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IMPROVEMENT OF THE MARKETING COMMUNICATION POLICY OF THE ENTERPRISE

Modern marketing demands not only the production of quality goods and the establishment of affordable prices for consumers but also marketing communications today occupy a principal place among the means of competition. Marketing communication policy is a set of measures used by an enterprise to inform, persuade or remind consumers of their products or services [2].

Effective marketing communication policy should not only provide the consumer with the necessary knowledge about the characteristics of the product or services, the features of the competitive offer, but also encourage the customers, create an atmosphere of emotional understanding and trust between the manufacturer and consumers.

The complex of marketing communications consists of four main means of influence: *advertising, sales promotion, propaganda* and *personal sales*.

Advertising - any paid form of non-personal presentation and promotion of ideas, goods or services from a well-known person.

Promotion of sales - short-term incentive measures to encourage the purchase or sale of goods or services.

Propaganda - non-personal and unpaid stimulation of demand for goods, services or organization through the dissemination of commercially valuable information or benevolent presentation in the media.

Personal sales - an oral presentation of a product during the conversation with one or more potential buyers for the purpose of selling [3].

The choice of means, forms and methods of communicative influence is determined by factors that characterize the needs, preferences and interests of the audience. It is important to note that the audience of communicative influence is not only consumers. The given action is also carried out in relation to the employees of the firm, investors, suppliers, distributors and other partners of the company, who interact daily during the realization of current and operational tasks. Market participants, with whom the firm supports irregular communications, such as the media, state and public institutions, and financial institutions, can serve as contact audiences [1].

Ways of improvement of the marketing communication policy of the enterprise:

- better regulation of information flows;
- improvement of administrative actions;
- improvement of the feedback system;
- improvement of the system of proposals;
- introduction of newsletters, publications;
- modern information technology.

It should be noted that the management of communication policy in modern conditions has come to a new level. The continuous increase of the role of information in the activities of enterprises makes them revise their marketing positions, particularly in the field of communications. The emergence of entirely new problems associated with changes in consumer behaviour, the expansion of communication opportunities promotes new approaches in marketing communication policy management.

References

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