

MARKETING ACTIVITY OF THE COMPANY

students Rodko D.D., Iskenderova I.R.

scientific supervisor – senior lecturer Slesaryonok E.V.

Belarusian National University of Technology

Minsk, Belarus

Marketing activity is the activity to solve the practical tasks facing the marketing department in a commercial company (enterprise, firm).

The main goal of marketing activity is to ensure the commercial success of the company (enterprise, firm) and its products in the market, which is most often achieved by increasing the volume of sales in natural and monetary terms. However, depending on the specific situation of a particular company, the objectives of marketing activities may be different [1].

Organization of marketing activity of the enterprise consists in realization of the following functions:

1. Analytical function. At this stage, study of external and internal actions that influence the company, analyze consumer tastes and commodity assortment. Do not ignore the analysis of the internal environment of the enterprise to control competitiveness.

2. Production function. Concludes in the development and mastering of new technologies, organization of the production process of goods and services, the purchase of raw materials and material and technical resources necessary for the smooth functioning of the enterprise. The sphere of activity also includes quality management of finished goods, measures to enhance its competitiveness.

3. Functions of management and control. Responsible for provision of planning process on production, development of forecasts, organization of communication systems, risk management and information support.

4. Sales functions. Concludes in determining the pricing and commodity policy of the organization, ensuring the system of movement of goods and increasing demand.

5. Innovation Function. It takes an essential place in the process of development and creation of new products or services.

Marketing activity can be divided into 4 directions:

- collection of marketing information about the external and internal environment of the company - market research, competitive intelligence, etc.;

- analysis of marketing information and making marketing decisions (segmentation and choice of target segments, evaluation of competitiveness, positioning, etc.);

- planning of marketing activities (development of marketing strategy and marketing plan);

- formation and implementation of marketing complex [2].

In implementing the strategy, the marketing department has four global tools. These include: product offer, price, distribution, promotion. Understanding how these components work together can help you create successful marketing campaigns that bring in more customers and sales. A marketing strategy aims to get your offer in front of your target market at the right time.

References

1. Понятие маркетинговой деятельности [Electronic resource]. – Mode of access: <https://marketing-insider.eu/>. – Date of access: 20.03.2023.

2. Маркетинговая деятельность предприятия: как это работает [Electronic resource]. – Mode of access: <https://gb.ru/blog/marketingovaya-deyatelnost-predpriyatiya/>. – Date of access: 26.03.2023.