

Khvostuk O.
T.V Kogemiakina, research supervisor
K.G. Vishnevskaya, language adviser
Kriviy Rih Economic Institute of National
Vadim Hetman Economic University of Kyiv

INTERNATIONAL COMMUNICATION AND THEIR ROLE FOR UKRAINIAN COMPANIES

For almost a century the history of the concept of marketing has been the evolution from mostly internal, operational and commercial to international, strategic and branched according to objects of Marketing (industry, banking sector, services, investments, etc.).

The entering or enhancing 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 sellings 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 communication is the process of transmitting information to promote the product and achieve the goals of marketing abroad. The improving of international marketing communication of Ukrainian enterprises requires 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 become partners and make arrangements of positioning products, innovative activity, solving problems of society beforehand[1, .17].

Dealing with the methods of international marketing communication I would like to dwell upon the direct method namely, the presentation. Presentation is the official presentation of the company, project, product, product target audience (special invitee). It is made usually within international exhibitions during foreign business trips or when guests get acquainted with the company. Successful

presentation lays the basis for future joint business, strengthens position in the market, expands the consumers / buyers of products. Therefore, each presentation must be carefully prepared. Preparing for the presentation consists of the following mandatory actions:

- careful and detailed analysis of the potential audience;
- identification of clear the main theme / problem presentation;
- formulation of objective presentation (one clear and concise sentences);
- Developing of logical plan performance;
- preparation and presentation concluded by opening remarks;
- Preparation and training of auxiliary materials (charts, tables, graphs, pamphlets, samples, etc.).

The criteria for high quality presentations are: accuracy, objectivity, completeness, relevance, quality, cleanness and probity.

In Ukraine, exhibition and presentation activity are regulated by the concept of development exhibition and presentation activity and by the Decree of the Cabinet of Ministers of Ukraine «On amendments to the concept of exhibition and presentation activity». The modern company observes the participation in the exhibitions and presentations not as the means to increase direct sales of goods and the number of contracts. Participation in presentations has global objectives and is subordinated to other task of the marketing complex. All this elements contribute to the timely enterprise reaction on the terms of market.

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

References:

1. //
2. 1998. - 120