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INNOVATIONS IN DEVELOPMENT OF MARKETING

Efficient operation and development of companies (business organizations) is connected with solving of a number of problems. The most important are management and marketing problems, building up the ground for company's activities. Marketing system (MS) in the capacity of subsystem of administration fairly exists in every operating company, however it can vary by its level of development and efficiency. As for administration in large and middle companies, MS management unit is represented by separate departments and services, while it is one of the managers in a small company, chief one as a rule. The latter bears out an existing opinion once more, that it is easier to change an owner than the marketing. A managed object in MS is marketing as a special kind of activity. We should remark here that the stated above relates to various kinds of projects (commercial, innovation etc.). In this connection all the stated below concerns not only companies, but similar projects as well. Presently marketing methods and ideas keep exceeding more actively its traditional bounds – market economics structures, finding successful application in social, state and other organizations.

Companies dealing with introduction and distribution of innovations, particularly oriented at a directed user, face most marketing difficulties. In considerable proportion marketing difficulties are connected with deficiency and vagueness of information. Meanwhile, restructuring and modernization of economics requires stirring up of innovative processes. This is impossible without advanced MS development, directed first of all toward marketing strategic tasks.

Several kinds of products, services, labour items and gadgets are a part of innovations. In some cases they may be oriented toward the marketing sphere itself. Despite of relative marketing novelty and methodology for domestic economics, many particular elaborations applied have been known since the times before Perestroyka (although term “marketing” itself was not used) and can not be included in innovations. At the same time MS in the capacity of management systems in Russian organizations is, undoubtedly, innovation with all subsequent consequences.

Both internal and external executors can be suppliers of marketing and innovative developments. They are different in its sense, though similar as the objects of financing. This “conformity” consists of the fact that the first phase of innovative (i.e. marketing) development requires involving of external source of financing, as not only self-financing, but self-payback are usually impossible for them. If such developments are consumed only inside of a company, expenses finally lay down on the cost price of its production (services).