

the creation of advertising. For example in this paper, I took professional internship in the field of "Marketing" for students of the city Dnipropetrovsk.

The students of Dnipropetrovsk are the people who go with the times, full of strength and hope for a successful future. We must make it clear to the consumer that the professional training it is a good plus to resume, improve proficiency in English, the international experience and influential acquaintances. For the modern perception of the information, you need to use a minimalist design style, which is often use by international companies. Background image must give the consumer the very first expectations from future use of the product. Color should not be mixed and uniformed in tone; clarity and contrast attract attention more effectively. In addition, the presence of contact information for more gen will give consumers the opportunity to earn the trust and find out more information about the product. Also, the logo of the company or organization must be included into the advertisement that provides these products, not even interested in this project, the consumer remembers the brand and will be familiar with it.

This type of online promotion can be placed on the sites used by the students of Dnipropetrovsk: VKontakte, Facebook, Tvittr, Instagram, Gorod.dp.ua, afisha.dp.ua. In addition, this material can be used for offline promotion in public places, as well as presentations and infossessions.

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MARKETING IN BUILDING SECTOR OF UKRAINE

The activity of building enterprises at the present situation in market transformation involves restructuring of all functional areas. Organization of the effective realization of building products, which includes the purchasing power of the consumer, inflation, market conditions, the adoption of optimal organizational and economic decisions acquires special urgency.

Current state of the building sector requires immediate comprehensive action of the government in order to support the implementation of priority programs of strategic development of the building complex of Ukraine.

At the same time, the development of market relations in Ukraine, strengthening and expansion of the business sector of economics, increase in competition make application of civilized basis of activities of economic entities in building industry, where marketing is one of the most important, even more urgent [2, p.63]. The building market is somewhat late in its development in terms of marketing, and it has an objective basis in such factors: the low level of competition in most segments; excess of demand over supply; insufficient amount of personnel (in particular qualified) for the increased scope of work; inadequate level of marketing training of top managers and business owners; high level of control of certain segments in the

industry; deficiencies in the legislation (for example, in the housing sector) [3, p.55].

Now in Ukraine the building products is the least studied as an object of marketing. However, it is sold, purchased, leased, and therefore requires appropriate marketing efforts.

Specific character of marketing in building sector is connected with the peculiarities of the industry production process itself. Firstly, the building objects are created directly where they are will be used. Secondly, with the development of competition, housing will be more and more focused on meeting the individual needs of the population, aiming to ensure that housing has special application properties that meet the spirit of the times.

Methods for generation the demand for building products have their own specifics, in particular, advertising as the main tool of communication policy is never limited by richness of information, at all stages of the product life cycle it has elements of commercial propaganda and uses the means of active influence on the consumer [1].

Marketing concept in the management system of building company involves managing all aspects of enterprise's activities: from the development of an idea and initial engineering design and architectural design to the realization of building products to final consumer [1].

Marketing in the building industry today is forced to solve problems very promptly, being in time with on-rush of the market that requires managers' special expertise and skills. The main point is to form an understanding of marketing functions on the one hand as a management concept, which develops a way of thinking and working of building companies in the market, and on the other hand, as the most important function of management, coordinating the efforts of manufacturing, financing, personnel management in order to achieve strategic objectives.

Thus, success in marketing of building enterprises in the long run becomes possible when organizing and conducting activities to promote the realization of building products, taking into account its specificity, as well as changes in market conditions and the needs of consumers. Reformation of primary level management in building complex towards strengthening the focus on marketing concepts of the enterprise development from the position of relations and principles of the market economy contributes to this goal.

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