

MARKETING PROGRAM IN GENERAL MARKETING MANAGEMENT IN AVIATION ENTERPRISES

Інститут економіки та менеджменту Національного авіаційного університету,
e-mail: korzh_marina@mail.ru

Запропоновано удосконалений механізм маркетингового планування через використання системного підходу, проведено його адаптація для авіапромислових підприємств з урахуванням особливостей їх функціонування у сучасних умовах економічного розвитку України. Розроблено модель організації управління маркетинговою діяльністю на сучасному промисловому підприємстві, яке виробляє наукоємну продукцію.

Ключові слова: маркетинг, маркетингове управління, програма маркетингу, маркетингове планування, промисловий маркетинг, маркетингова стратегія

Предложен усовершенствованный механизм осуществления маркетингового планирования, путем использования системного подхода, проведено его адаптация для авиационных предприятий с учетом особенностей их функционирования в современных условиях экономического развития Украины. Разработана модель организации управления маркетинговой деятельностью на современном промышленном предприятии, которое производит наукоемкую продукцию.

Ключові слова російською мовою: маркетинг, маркетинговое управление, программа маркетинга, маркетинговое планирование, промышленный маркетинг, маркетинговая стратегия

In the article the offered is methodology of development of the marketing program and mechanism of realization of the marketing planning, by the use of approach of the systems, and also its adaptation is conducted for aviaindustrial enterprises taking into account their features of functioning in the modern terms of economic development of Ukraine. In connection with that the model of organization of management marketing activity is developed on a modern industrial enterprise which carries out the production of наукоемной goods.

Key words: marketing, marketing management, marketing program, marketing planning, industrial marketing, marketing strategy

Statement of the problem.

Ukraine is at a stage of economic and political development as inevitable intense competition manufacturers use various actions and approaches aimed at the marketing of products or the use of which inevitably slyme no-effectively-organized system of marketing govo, the focus of which is not a successful sales organization and implementation of a single profitable operations and to ensure reliable winning positions in target markets and keeping them. To achieve this it is impossible without the formation of a flexible mechanism of marketing. However, in today's marketing aviapromyslovomu company is a global system that operates at all levels of all stages of production and marketing activities, it requires a lot of effort in management. Today, there is an

urgent need for the formation of a system that allows co-ordynuvaty efforts in marketing to enhance the performance of each measure separately and marketing activities in general.

Analysis of recent research example, in industrial marketing are such famous scholars as I. Akimov [1] A. Azaryan [2], Shubin [2] V. Pylyushenko [3] N. Mieszko [4] , Yuri Morozov [4] V. Pylypczuk [5] A. Osnach [5] L. Kovalenko [5] A. Starostin [6] etc..

If you approach the issue from classical positions in, under the control of marketing should understand the analysis, planning, enforcement of and control over the measures aimed at establishing, building and maintaining profitable exchanges with customers to implement a set of objectives,

such as profit, increase sales, increase market share, etc. [5, p.216].

Thus, marketing management for modern-th plant is carefully crafted integrated implementation program output and the functioning of the enterprise market that delivers the opinion of the authors inled by V. Pylypczuk [5, p.216] orientation activities on the maximum meet the needs of the target market, comprehensiveness, consistency of the manufacturer of the goods forming the idea for his immediate use, taking into account the prospects for improving product range according to the needs and conditions, your use.

To build a system of marker tynhom to maximize efficiency should, according to R. Fathut-Dinova, first determine the possibilities and forms of application in this case, approaches and provisions of the new management paradigm [7, p.134 - 199]. The new paradigm implies application management solutions to managerial issues of process, system and situational approaches [8, p. 111].

On the basis of a new management paradigm can be argued that as the initial idea of forming a model of marketing management methodology should be used a systematic approach. "Marketing - the philosophy of the company, which is regarded as one interconnected organism" - that are more confused, the secret of success marketing enterprise A.Starostina [6].

Thus, it means acute necessity in the formation of an effective system of marketing planning and management in order to reduce risk to market and achieve the existing targets and implement the main strategy. That is why the marketing system focuses on the development of plans and programs, but only the mechanism of their development does not exist yet.

The main material research. Given the peculiarities of the current demand and the process of satisfying the markets of industrial products to industrial control system market-Ngoma as complicated as all of its mechanism. Thus, the initial stage of development of marketing management for companies industrial structure should immediately clarify its direction and main objectives, namely providing guidance

on meeting the needs of the target consumer considering his personality and secondary demand, which influence the final decision on the purchase or contract, the application of the company to develop, since the study of production capacities and needs of the consumer, provides the basis for the formation of not only ideas and complex technical and technological functional profile of the designed product (considering that industrial consumers interested in the product mix of the necessary functions) and ending the control of the operation of the finished product in actual use of provision of the respective service and adjustment operation (allowing for the place of operation) until the time of disposal, not only within the warranty period, taking into account the perspectives of product lines tends to consider in demand not only in its target market and the consumer market (again affects secondary demand), and the pace of scientific and technological process and the possibility of introducing advanced technologies.

Based on the definition of industrial-term marketing and marketing management essentially a manufacturing company, it is necessary to formulate the main purpose of considering its specific features and areas. Thus, it is formed on the basis of not only the orientation of economic activity of the producer, but its direct customer (which in this case is not just a customer, and partner and part participant in the process) and is coordinating efforts in marketing to improve as the entire marketing activities carried out by the company and each individual marketing activities for the provision of maximum profitability and suc-ness of the target consumer production, which is directly related to the efficiency of operation of industrial producers.

Based on the goal tasks developed production process (marketing management system in an industrial plant): the formation of the mission of the enterprise and its main objectives, the research of the external environment and its estimates and setting its parameters ratio of internal capabilities of an

enterprise; perform strategic analysis of assessment of the competitive position of businesses to identify its competitive advantages and development, development of the strategic plan operation of the business and the possibility of its adjustment to changes occurring in the economic environment, the formation of the organizational structure of the marketing system of the enterprise and determine the forms and types of its relationship with other units of the enterprise, development and implementation of marketing programs for the creation and development of new means of production, the formation of marketing plans in accordance with the program, a system of personnel motivation and stimulation and coordination of its marketing program, marketing programs and adjust plans so as to ensure the impact on the level and nature of demand in order to maximize the organization achieve its goals.

The basis of marketing activities of any company is the system of market research and analysis of its external environment variables. In this case, the management and marketing services professionals have to work with the same care as a commodity network development and market, focusing on new attractive areas of activity. Every opportunity should be evaluated in terms of its conformity with the purposes and resources of the firm. However, market research and analysis can only identify attractive market opportunities for the organization, and the final decision on their implementation into practice adopted by comparing them with the results of the diagnostics business of the company. Having set out to gain a strong position as to the affected areas and identify new attractive areas of economic entities in the current period and for the future, it is necessary to assess the overall potential of the company, its possibilities and potential reserves of their development in accordance with the pace of changing economic space. Before becoming a truly target market, not just attractive option, any alternative thoroughly studied and worked out on the basis of the audit assessment of the current state of the demand and trend of its change in the future. N.Rekhem focuses attention on this in his book

[9].

Only after this process can proceed to the direct market segmentation to identify customer groups and needs that respond to the same set of marketing stimulus, and draznykiv and incentives with it should take into account the specific industrial marketing (in some cases, to perform large special order for an individual approach segment can be seen as just that order). If the firm chooses differentiated marketing policy aimed at reaching more than two segments, it should at this stage to determine the each segment individually on choosing the most attractive position that it was she wants to take it according to the prevailing mission and goals of the company and chosen strategy based on intensity of competition and demands of target customers. Only after this stage can proceed to the planning of the marketing mix.

In her book, J.M. Evans and B.Berman emphasize the importance of having an agreed marketing plan [8], based on the fact that the marketing plan is the foundation of the company to ensure the profitability of its work. Thus, it is impossible to plan marketing activities separate from planning other functions of business activity. Marketing Plan developed normally a year (current, operational or tactical) or 3-5 years (strategic) planning period due to a variation marker tynhovoho environment. The basis of the development of the strategic plan is prospect analysis of the company under certain assumptions about the changing environment in which it operates. The most important element of this analysis is to determine the competitive positions in the company and benefits to all target markets sales. Based on this analysis, formation yutsya goals of the company and the strategy chosen to achieve them. The concept of strategic planning and marketing are closely linked, and a plan of marketing govo activities should be an integral part of a strategic plan for the company. The effectiveness of marketing planning significantly elevated schuyetsya when employees marketing departments understand

the process of planning the company as a whole.

Marketing plan should consist of three main sections: Situational Analysis: situational analysis (this section is based on market research conducted regularly, not occasionally, and whose results allow for detailed market research company environment. During this stage, carefully analyzed the external and internal business environment and, therefore, are determined by the components that really are meaningful to the enterprise, and its impact on the activity of) developing tactics companies (analysis of building marketing of the company, building profile product that is produced, the quality of characteristics range and variety that is now emerging, analysis of competitive products and the enterprise as a whole, the construction of these systems, pricing and trade; organization of creating demand and stimulate sales in the company) building development strategy (major components of marketing strategy is setting reasonable goals and objectives, identifying action programs based on balanced system approach and ranked by the ratio of different interests in a competitive environment, rational use of aqueous marketing and pro-idents resources. example, developed a model of action should be taken to achieve marketing objectives of existing enterprises by coordinating the resources of the firm to achieve competitive advantage. therefore, this section contains a marketing plan: building goals and objectives for the planning period, development of ways and means to achieve these goals).

In addition to the marketing plan developed modern industrial enterprise marketing program, which in turn is a detailed marketing analysis and characterizes all areas of marketing of the company. The main attention objects during the development of marketing programs is the analysis: the target market (market profile is described in all directions are determined by key market indicators) competitive rent (detailed analysis of major existing and potential competitors. Describes the production, marketing, trade opportunities, projected development of each individual competitor in the market), consumers

(characterized by potential consumers of their basic needs, demands, requirements for goods, their average income, analyzes the structure of consumption expenditure, the level of solvency); potential entities (describes the basic nomenclature and the range of products, which are produced at enterprises, considered concepts such as latitude, depth range and nomenclature), analysis of production potential.

The process of marketing planning and development is the part of the integrated enterprise planning system. As a result from the system of marketing management in the enterprise must be flexible mechanism to control its operation at any stage of development and execution of marketing programs.

The process of planning in marketing is starting point of the whole enterprise, so this plan should be coordinated with other features of business activity as a portion of the entire planning system. For recurrence of ensuring the marketing local control process (otherwise there is no point engaged in marketing within today's market) as a result must evaluate each individual marketing event and analyze the effectiveness of the whole system for further development of measures for its improvement. Thus, at this stage of the study it is possible to form a common model of marketing system to simultaneously accompanied industrial plant.

Conclusions. The suggested model of marketing management and the mechanism of marketing planning activities in modern industrial enterprise system allows all marketing activities and events. The possibility of working with a network of product and identify new market attractiveness for business and evaluate them in terms of compliance with the overall objectives and resources of the company.

References

1. *Akimova I.* Industrial of of marketing / of of I. Akimova. - K.: Knowledge ; KOO, 2000. – 294 p.

2. Industrial of marketing : train aid / O. Shubin, E. Azarayn, B. Vorob'ov [and other]. - K.: NMIQCVO MON Ukraine, 2002. - 432 p.

3. Industrial of marketing: train aid / under the general release of V.Pilushenko, B. Raffild III. - Donetsk: DonGAU; VIK, 2003. - 538 p.

4. *Meshko N.* Bases of application of marketing approach in management by the industrial enterprise / N.Meshko, U.Morozov. - Dnipropetrovsk: Science and education, 2001. - 218 p.

5. *Pilipchuk V.* Industrial marketing: train aid / V.Pilipchuk, O. Osnach, L.Kovalenko. - Kyiv: Center of educational literature, 2005. - 264 p.

6. *Starostina A.* Industrial of marketing. Theory of and economic situations . train aid./ A. Starostina - K.: «Ivan Fedorov», 1997. – 400 p.

7. *Fathutdinov A.* Strategic marketing: train aid / A. Fathutdinov - M.: JSC «Business-school» «Intel-synthesis», 2000. – 640 p.

8. *Evans D.* Marketing/ D.Evans, B.Berman. - M.: Economy, 1990. – 350 p.

9. *Rekhem N.* Strategy of work with the clients of in large sales. Trudged.with eng/ N.Rekhem. - M.: NIRRO, 2004. – 314 p.

УДК 339.138

Корж М.В.

ПРОГРАМА МАРКЕТИНГУ В ЗАГАЛЬНОМУ МАРКЕТИНГОВОМУ УПРАВЛІННІ НА АВІАПРОМИСЛОВИХ ПІДПРИЄМСТВАХ

Інститут економіки та менеджменту Національного авіаційного університету,

e-mail: korzh_marina@ mail.ru

Ключові слова маркетинг, маркетингове управління, програма маркетингу, маркетингове планування, промисловий маркетинг, маркетингова стратегія

Запропоновано удосконалений механізм маркетингового планування через використання системного підходу, проведено його адаптація для авіапромислових підприємств з урахуванням особливостей їх функціонування у сучасних умовах економічного розвитку України. Розроблено модель організації управління маркетинговою діяльністю на сучасному промисловому підприємстві, яке виробляє наукоємну продукцію.

UDC 339.138

M. Korzh

THE MARKETING PROGRAM IS IN GENERAL MARKETING MANAGEMENT ON AVIAPROMISLOVIKH ENTERPRISES

Institute of economy and management of National aviation university

e-mail: korzh_marina@ mail.ru

Ключові слова англійською мовою marketing, marketing management, marketing program, marketing planning, industrial marketing, marketing strategy

In the article the offered is methodology of development of the marketing program and mechanism of realization of the marketing planning, by the use of approach of the systems, and also its адаптація is conducted for aviaindustrial enterprises taking into account their features of functioning in the modern terms of economic development of Ukraine. In connection with that the model of organization of management marketing activity is developed on a modern industrial enterprise which carries out the production of наукоємної goods.

УДК 339.138

М.В. Корж

ПРОГРАММА МАРКЕТИНГА В ОБЩЕМ МАРКЕТИНГОВОМ УПРАВЛЕНИИ НА АВИАПРОМЫШЛЕННЫХ ПРЕДПРИЯТИЯХ

Институт экономики и менеджмента Национальный авиационный университет

e-mail: korzh_marina@ mail.ru

Ключові слова російською мовою маркетинг, маркетинговое управление, программа маркетинга, маркетинговое планирование, промышленный маркетинг, маркетинговая стратегия

Предложен усовершенствованный механизм осуществления маркетингового планирования, путем использования системного подхода, проведено его адаптация для авиационных предприятий с учетом особенностей их функционирования в современных условиях экономического развития Украины. Разработана модель организации управления маркетинговой деятельностью на современном промышленном предприятии, которое производит наукоёмкую продукцию.