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IMPROVEMENT OF WORK OF DEPARTMENT OF MARKETING AT THE ENTERPRISE

The marketing department in market conditions is that major link in operation of business which together with industrial, financial, trading-marketing, technological, personnel and other kinds of activity creates the uniform integrated process directed on satisfaction of inquiries of the market and reception on this basis of profit. Therefore the marketing department is created at the enterprise first of all for maintenance of the flexible adaptation of the enterprise to a changing market situation and requirements of consumers in the market. It allows lifting interests of the market over interests of separate kinds of activity of the enterprise and gives the chance to provide effective activity as a whole.

Marketing at the industrial enterprise covers the questions connected with studying of the market, assortment planning, introduction of new production, distribution of finished articles and sale stimulation, and also exact performance of trading and advertising plans and programs.

Marketing function at the industrial enterprise allows to lift interests of separate kinds of activity and gives the chance, having adapted to market requirements, to provide effective activity of the industrial enterprise as a whole,

The marketing department is created first of all for maintenance of the flexible adaptation of the industrial enterprise to a changing market situation and consumer requirements in the market.

Leading principle of the organization of service is the slogan «Marketing for firm, instead of firm for marketing». It means that the marketing department should develop and be arranged constantly under the purposes, problems and features of functioning of firm, in the maximum measure providing it effective conditions of market activity. Thus it is necessary to consider that in modern conditions any progressive firm very often reconstructs the organizational structure, and thereupon K.Matsusity has even such remark:« If the firm is not reconstructed and does not change the structure at least once a year, its position in the market will be rather difficult. But it is one party has put. Another is connected with a condition and development of the market, and the organizational structure of

department of marketing should, naturally to react and on these variables. Thus, it appears that the marketing organization in firm should become original synthesis of requirements of the market, on the one hand, and actually firm developments — with another. And all it is exclusive with one purpose — to provide as much as possible effective functioning of firm in the market.

The second principle can be defined so: marketing — a firm common cause, i.e. the department overall performance only half depends on that, all firm personnel is included in marketing. It is necessary to notice, however, that this second problem essentially depends on the organization of work of department.

At last, the third principle of the organization of department of marketing to be as it is possible more close to the consumer. It means that without dependence from variants of organizational structure it should provide the maximum possibility for contacts of all without an exception of workers of service with real and potential consumers of production of firm.

Now the given theme is widely enough discussed both foreign and domestic scientists and experts. Marketing activity of all firms and the companies is directed on that it is enough , leaning against inquiries of the market, to establish concrete flowing and, mainly, strategic targets, ways of their achievement.

If to take into consideration possible distinctions at a rate of resources of the enterprises, in production which they let out, in the markets on which they operate, becomes obvious that there can not be a uniform standard of marketing service and the range of marketing functions is very wide and various. Therefore each organization chooses the variant optimal for.

Increase of management efficiency by marketing activity is an actual problem owing to an increasing role of results of marketing activity and its influence on results of activity of the company as a whole. It promotes strengthening of positions in the concrete markets, to opposition of cut-throat competition and achievement of high and steady profits.

Many questions of management are connected by marketing activity with necessity of legal regulation. Use of corresponding legal base gives the chance to build legally correctly relations with consumers, to conduct marketing researches, without being beyond the law. It is necessary to notice that the legislation, unfortunately, is not perfect also many questions demand completion or revision.

To receive good results in management of marketing activity, it is necessary,

that workers possessed modern knowledge, abilities and the corresponding spirit necessary that their effort were effective and productive.

It is very important, that marketing was understood by all managers and workers of the organization. It is necessary to erase the sides existing between various divisions and to form a uniform team of the highly skilled experts knowing that at them one overall aim, which achievement depends not on an overall performance of separate divisions, and from a command as a whole. Probably, new knowledge and skills I will help a management to accept risky, but the important administrative decisions. It is necessary for all managers and employees to realise new mission of the company and to direct the energy and a mental potential on performance of this mission. Employees always positively perceive innovations when the accurate aim is laid down for them.

Mental potential increase, development and personnel growth, labour productivity increase, formation of a uniform command, satisfaction of requirements for new knowledge, creation of effective system of motivation on training of the personnel of the company, as consequence, an exit on new level of market relations, increase of competitiveness of the company. Formation of new directions of development of the company, a gain of new commodity markets, development of high technologies – results which are reached by increase of a management efficiency by marketing activity.