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MARKETING MIX

The purpose of this paper is to study marketing mix in detail.

Marketing mix is a set of controllable variables of marketing, used by companies in an effort to cause the desired reaction from your target market.

The marketing mix elements are price, place, product, and promotion.

Price is the amount of money that consumers must pay for the goods.

The product is a set of "products and services, which the company offers the target market.

Distribution is all sorts of activities through which goods are made available to target consumers.

Promotion is all sorts of activities of the company to disseminate information about the merits of its goods and getting target consumers to buy them.

The order of the elements of marketing mix shows the basic marketing functions:

1. You can not talk about marketing program, if a marketer does not have a product to be offered to the market. The proposal should provide the consumer a certain value.

2. If two parties are interested in sharing a product and services, they must have some means to communicate. The proposed product should be available to consumers interested in it, so the following function of marketing mix should solve this problem.

3. The consumer always evaluates products based not only on the set of its consumer properties, but also on the amount of those costs that are associated with its acquisition. Here we are talking about well-known marketing ratio of price and quality.

4. Potential participants in the transaction will never be able to learn about each other in case that between them there will be no communication, so the last element of marketing mix is communication policy.

Function of the marketing mix is to create a set (mix), which would not only satisfy the needs of potential clients in target markets, but also to maximize the effectiveness of the organization.

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THE ROLE OF IMAGINARY ADVERTISING IN MODERN UKRAINIAN ECONOMICAL SITUATION

Target: acquaintance with the concept of the imaginary advertising, its functions, actuality and development in at a present economic situation in Ukraine.

Actuality: during a crisis publicity budgets actively go down especially budgets on the imaginary advertising. How this proces influences on general activity of enterprise was investigated in this work.

The imaginary advertising creates of favourable appearance (image) of firm and commodity. Its basic role - to acquaint potential users with products, with its setting, descriptions, and also with directions of activity and advantages which are got by a buyer, using services of enterprise.

Second role of imaginary advertising is giving the favourable impression exactly about this good or hole firm. On the whole basic setting of imaginary advertising is fastening in consciousness of wide circle people positive appearance of commodity or firm.

Imaginary advertising as usual operates wider than other types of advertising. It is directed not only on direct buyers and on more wide layers of population in order that at expansion of list of products and sphere of activity your firm or commodity already caused positive emotions of buyers.

This type of advertising supposes on possibility often financial creation of positive appearance of commodity or enterprise at the wide layers of population. Such advertising in a great deal will help to smooth out the failures of separate publicity campaigns.

As a rule in Ukrainian publicity practice imaginary advertising can take the liberty firms with steady positions at the market and and with steady profits. It mainly touches firms, engaged in a production and realization of commodities. Otherwise business is in the field of services especially financial. From imaginary advertising begin the activity of jar and investment funds, because without a certain image and trust of clients they will not be able to obtain what or perceptible successes.

Although a tendency in our country is more frequent traced that small and

middle enterprises can offer the imaginary advertising. All more businessmen understand that creation of positive appearance of consumer is useful.

But that does take place in present time of crisis? Even large firms renounce the imaginary advertising. Why so there is, whether it is correct, consequences and dangerous -all answers are examined in this work. The last researches are resulted from basic data of proprietors of both small firms and holdings.