

methodology, identifying the extent of their implementation;

- applying the unified methodological framework for calculating planned and actual indexes;

- applying a set of indexes to evaluate the implementation of the marketing plan and its effectiveness.

Control of marketing activities deals with monthly, quarterly, yearly results or focuses on the daily marketing activities. Strategic control involves marketing audit, i.e. audit of changes in the environment, objectives and strategies, organizational marketing structures etc. Sales, profits, losses, reaction of customers to new products and services, the responsibility of planned and actual results of marketing activities are subject to control.

One of the most important tasks in the company's marketing is studying and solving relevant problems. Identifying the strengths and weaknesses of marketing activities, analysis of the marketing plans implementation are necessary for the proper selection of goals and strategies for planning the activities for the next period. Control over the marketing plan implementation should be a mandatory aspect of the company's activities. Thus, control of marketing activities is both a logical completion of certain administrative procedures, and the beginning of a new cycle of improving marketing activities control.

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## **THE COOPERATIVE ADVERTISING**

*Key words: marketing communications, advertising, advertising objectives, cooperative advertising*

Today, you can find out different media advertising information. For example: billboards, signs or advertising banners.

Every advertising has a certain specific task, effectiveness and originality.

One of the varieties of promotional contacts is commercial advertising. Commercial advertising include advertising that promotes the achievement of marketing objectives communicator in business.

Depending on the character of the advertising subject, commercial advertising is divided into the following types: branded, institutional (corporate) and cooperating when their advertising efforts combined mutually independent companies - advertisers working in various sectors of the economy, but with common communication goal (or general trust audience). For example, more than half a century of advertising cooperation major partners such as McDonald's and Coca-Cola, as well as the international TV slogan «Bosch recommends Ariel».

Cooperating advertising - is advertising material, funded by two or more manufacturers or retailers. Often, this kind of commercial advertising is typical for joint efforts of these business entities.

The main advantages:

- Cooperating advertising allows marketers to expand their advertising opportunities;

- The quality of advertising can be very high, which is especially important for small retail properties;

- With the help of cooperative advertising trader can get a discount for the amount of all its advertising, including joint.

The main disadvantages:

- Despite the fact that the trading company pays only 50% of the cost of advertising, this amount may be disproportionately high compared with the resulting sales and earnings.

- In most advertising appeals highlights the dignity of the manufacturer brand and trade name of the company receive relatively little time (space).

- Cooperating advertising is also associated with a large number of approvals. Many advertising agencies have special departments of the joint advertising. Their employee's help traders find manufacturing partners and provide all documents between the parties. Many small traders discourage just paperwork.

In general, cooperated advertising is a very lucrative way of a joint presentation on the market as manufacturers and trade organizations. Cooperating advertising is most effective in the case where the advertised brand is a trendsetter or another leader in its field.

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## **THE ROLE OF ADVERTISING IN MARKETING STRATEGY**

*Key words: advertising, marketing strategy*

Marketing is a creative management activity closely related to other company's activities on producing goods and services, and is aimed to meeting the requirements on the basis of the continuous market analysis in order to obtain the maximum profit.

This definition reveals the essence of marketing as a subject of management, depending on other activities: production, design, research, trade, human resources, finance etc. Regulations on the continuous study of the consumer market and all types of activity that accompany the movement of goods from businesses to end-consumers reveal a content of marketing - the necessity of constant market research caused by consumers' changing needs and tastes. At that, manufacturers and sellers should jointly carry out complete and accurate market research as industrial enterprises cannot do any research at the required level.

Advertising takes a special place in the marketing system. It is often singled out as a separate branch; however, as is demonstrated globally the most effective advertising is only within the marketing system. Advertising is an effective means of influencing consumers in the communication process.