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THE ROLE OF THE MARKETING COMMUNICATION IN THE ENTERING OF UKRAINIAN ENTERPRISES IN THE WORLD MARKET

The entering or enhancing of the presence of Ukrainian enterprises in the global market requires addressing the marketing communications as the basis for creating long-term mutually beneficial partnerships between market players. One of the main elements of the international marketing is a system of promotion: advertising, sales promotion, personal selling's and public relations. It is known, that the marketing complex and promotion system are formed for a certain segment and a particular product. Unlike the system of promotion as a rule the marketing communications provide effective promotion not only for one item of a product or service, but of the goods' nomenclature.

International marketing communications are the process of transmitting information to promote the product and achieve the goals of marketing abroad. The improving of international marketing communications of Ukrainian enterprises is required to involve such perspective functions: informative, reminding; convincing; image; patriotic, researching, managing, partnership. Domestic economic agents in the international economic activity have to be guided by a new vision of marketing communications, namely the state, competitors, consumers; mediators should to become partners and to make arrangements of positioning products, innovative activity, solving problems of society beforehand [1, c.17].

In the chat of international communication process can be identified the structural elements (figure 1): 1 – Source - the seller (manufacturer) with a specific product (nomenclature); 2 – Coding - the transformation in the symbolic and sound form of information about the company or product for further transmission; 3 – Channels of transmission – carriers of information – mass media; 4 – Decoding - perception and understanding of sound and symbolic signals; 5 – Recipient of information – an individual to whom a «source of information» addressed; 6 – Feedback - assessment of an effectiveness of communication process which based on the actions of the recipient of information; 7 – Noise - the possible obstacles of communication (syntax, semantic, pragmatic).

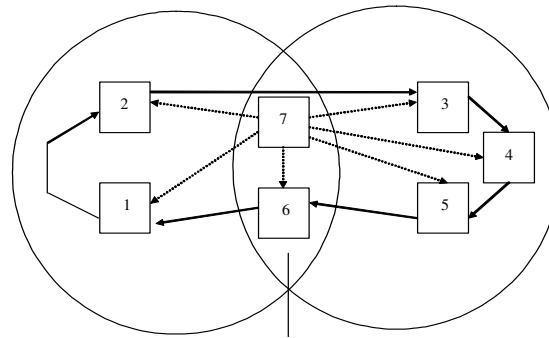


Figure 1. The structure of international communication process

From all types of marketing communications we focus our attention on the exhibitions and trade fairs. The exhibition - an event connected with demonstration of products, goods and services, which helps to promote them in the domestic and foreign markets with taken into consideration the market situation, the creation of conditions for business negotiations with a goal to conclude supply contracts or invent protocols, the formation of joint ventures, receiving investments. Trade fair - action, directly connected with retail or wholesale trade, which is held regularly in a certain place at appointed time. In Ukraine, exhibition and trade fair activity are regulated by the concept of development exhibition and trade fair activity and by the Decree of the Cabinet of Ministers of Ukraine «On amendments to the concept of exhibition and trade fair activity». The modern company observes the participation in the exhibitions and trade fairs not as the means to increase direct sales of goods and the number of contracts. Participation in exhibitions (trade fairs) has global objectives and is subordinated to other task of the marketing complex. First of all, stand of exponent is the center of communication to help exhibitors to find their strengths, adapt to the behavior of consumers and competitors regarding to term of delivery, payment terms and costs of goods, packaging, transportation and insurance, ways to service customers (service). At exhibitions (trade fairs) the effectiveness of the sale of goods, transportation and storage is tested, the range of goods is analyzed as closely as possible on design, quality, life-cycle and price. All this elements contribute to the timely enterprise reaction on the terms of market.

So marketing communications ought to build agreements between market actors. Also they are a new form of partnership competition for the development of market actors separately in the sphere of existing relationships.

References:

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