the lack of the direct connection between time spent marketing and the successful subsequent positioning of the company and the obtained profit in a competitive environment.

The main purpose of this article is to study the problems and prospects of development of marketing in Ukraine [1].

The evolution of marketing is of great interest in Ukraine. Marketing had gone from obscurity to the recognized as in a relatively short period and widely used in practice tool of management of the company. Nowadays marketing in Ukraine has reached the stage when all the basic tools of well-known companies are implemented with varying degrees of completeness and depth in the practice of entrepreneurship. Prepared a large number of professional marketers and made important steps in the formation of the professional community of marketers [2].

Scientists- marketers conventionally divided the process of formation and development of marketing activities into three stages:

1-st Stage - covers the time of functioning of Ukrainian enterprises before 1991 and is characterized by the weak development of the exchange processes. Lack of free competition, the terms of decision-making, planning management and distribution of products, which existed at that time, did not demand from the enterprises of any activity in market research. 2-nd stage - began after 1991 and lasted until the end of the 90-ies. Although the process of market transformation in the economy of Ukraine is in difficult conditions, we can cite many examples of successful use of tools of strategic and operational marketing in the practice of the domestic enterprises. The accumulated practical experience in turn raises a lot of problems of the methodological, methodical, terminological level, which require conclusion and improvement. Therefore, today we can speak about the 3-rd stage of the development of marketing in Ukraine, when on the basis of the experience acquired in parallel with its development, we strive to summarize the results of the: move to a high theoretical level and continue to transform the scientific developments in the practical recommendations.

When enterprises confronted with economic independence in practice, need to use a marketing concept for building successful strategies for the future growth. Despite the significant progress achieved by the Ukrainian in the implementation of the marketing concept for the last three years. Many of them not yet overcome the barriers on the path of awareness of the importance of a marketing idea and its practical organization.

Today the development of the concept of marketing at Ukrainian enterprises can be defined as the movement of marketing orientation at the side of the consumer orientation. Analysis of the functions of marketing, practiced by the Ukrainian enterprises, showed that the support and stimulation of sales, are considered as the most important aspects of marketing activities, while the demands of the customer is given by for lower values[1].

Now a careful analysis of the history and practice of development of marketing in Ukraine shows that while the basic tools are mastered. Marketing as a system and the philosophy of management of the company have not reached that level, which in market economies of the developed countries of Europe and America [2].

Marketing helps in identifying the best opportunities for growth in defining the ways of the structural transformation of the economy in the specific social, political and cultural conditions of the country. Marketing contributes to economic development and stimulate the transformation of social and economic systems, helping to ensure the monitoring of changes in the level of production and market demand [1].

Creation of an effective marketing system and, accordingly, a high level of marketing development - socio-ethical marketing relations presupposes, on the one hand the presence of a large number of consumers of the developed system of needs, which requires enterprises unconventional and variety of actions, on the other hand - the development of civil society and its institutions, with a third party - mastering the control over the enterprises of tools of marketing and understanding of its importance for the creation and maintenance of competitive advantages and development of the economy as a whole[2].

Thus, at the present time marketing in Ukraine is at the stage of transition from the sales orientation to the proper marketing, closer to the latter. Including this, marketing is on the way from the marketing of transactions to the marketing relations. Development of marketing in Ukraine indicates that one only of economic development is not enough for the qualitative evolution of marketing. For the development of marketing system is necessary to require the social changes, which aren't need for the development of consumption, but also to change the structure of economy, the dominant model of business development and overcoming corruption [2].

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