

**REPUBLIC OF UZBEKISTAN**  
**MINISTRY OF HIGHER AND SECONDARY SPECIAL EDUCATION GI**  
**NAMANGAN INSTITUTE OF ENGINEERING AND TECHNOLOGY**

**" MARKETING" DEPARTMENT**  
**EDUCATIONAL METHODOLOGY COMPLEX**  
**OF**  
**MARKETING COMMUNICATION**

**Field of knowledge:** 200000 - Social environment, economy and law  
**Field of study:** 230000 - Economics  
**Field of study:** 5230400 – Marketing (by industries and sectors)

**Namangan-2022**

**R.Karimdjanova. Educational methodological complex of " Marketing communication " / Namangan: 2022**

Methodological complex of science according to the Decree of the Minister of Higher and Secondary Special Education of the Republic of Uzbekistan "On Recommending Methodological Guidelines for the Preparation of New Educational Methodological Complexes" dated March 1, 2017 No. 107 and on the basis of the "Marketing" subject program approved by the protocol No. 3 of the Ministry of Higher and Secondary Special Education of the Republic of Uzbekistan dated August 14 , 2020 prepared \_

**Developer:** NamMTI, senior teacher of the "Marketing" department ,  
R.Karimdjanova

**Reviewers:** A.Soliev, professor of "Marketing " department of  
Namangan institute of engineering and technology

H.Qodirov, Associate Professor of "Marketing"  
department of Namangan institute of engineering  
and technology

This educational methodological complex was discussed and recommended for publication at the \_\_ meeting of the " Marketing " department on 2022 " \_\_ " \_\_\_\_\_.

The educational methodological complex was discussed at the \_\_ meeting of the NamMTI methodological council on \_\_\_\_\_, 2022 , and permission was given to publish it.

In accordance with the rules of the educational methodical complex in the subject " Marketing communication ", it was designed on the basis of didactic principles, lecture and practical training techniques. This educational methodological complex is intended for teachers and students of higher education.

## Contents

1. **Study materials** .....
2. **Subjects of practical exercises** (main text, task options, problems and examples, a collection of cases, control questions, list of foreign and domestic literature).....  
.....
3. **Independent study activities** (subjects of independent study, methodological instructions for implementation, topics of course work, purpose, expected result, options).....
4. **Glossary** (main terms in Uzbek, English and their brief definitions, units of measurement, etc.).....
5. **Appendices** (science program, working science program, handouts, tests, basic words and phrases, methodical instructions on assessment criteria).....

**REPUBLIC OF UZBEKISTAN  
MINISTRY OF HIGHER AND SECONDARY SPECIAL EDUCATION**

**NAMANGAN MUHANDI S LIK- INSTITUTE OF TECHNOLOGY**

**" Economics " FACULTY**

**" MARKETING " department**

**" MARKETING COMMUNICATION "**

# **Educational Materials**

**Namangan-2022**

# **TEXT OF LECTURES**

# **1-chapter. SUBJECT OF "MARKETING COMMUNICATION" SCIENCE AND CONTENT**

## **1.1. Marketing in the context of economic modernization of communication held place and duties**

Communicative politics activity as the first in line work producer, intermediary or of the consumer separately function being his motives, interests, relationships, instructions and sure goals (*entering a new market, developing a new product, increasing market share or to hold and others*) is determined by

Preparation of the communication process for the sale of goods, sales, goods purchase to do and him next disposition to do in processes done to be increased companies and their consumers between interactive dialogue as to look acceptance done

Event more efficient to do for marketing communications at all stages of the movement of goods, i.e. from sales before, sell during consumption in the process and from consumption next should be considered as a process of managing stages. Communication in this programs are different segment, market "nest" and even individual customers for special should be developed.

New electron technologies master since companies only how they interact with their customers it's not, perhaps perhaps how to contact to enter to ask must

That's it by doing communication of the process the first stage being company and his of the product customers with all potential mutuallyeffect reach opportunities audit to do is considered For example, who computer buy want to get if his own acquaintances with they speak television advertising watch does newspaper and in magazines read articles in stores computers out of sight forgives Marketer this from impressions which one purchase to do of the process different stages it is necessary to determine that it has the most impact on the buyer. This issue is correct to be understood to the marketer communication for separable funds more efficient allocation allows.

## 1.2. Communication and move of marketing important element as

Marketing communication – marketing relations subjects for important have has been information search, analysis to do generation and distribution according to clear movements and of means is the sum.

Marketing communication when you say we from the firm different to the public that's it including customers, vendors, suppliers, shareholders, management organs and of the firm own to employees intended signals we understand the complex. Advertising, personal selling, sales promotion and public with connections of communication "communicative complex" that named basic tools is considered

- Advertising is a paid form of one-way mass communication is that this communication originates from a specific sponsor and the firm's activities directly or indirectly support service for does.

- PERSONAL TRADING - Personal and two-way (dialogue) "to measure" communication being his purpose the client immediate action to do is an incentive and she is the same at the time firm for information is also the source.

- Sales promotion is a supplement to advertising and personal selling and all aimed at accelerating and expanding the trade of certain goods temporary and local remedy covering events takes

- The congregation with connections organization and teams in the middle to the goal directed behavior organization through spiritual solidarity and aimed at creating an atmosphere of mutual trust. Here is the communication purpose only trade organize to do it's not, perhaps firm activities is moral support.

This traditional to tools addition respectively fairs, salons, trade shows, mail distribution, telemarketing and catalog sales such as directly communication tools too telling transition is permissible.

Different channels complement each other, hence the problem here trade to encourage appeal of doing if necessary it's not, perhaps common communication budget of the goods features and placed arising from communication tasks between different channels from distribution consists of

Communication competition in the fight success factor being is considered Below marketing of communication stages given

## **1.2. Demand formation and the sale encourage essence, purpose and styles**

Current in the day the majority consumption goods sell according to in companies to sell to encourage advertising of the budget 65-75% right will come. Consumption in the markets to sell of encouragement fast to growth one series factors effect showed. Internal factors own into subordinates takes: the majority companies leaders by of selling efficient tool as to sell of encouragement importance realize done, product according to managers by mastering the use of sales promotion tools, current sell size increase necessity. External factors own into takes the following: an increase in the number of different brands and they between the difference decrease, competitors to sell by encourage different different of means use, of consumers goods at the price of superior level orientation, trade field by work from the makers side to give Demand of expenses growth, of the market very saturation and legal restrictions as a result as a result advertising efficiency decrease.

To sell encourage advertising with together when used efficient is considered

Two levels of demand: total (or global) demand in the entire market and of the firm to the product or to the brand has been Demand between the difference sure separate get need

Market demand - in a certain place and in a certain period, brands complex or competitor firms for commodity in the market (net or in the market) is the total sales volume.

This in consideration if we get talk "Primary Demand" about or of need It is about the demand that corresponds to a certain category. It seems that this definition first main of the market identify to be taken in the eye holds

of the firm to the product has been Demand (to brand has been Demand) that is said to be part of the demand in the market and it is in the main market of the commodity firm or brand take over standing market per share suitable will come.



It is important to understand that the primary demand is also for the firm's product is a function of the response such as demand, and is the degree of this function Demand determinant that named one series to factors depends. This primary demand determinants are of two types: uncontrollable environmental factors and marketing factors. Marketing factors - in this market competing firms on the side to be done marketing actions complex is considered

### **1.3. Goods to sell to activate effect doer system**

Marketing communications of the complex modern efficient direction formation this integrated marketingcommunications, communicative management is considered

Marketing communicator the following issues solution reach must:

- purposeful the audience determination: purposeful the audience determination this of the communicator the most main task is considered You who for commodity work released if you are that's it your purposeful your audience count. For example, of the population known one layer, Women, young people businessmen and etc.;

- advertising from doing main the goal determination: you different purposes you can advertise your product. These goals are of the following types to be can:

a) providing information about the goods. In this case, buyers have such goods, of the goods name, about the brand information have will be;

b) increase the knowledge of buyers about the product. In this case, the buyer commodity about information have to be can but this data enough not to be possible That's when commodity about complete information is given.

c) buyers to the goods has been attitude positive towards change.

In this basically of buyers commodity about opinion and to the goods has been relationship good didn't happen without is used. That is communicatorbuyers the goods their dislikes the reason identify advertising to show that those organizational deficiencies have been eliminated need;

g) buyers persuasion; Of this for persuasive from advertising is used. In this your your goods competitors from the goods advantages and his usefulness is displayed. Convince main of means one this public contact with is considered

d) Advertising to increase sales. This is a commodity about everyone enough information has but to buyers the goods remind stands

- information selection. Determine what you want to advertise from what you received after so advertising the text your preparation must she is purposeful to the audience own take effect.

- information tools choose Communicator information from preparing after him which channel organized to deliver must determine. Information of delivery two main type differ: personal(individual) and common.

- personal to the channel client with separately conversation transfer, telephone organized contact to do mail organized appeal to do and gardens.

- common to the channel public information tools, measures, conferences and others.

#### **1.4. To buyers and to sellers preferential conditions to the body to bring**

Communicative to politics modern in the approach long term partnership relationships form, holding stand up and towards development, mutual respect and mutual benefitmain accent is given.

The majority companies marketing communications using that stereotypes or lack of loyal customers can be eliminated they make mistakes. This approach has a number of disadvantages: events to the rule according to one once or short term to the character have will be and information will settle in the minds of potential consumers does not allow; They are valuable to the company when compared to the achievement achieved falls; most information does not reach the target audience or quickly from memory is released.

Communication marketing-mix (moving media-mix) five main communication own into takes

Advertising - goods, services, ideas move and impersonal present of reaching wanted paid form is considered

To sell encourage - the purchase to encourage or goods, the service from experience to transfer directed different different short term encouraging measures.

Public with connections and in the press print achievements – various created to protect and promote a company's image or goods programs.

Personal selling - organizing presentations, answering questions and with one or more potential buyers in order to receive orders directly interaction reach

Straight away marketing - real or potential to customers direct mail, telephone, fax, e-mail and another impersonal contact of means use

### **1.5. Service service organize reach**

In trade marketing as a commodity by stores to buyers offer being done of goods except being shown services to enters. A unique aspect of retail marketing is that trade services work from release uniqueness and service of quality instability is constant. Here is the level of service that customers expect and talk about the quality of service between the level of service you actually receive to the goal is appropriate. Most of the time trade enterprises and in customers offer to be done services nomenclature and quality about different requirements appear will be

Studies that's it shows that almost 75 percentage cases trade employees themselves showing services and goods quality buyers They think it is higher than the assessment. So, it can be concluded that trade the tastes and desires of employees and customers do not match. The trading company that offers the most services that customers want will have a higher priority. The current evolving competitive environment conditions retail trade enterprises themselves offer doing commodity and showing quality of services level by increasing are going

The main task of retail trade enterprises is quality goods is to create a purchase opportunity by providing services in accordance with it. Offer being carried out services summation one magazine apart from others the main one one of the tools is considered Because it is now Don't go to any store every day, the assortment of goods is almost the

same. So, service show with goods assortment one different in the circumstances in competition walking leave possible For example, big supermarkets own retain their customers and they to expand the ranks the following services offer to do can:

- preferential delivery to give (Total buy amount known from quantity increased in case);
- goods free replace to give
- lottery and different successful games organize reach;
- each one on the floor rest get places organize reach;
- hour correction workshop availability;
- mini bank availability;
- photo services availability;
- goods wrapping to give
- telephone through or mail through order to receive organize reach

Retail trade enterprise to buyers offer doing services types abundance with from competitors break up own position carrying takes.

Service show field for market economy transition period without reducing the level of service to the population as a strategic task services in the market stability storage is considered To the population service pointer activity showing enterprises with one in line new The formation of enterprises is extremely important, because they compete cause they issue and services increase in size.

The service sector is one of the fastest growing sectors of the economy is considered The experience of developed countries shows that release complication and the market goods with saturation as a result to services has been Demand grow up starts Economical degree high and industrial basis and work productivity high if of society economy activity so much get complicated goes As a result the economic structure changes and is oriented towards the production of services work of activity importance grow up goes

The number of workers in the service sector over the next few years is known one reasons according to grow up went These are the reasons working as a line in release

improvements as a result many goods less worker power with production can be included. This situation produces a lot of labor release from the field free did and them different different services show to the fields to pass reason became Again one another important of the factors one to be technological development. This is a technological development modern computer technologies to apply based on many services appear to be reason it has been.

Service show in the field economy of keeping market mechanism formation in this field if appropriate of market relations formation with is a bond. Service show of the field development It reduces unemployment and thereby the economy of our country socio-economic from problems one solution reach possible Service show in the field of entrepreneurship development, of the population free creates a favorable environment for attracting funds and the livelihood of the population level to increase help will give.

This is a current issue in the service sector the field in management structural changes with connection has been are problems. These changes are gradual in the economy with transformation and transition to market methods of business is a bond. That's it with together they are service show in the field a lot in sleepiness to changes will bring.

### **Short conclusions**

Communicative politics activity as the first in line work producer, intermediary or of the consumer separately function being his motives, interests, relationships, instructions and sure goals (entering a new market, developing a new product, increasing market share or to hold and xk) is determined by

Preparation of the communication process for the sale of goods, sales, goods purchase to do and him next disposition to do in processes done to be increased companies and their consumers between interactive dialogue as to look acceptance done

Marketing communications of the complex modern efficient direction formation this integrated marketing communications, communicative management is considered

Communicative to politics modern in the approach long term partnership relationships form, holding stand up and towards development, mutual respect and mutual benefit main accent is given.

### **Questions for checking:**

1. The economy modernization to do conditions marketing communication in front what tasks standing?
2. Communication and promotion as an important element of marketing that explaining give me
3. Demand formation and the sale encourage essence, purpose and styles explaining give me
4. Goods to sell to activate effect doer system when you say what do you understand
5. To buyers and to sellers preferential conditions to the body to bring how done be increased?
6. Service service organize reach how done be increased?

## **2-chapter. MARKETING COMMUNICATION COMPLEX**

### **CREATE AND MANAGEMENT**

#### **2.1. Communication process**

Enterprise own company good image Create for many is obliged to interact with communicative processes. Enterprise is a commodity with competing communicative to competition deeper, ie the market struggling to reach the more important target segment and customers' attention attraction will be done.

Next communicative in politics strategic and tactical measures into receiver only complex approach opportunity is placed. Of this for the integrated communicative concept of entrepreneurship from the enterprise Create and development is required.

Integrated communicative of the process feature being variety of forms of communication tools and processes, carriers is considered

Communication as follows classified as: contact type according to; personal and impersonal; according to intensity: intensive and idle, according to the frequency of application single and multiple; according to the result of the effect - effective and ineffective. Communication savors as: management (firm management); employees; customers; public; business according to partners and others.

Har what kind of communication transmitter and receiver between the doer to write and using a coding and code reading system for recognition purposes signals exchange in the eye holds Below communication of the processeight element is shown.

- transmitter (separately person or organization) - information source;
- encoding - thoughts in symbols, images, pictures, shapes, sounds, languages and etc rotate process;
- information - transmitter through being given characters set;
- transmission channels - signals from the transmitter acceptance to the doer transmission tools;
- the code reading - acceptance of the doer from the transmitter come fell to the charactersknown to give meaning process;
- accept doer - on target audience;

- response

- after the receiver gets acquainted with the information

reactions set;

- the opposite contact - acceptance from the doer coming out of answers to the transmitter come falling part.

## **2.2. Efficient communications work get out**

Efficient of communication important conditions are the following:

- communication goals. Transmitter which to audiences towards information transmission and how in appearance answer to receive sure to know need

- preparation of information. The experience of those who have used the product and on target of the audience coded information reading process account get necessary.

- channels planning. Transmitter own information on target to the audience efficient delivery giving channels according to transmission need

This last two task usually advertising agencies or information tools to choose specialized firms by done is increased.

Effectiveness of information. Depending on the transmitter feedback signals on target of the audience being transmitted to information the answer assessment need

Marketing concept to advertising current reach of buyers experience account receiver and they are who understands in the language information envisages development. The performance conditions listed are desirable determining the set of decisions included in the marketing communication program gives

### *Communication goals determination*

A marketer with the definition of a market segment and its characteristics he needs to determine what he wants from the audience. A wide range of responses spread out three bihierarchical model exists.

"Learned - nice do it - do" model the majority goods from within one chooseto receive willing to consumers is correct.



"done - nice do it - learned" model client to the goods interested in but a commoditycategory indistinguishable to the situation is correct.

"Learned - do it - nice do" model the audience to the goods not interested or commoditycategories poorly differentiated and is correct.

Client commodity categories interested and category internal status good knew condition for marketer how measures to see that it is necessary seeing we go out Marketer own effect buyers by decisions must perform at each of the six stages of admission. This stages consist of: awareness, knowledge, sympathy, attention, wish purchase.

Necessary answer reaction from finding out after, marketer efficient application to develop passes.

The application creation process aims to solve four main problems holds:

- what to be called must (application content),
- how by doing application makes sense organize to do need (applicationstructure),
- this symbols how transmission must (petition clearance)
- she is who from the side is given.

The application sender to the contact audience what know how to say must Most good application form content from finding out after, managers call the idea or rare trade offer to create movement they do

There are three main types of appeals: rationality-based, to emotions based on to morality based on

- Rational call the audience interest for intended.
- Emotional call positive and negative emotions to call for intended.
- To morality based on call of buyers to feelingsdirected.

of the petition efficiency only his content it's not, perhaps his to the structure even depends.

The application sender information good work output must. Advertisers often advertise one or another product popular in advertising from people they use

From this except advertising of the giver reputation even important important has Most reliable sources being real calculated sources is considered

### **2.3. Communication channels choose**

Information transmission for sender of communication different channel the to choose must Communication of channels two type there is - personal and impersonal.

PERSONAL communication channel - two or more with a product or idea person introduction, discussion to do purpose is a message.

Communication dialogue in the form of one person's to the audience appeal, telephone conversation in the form of it can.

Effectiveness of personal communication channels of presentation individuality level and reverse contact get with is determined.

*Personal communication channels subordinates includes:*

1. Lawyer channels - purposeful the audience representatives with connected of the company trade composed of representatives found. Expert channels - purposeful the audience representatives for petition who does independent composed of experts finds Public channels - with representatives of the target audience. It consists of neighbors, friends, relatives, colleagues who talk. Non- personal channels of communication transmit without personal participation. Communication is impersonal Channels include media, interiors and measures events takes.

Media publications (newspapers, magazines, straight away mail shipments), radio, television, external advertising tools (ads, posters) and others enters.

Interiors - "around environment weapon" being the client the goods buy to get encourages.

Some events contact to the audience known one applications to transfer are directed actions.

Move mix - goods successful to the market take to exit enabling, sales-promoting and customer-friendly companies creator different different instrument and of methods is a set.

Companies that produce their own shift-mix programs, one several factors should be taken into account: the company is operating market type, strategic duties, of buyers the purchase done increase for preparation, of the product his life in the cycle place

Priorities in consumer goods companies in the sheep in order done is increased: to sell encourage, advertising, personal sell, and public contact.

#### **2.4. Marketing communications complex done increasemanage and this process coordination**

Communication costs are difficult to account for. That's about it data scattered being cost amounts different in the fields in broad circles big difference does. In general when that's it to say maybe personal communication expenses advertising from expenses a lot will be of this on top of it they are industry goods in the markets will be especially big.

One trade to the employee right coming expenses especially industry goods in the markets relentlessly increased goes; one advertising of connection the value, on the other hand, is the growing selectivity of the news media because of decreases

Communication expenses progressive reach and especially new communication of means fast development advertising channels and directly of trade relative re-role assessment Demand does have .Eight Keys to Develop Effective Shift Programs stage available:

1. Defining the target contact audience.
2. Determining the purpose of communication.
3. Application Create.
4. Communication channels choose
5. Reserved for scrolling determining the total budget.
6. Making decisions about mixed means of movement.
7. Moving the results evaluation.

8. Marketing communications complex done increase manage and this process coordination.

### **Short conclusions**

Next communicative in politics strategic and tactical measures into receiver only complex approach opportunity is placed. Of this for the integrated communicative concept of entrepreneurship from the enterprise Create and development is required.

Integrated communicative of the process feature being variety of forms of communication tools and processes, carriers is considered Communication costs are difficult to account for. That's about it data scattered being cost amounts different in the fields wide in circles big difference does. In general when that's it to say maybe personal communication expenses advertising from expenses a lot will be of this on top of it they are industry goods in the markets especially big will be

Communication expenses progressive reach and especially new communication of means fast development advertising channels and directly of trade relative re-role assessment Demand does.

### **Questions for checking:**

1. Marketing communication complex how created?
2. How to manage the marketing communication complex be increased?
3. Communication process what?
4. Efficient communications work get out process explaining give me
5. Communication what are the goals defined?
6. Communication channels how chosen?
7. Marketing communications complex done increase manage and this process coordination how done be increased?

## **2.5. To sell encourage concept**

To sell encourage – marketing of companies main element being consumers and trade to enterprises some commodity and services to sell acceleration and to multiply service doer differentdifferent basically short term a wake-up call tools to apply in the eye holds Advertising goods purchase to do for the basis offer if to sell encourage while him encourages. To sell encourage includes various consumer incentives. Including sample distribution, coupons, compensation, discount, awards, gifts, customers award, free try fights guarantees offer to do known in the circumstances sell, intersected (cooperative) promotion, display at points of sale. Trade encourage own into subordinates takes: grades drop, advertising and demos, free merchandise. Business partners and motivating sales staff includes the following: trade exhibitions and conferences, trade representatives competitions and special advertising.

## **2.6. To sell of encouragement goals**

S firing means to their specific tasks according to from each other difference does. Trade field from incentives new buyers attraction to do constant customers reward and random used to inspire customers to make another purchase. New customers who want to buy to "try" the product in the sheep three to the group divided into:

- usually that's it category another commodity brand purchase doers;
- another category goods aspirants;
- own wish often by changing residents.

Incentives last in the group buyers to himself attraction does because another in the group consumers encourage according to measures to the effect less level inclined will be Own inclinations often switching consumers are often primarily driven by the low price of the product, his usefulness or to awards attention they give That's it because of reward this "mercantile" buyers constant to customers there is little chance of conversion. In the market of goods of the same type sales promotion leads to short-term sales growth, however has little effect on the growth of the company's market share. From each other difference doer trade brands in the market to sell encourage commodity Sufficient influence on changes in market share of suppliers to do possible is serious about the combined use of promotion and advertising One of the problems of the company is short-term and long-term goals between balance determination is considered Advertising trade to the brand has been long term inclination formation effect shows but to the brand has been desire according to sell encourage the issue of attenuation remains open. Interest in Maraka only price down sell, coupons, awards through encourage consumers the eye on the right offer being carried

out the goods to depreciate possible That's it for price according to encourage (in this to the brand has been interest is maintained by periodically lowering retail prices) and promoting additional benefits (including brand voice "image" to improve attention given) between the difference separate must

### **2.7. To sell encourage on this program work get out**

To sell encourage according to measures in planning company sure tasks identify get necessary tools to choose known one program work output and him in practice supporting to see measures events to pass as well his efficiency assessment must

To sell encourage according to tasks to put known one commodity marketing tasks based on move according to wide from issues come comes out. **S** to shoot encourage according to sure tasks purposeful depends on the market. Great for consumer promotion tasks encourage the purchase of goods in the party, new customers and competitor commodity brands purchase doer buyers attraction to do enters.

Retail in trade to sell encourage retail trade enterprises the owners to the assortment new brand input, commodity reserves increase, seasons in the middle to sell encourage, competitor Refusal of the services of firms, brands and new goods are presented to retailers the tendency of consumers to increase the number of sales branches in formation in participation manifestation will be

Trade employees encourage goals new commodity or new the model employees by shift, competent customers the number and to the season depends didn't happen sales level to increase has been interest Create and from support consists of

Work issuer and retail trade by to be given incentives from each other differs. Work issuer by to be given to incentives example by doing cars work producers to bring possible. For example, discards offer achieve sale of sufficient amount of goods on credit, free trial period and gifts, new models purchase to do encourage. Retail trade by to be given incentives subordinates example by doing to bring possible: grades drop, special advertising, coupons, choices and rewards for buyers.

### **Short conclusions**

To sell encourage – marketing of companies main element being consumers and trade to enterprises some commodity and services to sell acceleration and to multiply service doer different

different basically short term a wake-up call tools to apply in the eye holds Advertising goods purchase to do for the basis offer if to sell encourage while encourages him.

Sales promotion is different from consumer promotion includes various tools. Including distributing samples, coupons, compensation, discounts, rewards, gifts, customer rewards, offering free trials, warranties, sales under certain conditions, intersected (in partnership) encourage, sell in places demonstration reach

Sales promotion tools to their specific functions according to from each other difference does. Trade field from incentives new buyers attraction to do constant customers reward and random buyers i.e one purchase to do for inspire for uses

To sell encourage according to measures in planning company sure tasks identify get necessary tools to choose known one program work output and him in practice supporting to see measures events to pass as well his efficiency assessment must

### **Questions for checking:**

1. To sell encourage what?
2. To sell encourage concept explaining give me
3. To sell of encouragement goals what are is included?
- 4 . To sell encourage on this program how work come out?
5. To sell encourage according to program initial inspection and himdone increase how to do be increased?
6. To sell encourage methods what are is included?
7. To sell encourage tools how chosen?

### **3-chapter. PERSONAL SALE**

#### **3.1. Personal of selling role**

Personal selling is one of the oldest forms of trade a number of recognized cases own into takes

Sales service employees occupation skill achievement oriented teaching methods trade employees orders passive acceptance from the doer them active "searching to the finder" to rotate in the eye holds Orders acceptance doers of consumers own needs sure that they perceive, negatively accept any influence on them and humble as well conscientious trade representatives of their wishes come come out

Direct sales - at certain stages of the purchase process, esp of the buyer himself selling the goods preferred to see reach and him buy to get encourage need when the most efficient communication is a tool. That's it for, simpler tasks of communication cheaper technical tools through transmitted towards trade employees strategic in marketing role getting stronger goes

#### **3.2. Personal of selling essence and character**

Personal sell and negotiations take rich principles to the transaction ie client with one once deal make up for directed. The majority in scores company one once from the transaction it's not, perhaps interested in establishing long-term cooperation with customers. That's it because the company is the most high level orders provide and to them service in showing his own ability demonstration to do strives

Today, many companies are partnering with transactional marketing to relations based on to marketing are passing. Big consumers most of the time global companies considered they are the world to the market goods with suppliers and suppliers of goods operating in the same manner to work preferred will see:

- different geographical in the districts own with the product service to show



provider and agreed upon in the assortment goods delivery givers;

- quick solution to the problems arising in the desired economic region eat will receive;

- product improvement and development with the customer-company team release efficiency increase issues closely cooperation who does

### **3.3 Selling of service role**

Sales staff who make sales to business customers negotiations take to go skills have to be must Parties on price and other terms during negotiations Notice the usefulness of the order and concessions by the seller level non-reducing mutually beneficial deals make up according to come to an agreement. Usually the argument and debate is over the price, however terms of contract performance, product quality and service level, delivery to give volume, financial obligations, risks acceptance to do access to property rights, cargo insurance, etc coordination even important important has

Negotiations efficient take to go for trade employee thorough preparation and their development planning, discussion the subject to know uncertainty and pressure transfer conditions fast and sure thinking, thoughts statement eat get information acceptance do it get to be able to think and have a high general level of development, honest, another people convince take and patient to be must

Necessity of conducting negotiations to make the sale in the sheep in scores surface will come:

- not only the price of the product, but also its quality and service big important have;

- possible has been risks sure evaluation much difficult;

- purchase being done the product work release length; work release process in orders many changes to be as a result often stops.

Negotiations take to go in the process another side reserve Know the price and get an idea of your reserve price even higher to do obvious to advantage take will come. of the parties own reserve grades in the matter of openness negotiation of participants

personal qualities, the obligations received and the future envisaged between the parties to relationships depends will be

### **3.4 Selling service management**

Two in search of orders for sales staff training main approach they use To sell directed methods sell service employees template methods based on teaching to consumers effect reach for it is enough that they count (eg cars in sales). This approach essence from that consists of consumers purchase goods only when influenced by the seller they do said based on the concept. In this, buyers smoothly transferred to presentations inclined will be and purchase to do don't want

To the consumer directed methods trade employee in the buyer that he should find solutions to existing problems independently in the eye they keep This approach essence from that consists of trade representative the consumer to hear to know and his needs determination for the correct organization of the conversation and the offered goods needs satisfy must This approach buyers realize did not have needs and commercial opportunities to identify these needs to create possible, as well consumers constructive suggestions high evaluations and of the client long term interests answerwith a tendency towards sales representatives who seek to offer solutions their approach in the eye holds Marketing concept to the consumer directed approach according to will come. Seeing passed of approachesany one even universal to the character have it's not.

### **3.5 Trade agents preparation and manage**

Goods delivery of the givers all of them even period demand satisfy they can't. Most of the time goods sell with actions coordination Various sales departments are involved, while technical staff are involved consumers teaching according to interest have it's not. Current success in getting orders and keeping customers under conditions as a guarantee, sales service employees work as a team and that's it according to coming encourage system is considered The majority commodity delivery givers to labor right to pay system again seeing outputs, intended performance indicators of sales service and clear goals determinations as well trade employees in preparation high personal initiative conditions even in command of work importanceattention to give must

Partnership to relations based on marketing manage Adequate execution of programs by the company's customers than the problems of their own production less implies that it will not be paid attention to. At the same time, keep this in mind must partnership to relations based on marketing universal but it will not be effective in all cases. Company market which in segments and which sure consumers with partnership relationships development himself solution to do must

Trade employees as follows types showing transition can:

- basic task the goods physical delivery to give has been delivery to give according to representative

- operating in the sales area, accepting orders and from him except especially big in stores to the customer consultant to be possible a seller who

- orders acceptance to do and of goods continuously delivery to be given meeting with wholesalers and retailers to ensure traveling representative;

- trade encourage according to representative: she is advertising and advertising events directly of the outlet in itself organize does;

- commercial Promoter: she is orders acceptance does not only new information about goods, especially new goods in the medical field will give;

- technician in terms of deep to knowledge have has been and to the customer his trades that can help with their advice in solving their problems according to an engineer.

- cars, household electricity tools, encyclopedias, insurance a traveling salesman engaged in the sale of goods such as policies, in which creative abilities and communication strategies important role plays;

- complex projects according to contract compiler, she is technical and financial in addition to knowledge, to have the talent to negotiate need

Saying passed all of employees duties she is or this level related to creative and strategic functions. The task here is commercial relationships right organize to do and trade employees, sell network and from the optimal distribution of duties between communication tools consists of

### 3.6 Trade agents activities evaluation

In general so to speak trade of the employee main duty, as before from two-way communication on issues of conformity of goods to their requirements is concerned with meeting the needs of a well-informed customer. Company for while trade employee new task of the firm in the market to changes adaptation accelerator information from collecting consists of

Japanese from firms one own trade employees role sorepresents:

"Sellers - the same no information are hoarders; information better check and collect for them his own sell only the plan to perform, that is, to himself, who strives only to improve his performance not to be the seller who put the building, but other sellers and others in general firm to harmony with teaching need".

Sellers role in the concept such evolution their strategic in marketing participation enhances, this participation the following strategic consists of performing functions:

- of the market new goods acceptance to do reach;
- new customers to find;
- there is of customers from the hand do not release;
- technician help show;
- to consumers goods about information deliver;
- information collect

Trade employees commodity policy work on exit ie strategic a way to provide information about customer needs in marketing with participates.

Personal communication strategy work exit the most first of the firm the role played by the salesperson in the implementation of the marketing strategy requires identification. For this, the firm has its own market for each commodity customers with want to install has been contact character identify get need

Trade employee typical duties three direction according to groupingcan:

- trade, including identification of potential customers, their needs study, sell conditions discussion to do and deal make up;

- providing services to customers, including using goods support, after-sales service, product promotion and others;

- firm for of needs change, of competitors activity, of goods about adaptation information collect

Thus, the salesperson is not only a commercial organ of the firm, perhaps his marketing information important in the system element is also

Saying passed she is or this to functions being given attention depends respectively, the terms "sales officer" and "sales agent" have different meanings in practice to be given possible

### **Short conclusions**

Personal selling is one of the oldest forms of trade a number of recognized cases own into takes

Direct sales - at certain stages of the purchase process, esp of the buyer himself selling the goods preferred to see reach and him buy to get encourage need when the most efficient communication is a tool. That's it for, simpler tasks of communication cheaper technical tools through transmitted towards trade employees strategic in marketing role getting stronger goes

Sales staff who make sales to business customers negotiations take to go skills have to be must Parties on price and other terms during negotiations Notice the usefulness of the order and concessions by the seller level non-reducing mutually beneficial deals make up according toto the agreement they come

Personal communication strategy work exit the most first of the firm the role played by the salesperson in the implementation of the marketing strategy requires identification. For this, the firm has its own market for each commodity customers with want to install has been contact character identify get need

### **Questions for checking:**

1. Explain the concept of personal selling? 2.

Personal of selling role in what expressed?

3. Personal of selling essence and character descriptively give me
4. Sales of service role in what manifestation will be
5. Selling service management descriptively give me
6. Trade agents preparation and manage when you say what do you understand
6. Trade activities of agents how evaluated?

## **4-chapter. PUBLIC RELEASE MARKETING COMMUNICATION**

### **VEHICLE AS OF**

#### **4.1. Public with communications concept**

Public Relations - organizations and purposeful market between communications is to create.

Public relations on this specialists person two institution and public between right between relationships to the road will burn Corporate of PR main purpose purposeful in the markets positive of the company image formation and current information support is to provide. Corporate PR different different purposeful groups with (business circles representatives, public information tools specialists, advertisers, customer groups en specialists and others) public communication to the road to burn and support from support consists of

PR on this affairs two direction take goes: internal and out PR.

Internal PR company in employees "Corporate zinc form to feed directed image and symbolism work to leave in the fall holds, firm employees internal public information tools action to come in the fall holds, corporate and ijti-moy cultural in the house important to events dedicated action - actions transfer in the fall holds

Positive of the company in external PR image country advertising market formation as well the company dynamic way international image Create is counted.

PR measures task of the firm competitiveness increase goods or services for the purpose of the company itself, personal, cultural, ideology and others managed image (image reputation) formed

of 5 ta main purpose available:

1. PR object positioning.
2. Image enhancement (or reputation management).
3. Anti-advertising (plant image to reduce "or PR") .
4. Review from competitors .
5. Counter advertising (accidentally reduced image recovery).

## 4.2. Public with of communication main tools

Public relations is the same as advertising and sales promotion in line of marketing important weapon is considered

The company is only with customers, suppliers and dealers it's not, perhaps of the public wide layers with even constructive relationships done should increase.

Public your relay - PR (public with connections) company or protecting or promoting the image (image, reputation) of certain items purpose has been programs consists of a spectrum.

PR departments perform five functions:

1. Press relations with
2. Product advertising.
3. Corporate

connections.

4. Influencing legislation.

5. Recommendations.

The majority firms public with contact doer marketing services (MPR). they organize. MPR before the eyes of consumers firm image creates and one of time in itself to sell will help.

To determine when and how to apply MPR, the administration initially chooses a PR message and tool, carefully prepares and evaluates the plan must

MPR awareness increase, confidence strengthen to sell encourage, to sell encourage expenses can reduce will give.

Public his opinion organize reach complicated matter is considered

MPR of wide distributed assessment criteria a r e the following is:

- contacts the number
- awareness (understanding) attitude change.
- sale and to the benefit contribution to add



### **4.3. Public with communications in the field main decisions**

Public your relay (public relationship PR) – indirectly authoritative advertising being social trends and events analysis to do their the consequence forecasting, to the goods (working to the issuer) relatively audience, including social the idea creator public information tools representatives good attitude Create according to of management is a function.

Creating PR through psychological methods and communication channels to the goal directed information transmission as a result done is increased.

On the one hand, with the help of PR trust, understanding and sympathy are established, supporting powered up and strengthened, second from the side of the enterprise inside and outside has been and of the enterprise activity conduct and holding interactions with groups that determine development stands up.

PR of important function being in society mood about awareness provide is. This condition enterprise serving the interests of society and the emerging and advance notice that helps predict possible events to give system role perform through there is from changes efficient use according to obligation set will give.

Modern in business from society separately to be possible it's not. Society his needs point of view in terms of PR at main partner considered in quality and his participation because of enterprise successful activity shows.

PR activities are separate from advertising and are of the same period in itself from him is indispensable. His purpose of the brand priorities specifically not in propaganda or direct stimulation of demand image, the image form, ie those around with reliable relationships installation, people for acceptable has been position point of view in terms of movements for social responsibility done increase is considered

#### **Short conclusions**

With the public communications on this specialists person two institution and among the public the right relationship to the road will burn Corporate of PR main purpose purposeful in the markets of the company positive image formation and current information support is to provide.

PR measures task of the firm competitiveness increase goods or services for the purpose of the company itself, personal, cultural, ideology and others managed image (image reputation) formation. Public relations advertising and to sell encouragement with one in line of marketing important weapon is considered Public relations is a PR (public relations) company or some items image (image, prestige) protection to do or move purpose has been programs from the spectrum consists of

### **Questions for checking:**

1. Public your relay marketing communication tool as how important have?
2. Explain the concept of public relations?
3. What are the main means of communication with the public?
4. Community with communications in the field main decisions how acceptance will be done?
5. What are the forms of establishing relations with the public?
6. Community with communications according to how measures do you know

## **5 chapters. MAIN MECHANISMS OF ADVERTISEMENT COMMUNICATIONS**

### **5.1 The concept of advertising in marketing and the importance of its management**

Advertising - communication tool being she is of the firm directly communication allows you to communicate information to potential buyers who are not established .The firm creates the image of the brand with the help of advertising and sellers awareness among end consumers through cooperation by investment forms. Advertising communicative of strategy main is a tool.

Marketing not only active didn't happen issues, ie main consumers requirements in detail and full to learn it's not, perhaps active issues - of selling to grow their efficiency and entrepreneurship in the activity common usefulness increase in order to demand formation and solve the incentive intends to do holds.

For the same purpose, first of all, it was called communication policy system answer will give, advertising his to the composition to the market effect doer complex measures as enters. Foreign of marketers think a system of events that form and stimulate demand in the market main elements are the following:

1. Advertising.
2. Encouragement tools.
3. Publicity (propaganda).

This within events advertising important from elements one will be Promotion of advertising sales tools, service policy, directly and personal sales, newspapers and at fairs participation achieve commodity sign, packing, work producers and consumers in the middlepersonal of relationships formation, public information tools withwork and others own into takes

For example, according to F. Kotler, "advertising is a source of financing sure show with paid information distribution tools non-personal forms of mediated communicationmanifestation does."

Other many definitions even there is. Theirs all of them future of the buyer formation provider, firm and commodity about elements such as information with combined.

### **5.2. Advertising goals determination**

Advertising advertising giver and client for floor how important. Including:

- advertising giver for from advertising the goal - information in order to deliver to consumers and expand the demand for the product their inclination is to achieve;
- advertisement to determine the special characteristics of the product of the consumer to go time and saves money.

As advertising has evolved, so have its various forms is increasing, so advertisers from a single news channel if used both their at his disposal advertising styles wide assortment is available.

Image advertising to the goods directed being his purpose is to form the buyer's attitude towards this brand. This without "Advertising of the givers creative actions not only of the buyer immediately to the reaction perhaps later on shopping take coming positive develop a relationship to exit directed will be".

Such of advertising efficiency only long in the future can be evaluated. The concept of attitude plays a crucial role here, therefore for communication object task first of all commodity concept does.

Exclamation point of advertising main task of the buyer to relations rather than influencing his actions. Advertising information commodity or the service purchase to do urge must, therefore for its effect short term will be and of trade to go with is evaluated. Although this advertising style is more aggressive, it is also essentially image building to the task looks like

Interactive advertising certain one to the individual customized advertising information being his purpose potential client with his the answer encourage through communication is to install. Company of the buyer answer reaction based on commercial relationships to the road to put movement does.

Advertising this type previous two advertising style duties in itself to embody: the image Create and the same at the time of information the effect immediately to evaluate possibility give information one even actions reach strives Exactly here it is that's it style his own previous in chapters descriptively passed interactive to marketing besotted dependence because of fast develops.

Organization advertising. The above three different advertising styles are for the same brand or to the brand directed was Organization of advertising (firm of advertising) task - of the public different classes between to the firm relatively positive relationship formation or from strengthening consists of

Talk of the firm image formation his activity types description and his preferred sides, advantages, characteristics and opportunities attention attraction to do through firm and his customers in the middle mutually trust and solidarity environment Create about is going In this to advertising rich was buyers different of goods from advertising tired in the environment separately communication ways to find is necessary. Apparently as such advertising to the relationship based on and his effect only long in the future is known.

### 5.3. Advertising program work exit and manage

Planning advertising activities is particularly difficult. Foreign experience advertising in the field main decisions the first stage formation necessity shows. F. Kotler by shaped advertising in the field of decisions concept set given Tasks put purposeful market, marketing strategy about first acceptance done from decisions come comes out. Firm own advertising duties set standing up xar one separately to the goods the budget work comes out. Advertising place their demand from satisfaction consists of. Budget defined then about the firm's advertising and distribution tools decision work comes out. Advertisement events transfer evaluation his communicative and trade efficiency determination for done is increased. Communicative efficiency determination announcement efficient communication to be provided with is determined. "Numbered tests» name received this from style wide use possible

At the first stage, advertising (company) objects and goods are active and future to buyers to report necessary information is determined.

In the second stage, the subject of advertising, that is, consumers and buyers group or purchase about to the decision effect doer persons defined, advertising announcements to them appeal does.

Third stage - this advertising reasons, ie buyers to the goods attention attract for accent something to be given.

The fourth step is to choose the type of advertising media, that is, relatively the most please choose In this subordinates to account taken need:

- of the channel information, daycare information giver duties;
- advertising of the message character;
- of the channel technical opportunities;
- of the channel the audience goals right arrival;
- advertising events transfer the time choose;
- advertising of the channel periodicity.

At the fifth stage, the advertising message is created, the title is formed, the text is composed, the pictures are drawn, the staff, the advertising suppliers, the music genre is selected

Sixth stage advertising exits, advertising of the event schedule is made advertising types, his distribution tools according to at times coordinated.

At the seventh stage, an estimate of costs for advertising activities is drawn up, ie of expenses common quantity and separately substances according to of buyers distribution is determined. FINAL eighth stage initial advertising efficiency defined, ie advertising activities as a result finished products sell results is determined.

Advertising budget planning means allocated for advertising the total amount, their distribution, that is, in what order and how in size be used always show is determined.

In practice advertising expenses scope to determine different different methods is used. Previous year from expenses come came out in case, they take into account the goals and objectives of the previous year sell in size 3% organize does.

Development of market relations, to the world market exit advertisement of activity requires development.

Current at the time advertising personality of activity all fields to ensure that the interests of consumers are relevant advertising from the givers to protect need

### **Short conclusions**

Advertising is a means of communication, it is a direct communication of the company not installed potential to customers information to transfer possibility will give. Company advertising using of the brand image creates and sellers by cooperation through finally in consumers known investment forms. Advertising communicative of strategy main is a tool.

As advertising has evolved, so have its various forms increased is going that's it because of advertising givers only one information using the channel both their at his disposal advertising styles wide assortment is available.

Planning advertising activities is particularly difficult. Foreign experience advertising in the field main decisions the first stage formation necessity shows.

**Questions for checking:**

1. Advertising of communication main tool as importance in what
2. In marketing advertising concept explaining give me
3. What is the importance of advertising management in marketing expressed?
4. How are advertising goals defined?
5. Advertising program how work will be done?
6. Advertising program to manage explaining give me
7. Advertising application form Create, evaluation and choose how done be increased?

## **6-chapter. DIRECT MARKETING AND COMPUTERIN NETWORKS MARKETING**

### **6.1.Straight away marketing and electron of trade development**

Straight away marketing is individual sell shape it is a trade not personnel, but with the help of news media with consumers direct communication with directly from sale is different. Direct sales in a sense of direct marketing considered as a component possible, but separate them from each other differentiate acceptance done

The source of profit in marketing relations is a customer, a product or not a brand but to attract new customers. Mutually beneficial The main goal in building relationships is to expand customers and from support consists of

The following is direct marketing distinguish the forms can:

1. Direct mail marketing (direct mail, letter, advertisement, sample, prospectus), mail potential through to customers dispatch
2. Catalog and marketing
3. Telemarketing is a telephone to sell goods directly to the consumer from networks use
4. Television marketing - advertising show, TV set through directly marketing
5. Electronic trade - two channel system through directly marketing, the consumer cable or telephone lines the seller computerized links to directories. Control with a special remote control, turn on the TV or personnel with a computer consumer vendor with will be connected.

In order to increase the volume of sales with the help of direct marketing integrated right from marketing used ie multimedia technologies sum, to him advertising transfer, mail through right marketing, telemarketing and customers with traveling salesmen personal contact installation input possible

Directly marketing using sell size increase in order to integrated right from marketing used ie multimedia technologies sum, to him advertising transfer, mail through right marketing, telemarketing and customers with traveling salesmen personal contact installation input possible



Straight away thought get in order to to the consumer effect of reaching six method available: 1) directly sale; 2) correct mail through promotional materials to be sent; 3) sent by proper mail catalogs; 4) telephone marketing; 5) straight away thought method; 6) interactive information electron tools. This all methods sure segmentation great for create opportunities.

Straight away sell that immovable retail trade from the network outside has been client and of the seller personal of connection wanted to the shape it is said. About 2% of the total volume of sales of goods is direct personal to sales right will come. This of sales most of them at home the work on-site or through other forms of off-store sales is increased.

## **6.2.Straight away of marketing advantages**

WWW (World Wide Web) is the technological base of the World Wide Web, new computer information hypermedia is considered and they are the following advantages provides:

- communication of the model a lot bilaterally orientation;
- in the environment to see programs (browsers) using migration;
- customers by them interested in subjects information exchange for their own private Web servers Createpossibility;
- "in progress participation reach effect" the Create ability. Information environment customer "transparent" for being remains.
- information the world new type done increase virtual reality as acceptance to do;
- presentation of information in a hypertext "non-sequential" manner organize to do;
- saturation with information based on the "multimedia" principle. This is it condition existence of emotions complete in the complex acceptance to do provides. From this computer information in the environment marketing duties solution to do new requirements, ie hypermarketing concept come comes out.

Straight away marketing done in raising the market test to do forecasting and economic-mathematical modeling methods widely used. In this case, the

possibility to expand the address base, It is also important to perform a product life cycle analysis important has

### **6.3.Information base and straight away marketing**

Direct marketing is usually consumer advertising, to media such as catalogs and mailings directly right to the reaction is based on. Direct marketing mail addresses list or data base using sure target market segments choose opportunity will give. This sell of form superiority from that consists of at the seller xar one purposeful market segment needs and marriage style directed special suggestions and creating appeals, using creative strategies opportunity appear will be

Direct Marketing - Can be measured from any customer has been one or more advertisements for the purpose of obtaining a response and/or entering into a transaction with him of means interactive that you use is a system.

- Straight away trade in the system purchase at home standing up done is increased and

The goods are delivered to the house: the company sells directly without intermediaries increases. Such without a store trade mail through distributed catalogs, directly distribution, telemarketing, electron tools through purchases and with the help of etc done is increased.

- Straight away relationships marketing in the system directly trade not necessary: here the task is to have a permanent relationship with customers directly contact from installation consists of

This next system is easily compared to normal vertical marketing systems to join takes That's it for, "interactive marketing" the term this both the system only without a store trade only meaning "immediately marketing" to the term than better coverage takes

Interactive of marketing development this of systems in both also reflect deeper changes than simple technological development makes SHE IS communication of relations new type and work This relationship between producers and consumers is growing individualization reflection bringer exchange process with depends is the traditional monologue of mass marketing communication with the market with to replace strives Interactive marketing in the end personalized to marketing towards strives

## **6.4 Television and straight away sales**

Direct sales are common for industrial markets, and here potential customers will be few and easy to find, and goods complex, often delivered to special order and cost high will be That's it interestingly last in years of selling this method the most appearing in unexpected places: consumer goods and services markets is happening This first of all telemarketing, radio and television such as reverse related new means of communication and receiving orderselectron of means with development explain possible

Straight away thought to give of orders on 20% telephone to calls right will come and cup numerous companies this method are applying.

20% off home purchases xar year newspaper and in magazines promoted by advertising and returnable order formsplacing through to give direct feedback calls

The majority of observers according to we marriage style sharp change on the eve of we are standing This situation information in technologies revolution with is expressed. Purchase wants to pay to those who cabletelevision through virtual not limited the world programming, information, access to communication and xko resources is provided. Of this for necessary has been computer button click it is enough.

The availability of fast feedback gives the consumer the information he needs immediately with get through purchases planning enable and convenience providing services present is enough.

## **6.5. Networked marketing**

Straight away marketing done increasing of firms one how many can be cited as an example of success. Executive Galleries company business organize to do and stationery, selling goods on this is engaged in. This company own advertising ready in magazines distributed to air passengers. This movement through company own products buy receiver as well buy to get exclamation point consumers to himself attraction did Spiedel of the company The target market is business women. They are for Spiedel company's database addresses accordingly distributed special directory emits Consumers good knowing, only their orientation to employees, the process of purchasing goods simplicity this to the company to success to reach possibility gave The Spiedel company has several of its own firms many by opening stores channeled retail to

the seller turned. Spiedel company own catalogs another companies in stores even to sell in reach.

Mary Ray Cosmetics, Inc. company only in apartments sell and by paying attention to the presentation, took the floor in the field of perfumery. All presentations home the owner offer reached Guests group for done increased. A certain segment of the market uses this method in department stores presentations with one different looks like.

That's right mail through received to the call answer gave without to the store visit, the answer to the real needs of consumers of this method to give shows. In advertising most of the time "of the goods the presence of "convenience", "low price" and "the most good quality" such as advantages is emphasized. Surveys show that more than half of the respondents right mail through to be shipped advertising materials support will power up and them they study however their the number information and income decreases as it increases.

Shopping through direct mail catalogs is next has been spreading widely over the years. According to a survey conducted by Impact Resources agency 20% respondents regularly way from catalogs they use Catalogs through sell from the system which uses and not using among consumers in the sheep differences available:

- women refer to catalogs more than men – women 58%, men 42%;
- catalogs through purchase doers catalogs through purchase of those who do not average in the account three years old is small;
- catalogs through purchase of the doers information is high – their from three two parts graduated from colleges;
- in the household of most catalog shoppers high-tech equipment: VCRs and personal computers exists;
- catalogs through purchase doers a lot times and their money rest to get spend;
- Few of those who shop through catalogs go to department stores they want
- catalogs through purchase doers for high quality important motivation is considered

Purchase of doing this method that's it until developed that some sellers are now offering their catalogs from \$1 to \$5. From this 5% to 15% on goods purchased through catalogs order they give and only their 2% mail goods through they get

### **6.6. Online of marketing main advantages**

Verbal from communications non-verbal to communications to pass provider multimedia of technologies main forms being information electron exchange and Internet system is considered Step by step Internet correspondence tool and files from exchange began to become a communication environment. In turn, the communication environment commerce too for processes ok came

Internet information environment main communicative advantages being the following is:

- new products and their competitive advantages, grades and sell conditions change about fast information potential to customers immediate delivery to give
- to the consumer marketing information with to the goal directed and enterprising effect transfer;
- virtual in width of the product straight away trade done increase;
- business processes fast control to do expenses significant level reduce

### **Short conclusions**

Direct marketing - individual is a form of sale she is trade not personnel, but with the help of news media with consumers direct communication with directly from sale is different. Direct sales in a sense of direct marketing considered as a component possible, but separate them from each other differentiate acceptance done

Straight away marketing done in raising the market test to do a wide range of forecasting and economic-mathematical modeling methods is used. In this addresses base expand chance, as well product life cycle analysis done increase important important has

Straight away marketing usually of the consumer advertising announcements, to media such as catalogs and mailings directly right to the reaction is based on. Direct marketing mail addresses list or data base using sure target market segments choose opportunity will give.

## Questions for checking

1. Direct Marketing and Marketing in Computer Networks about what do you know
2. Straight away marketing and electron of trade development what are reason been?
3. Mention the advantages of direct marketing?
4. Describe database and direct marketing?
5. Television and straight away sales when you say what do you understand
6. Networked marketing what?
7. Online of marketing main advantages explaining give me

## **7-chapter. COMMUNICATE ANOTHER TOOLS**

### **7.1.Internet marketing**

Internet only education and business of the field it's not perhaps society management too active tool is considered Next times e- government – "Electronic government" concept wide is being used. This is it with the term society and of state relations new interactive shape also called e-business and along with e-customer e-citizen "electronic citizen" also appeared. A glossary of abbreviations is also included expands: b2b and b2c to ("business-business for", "business customer for" ) to the terms g2c g2b and g2g ("government-consumer", "government-business", "government-government bodies") such as terms added.

Internet- marketing – this information marketing of activity philosophy complex, strategy and tool being she is the market research achieve information environment alternative make up goods, ideas and services shift, sell and shopping. In addition to this, Internet marketing is marketing independent field without being perhaps marketing analysis and of influence one of the tools, the firm's general component of the marketing strategy from the parts one is absorbed.

Internet advertising (or online advertising) – product and him purchase to do conditions and possibilities about purposeful to the audience information on the network distribution the way with the consumer informed to do persuasion or based on to hold

E-commerce - online purchase of products provider of processes complex.

### **7.2.Globalization conditions the internet communication field**

Global level business information to get modern of means one being international trade center scientists by created Trade Map is a trade map <sup>2</sup>. Interactive Trade- analytical portal has been Trade Map in the world the most big has been database \_ and on the Internet marketing analysis tools with to work provides. Trade Map from users wanted in the country wanted kind of product about information to get possible This information on national imports and exports and alternative markets sales volume and of competitors place about information own into takes This portal the market analysis to do tool as too

state sector representatives for (eg sure one of the country trade attache) too business sector representatives for useful to be possible

Trade support with engaged in organizations for password with protected on the website is located and subscription to be Many times for available and large user groups connection possibility giver Trade Map special shape (TSI Trade map) is available. Some users (ITC Trade map) subscription according to from the portal direct use possible

Trade Map the world trade of streams 90% the and 180 state and of the world regions according to trade relationships illuminates and of the harmonized system (TIF TR - commodity of foreign economic activity list) 2 and 6 certain level expressed wanted 5000 kind of provides information to users on the product. Using Trade Map the following analytical operations perform can:

- Analysis of existing export markets: Trade Map to the user wanted product type according to export markets status and dynamics analysis to do opportunity will give. Trade Map export markets dimensions and amount, export to be done of goods concentration determines and in the market weight grew up countries distinguishes. The portal has graphs and tables for the following indicators shows data in the form: the total value of imports and exports, import and of export volume, them change trend, product unit price for and market weight. Priority markets choose: portal important import doer countries according to they are of import volumes and common value indicators, price per product unit and one or another product type provides information about their role in the world market. Trade The map shows the level of concentration of imports in world markets and countries whose products are in high demand over a period of time determines.

- the world in the market of competitors image: one the goods export doer competitor countries, they are of export common value and to the size according to and their the world in the market weight and growth trends show through to degrees is separated. Such approach of the country the world export in the market place and competitor of countries status about create imagination does.

- Some export markets competition assessment: Trade Map user at will



wanted purposeful in the market some in the country gives a list of competitors. In this case, the export volume of these competitors, in product value indicators, market weight and their changes trends are also shown. In addition, the product to the target market delivery giver of countries the amount and they are of trade speed determination enable will give.

- Some export markets the product diversification opportunities image: Trade Map being studied in the market to each other depends has been goods to import has been of demand comparison price will give. This data purposeful to the market such products import whether it will be done or not and to successfully cooperate with this country possible specifies.

- Potential bilateral trade with partner countries analysis to do Users real two bilaterally trade, partner of countries whole import market conditions demand and own of the country export of shipments size comparison through two bilaterally trade relations opportunities analysis to do possible

- Tariff and notary barriers about info: This analytical function United Nations Conference on Trade and Development (UNCTAD) of TRAINS based on the database and the level of duty payments, financial control important tools, including different countries tariffs, anti-dumping duties, standards and on prohibitions gives information.

Global level business from information in use Product Map important place holds Product Market Analysis Portals (market analysis for portal system) or P-Maps (ITC MAS) market of the international trade center analysis department by work developed new Web tool is considered The P-Maps system consists of 72 portals, in each of which a certain industry, a certain type of product, for example, a car caution parts, fruit juices, coffee and shoes according to information collected. P-Maps system each one portal user at will a large number of tools of analysis on international trade information will give. This data active international trade take going organizations is intended for.

P-Maps system is sold in 180 countries and regions of the world 5000 from more than products according to the world markets analysis to do provides the opportunity. In this, the analysis is qualitative and quantitative take will go and user at will one central

On the website assembled international markets efficient research reach for connected information will give.

The market of positioning of means one has been Market positioning tools too big important has P-Maps system each one structural part to the user the market positioning according to three tool will give. This tools of the system portals by cover received all product types for international trade flows quantitative analysis to do enable will give. Products harmonized of the system 6- digital level (HS 6) (foreign economic activity commodity list - TIF TR) categorized by. For example, "fruits and vegetables" "Fruit @ Vegetables P- Map» portal 120 kind of the product cover takes TradeMaps (trade maps), Product Performance Index (product description) and Product Championship (product champion) in sections selected product type A wide range of user-friendly interactive features in volume data is aggregated. Users products show countries a lot export to do the world in the market how to products high Demand existence determinations and different different Macroeconomic indicators of some countries are taken from the markets comparisons possible

Networking tools for working with business information tools department of possibilities is used. This department competent to identify business partners and in the international market new customers to find help will give. Storefront department using users on the network themselves about information to leave possible This in the data their companies and entrepreneurship There will be information for P-Maps users about their offers. Business Contacts (Business connections) in the department online mode operating and supporting trading, exchanges and trading directories support with engaged in of offices Web resources comments, companies that produce selected types of products, different from the world in countries selected product type according to wholesale sellers or importers, on exporters data is aggregated.

Market about information collection tools Market intelligence tools qualitative information for market research in the section collected. Including Market Studies at market business environment research reach

publications on; With similar studies at Smart Links, different product and wraps standardizing, the product the world to the market move with engaged in institutions Web resources comments there is. For some types of products shown in the P-Maps system except MNS Price News (grade news) section is also available, in it is located data based on from the system users the world in the market of trends deepened analysis done promotion and international marketing strategies designs possible Trade Inquiry (Trade application) department using P-Maps from the system users international to trade concerned supported by ITC (International Trade Center) in many issues power ups possible

In some cases, receiving information from customers remotely and participation in the management process allows to achieve this case the client integrates into the production process and is more reliable between them relationships sets. As a result DW information search the time shortens information again to work comfortable become to bring different in degrees reports form, information broke show risk reduce enable will give.

DW subject oriented, integrated, constant, is a concept that keeps a collection of data chronologically decisions acceptance to do support for intended. This in the concept 2 ta different different functions each other with is linked:

1. Permanent expanded going data some in the form of analysis to do for information collect, organize to do and preparation

2. Decisions acceptance to do element as private the analysis transfer

The basic principle of DW technology is that one per DW times included information from him a lot repeatedly taken and analysis in transfer use possible

Direct marketing point of view in terms of OLAP technologies customers sufficiently expands the possibilities of working with of the company All available information about a specific customer has a positive effect strengthen for the only one in the data store accumulation possible

Clearly segmentation as a result the following opportunities appear will be:

-effective communication channels determination and analysis to do;

- cross-sectional utility of customer base and customer group analysis based on new comfortable customers attract;

- sure customer by purchase to do probability determination and sell size forecasting;

- repeated and intersectional of purchases percentage increase

OLAP and Data Mining harmonized without each other fills.

Enterprise of the leadership management decisions acceptance to do for real time mode shipments, warehouse condition, work in release how much product of existence, of demand condition, of finance situation and others to know information systems research reach necessary take came

Market competition is the main trend of modern business production in order to increase the efficiency of work and consumption of the process all of participants of your efforts integration is considered Work issuer – intermediary - consumer effective operation of the chain provides a powerful competitive advantage to advantage of possession important conditions one being of the chain all joints between sure and reliable information exchange is considered That's it because of process of participants all informationenvironments integration is necessary.

Merchandise to buyers wide scale information to give attention focus, variable on demand relatively customized price policy take to go shops internal advertising, addition services increase, demand encourage such as own into takes Merchandise tools and events shop trade from the fields fulluse and high level to profitability to achieve in the eye holds In supermarkets trade of activity success, which commodity his added to the assortment, where and how it is placed, the product of the department location, buyers movement of flow trade in the field organize to be done and consumers psychology to know to the likes depends will be As a result each one meter trade from the area efficient is used and to efficiency is achieved.

In trade marketing according to expert (merchandiser) from market, the goods, profitability issues benefit and manage, the goods work it is required to be familiar with the release technology and its changes. Merchandiser always the goods only in the price only because of the difference it's not, perhaps his more from circulation and trade in the field continuously goods to be as a result benefit ensure that it arrives must

Retail trade in enterprises complicated independent from processes one being merchandize is considered If supermarket branched if it is necessary to create a separate merchandising department and vice versa in separate stores merchandize according to specialists commerce department to the composition is entered.

Independent merchandize department there is has been branched in supermarkets this of the department functions of the following consists of will be:

- outside of the environment monitoring
- sanitation and fire safety learning
- competitors monitoring and benchmarking

- trade in the hall commodity of groups is located the place determination
- planograms make up and coordination
- planograms make up
- planograms logistics with coordination.
- interior shop merchandize process organize reach
- schedule of events for goods in stores formation
- events graph based on transfer
- you are merchandising control to do

Above functions good quality and systematic perform for sorry The department should have standards and guidelines. Develop standards The goal is to base your output on the following theories and principles compatible with:

1. The principle of compliance with sanitary standards and regulations (state organizations trade branches intercourse activity conduct requirements);
2. Consumers currents theory (shop inside consumers movement reflect the direction causal theory);
3. Management categories principles;
4. Goods to the neighborhood action to do principle (state organizations requirements and purchase to do according to consumers logic);
5. The principle of optimality of goods stocks (every centimeter should benefit. Slow turnover of goods in the store a lot to financial losses will bring);
6. The theory of visual merchandising (store goods on shelves placement is not only quantitatively correct, but visual in terms of even attraction should be flexible);
7. Fair Share principle (Trade of width fair distribution principle)

Measures of merchandising by consumers assessment to the following allows:

- of some component of the sales service for the customer relevance;
- total services and some structural from services satisfaction degree;
- some structural services coordination necessary;
- some services coordination according to of measure efficiency.+

### **Short conclusions**

Internet- marketing – this information marketing of activity philosophy complex, strategy and tool being she is the market research achieve information environment alternative make up goods, ideas and services shift, sell and shopping. In addition to this, Internet marketing is marketing independent field without being perhaps marketing analysis and of influence one of the tools, the firm's general component of the marketing strategy from the parts one is absorbed.

Global level business information to get modern of means one being international trade center scientists by created Trade Map is a trade map. Interactive Trade- analytical portal has been Trade Map in the world the most big has been data base and on the Internet marketing analysis tools with to work provides.

Merchandise to buyers wide scale information to give attention focus, variable on demand relatively customized price policy take to go shops internal advertising, addition services increase, demand encourage such as own into takes Merchandise tools and events shop trade from the fields full use and high level to profitability to achieve in the eye holds

### **Questions for checking:**

1. Internet marketing when you say what do you understand
2. Give a communicative description of the Internet? 3. Internet communicative of the model essence from what consists of?
4. Globalization conditions of the internet communication field descriptively

give me

5. You are happy what?

6. Fair and exhibitions transfer with depends has been advertising measures events explain?



## **8-chapter. MARKETING COMMUNICATION PLANNING**

### **8.1.Communication tools choose**

Implementation of marketing communication measures them considerable expenditure on means of distribution, in particular advertising requires. For this reason, the efficiency of their influence is set to goals according to without communicative campaign idea maximum transfer requirements are reasonable. From means of communication to use planning applications carriers to choose them purposeful to markets to convey xar one to the tool how the amount spending and making decisions about how to use them, communicative influence graph work exit own into takes

Communicative effect reach plan content advertising of the giver potential material and financial capabilities, suitable audience, quality criteria of exposure and effective impact on the consumer for different different distribution of means to use has been complex with requirements is determined.

The complexity of the choice of means of communication is the type of goods, consumer audience and financial capabilities of the advertiser with is determined. Advertising giver how much big to opportunities have if optimal decision acceptance to do that's all complicated will be. For example, television, radio, newspaper, external and another advertising of species one choose important is considered

Advertising xar one tool advertising carriers of the composition characterized by efficiency. The following in the selection of advertising carriers it is necessary to follow the main requirements: reliability, competence, editorial to the materials compliance, rating, emotionality and of the audience interest level. (Fig. 9.1.)

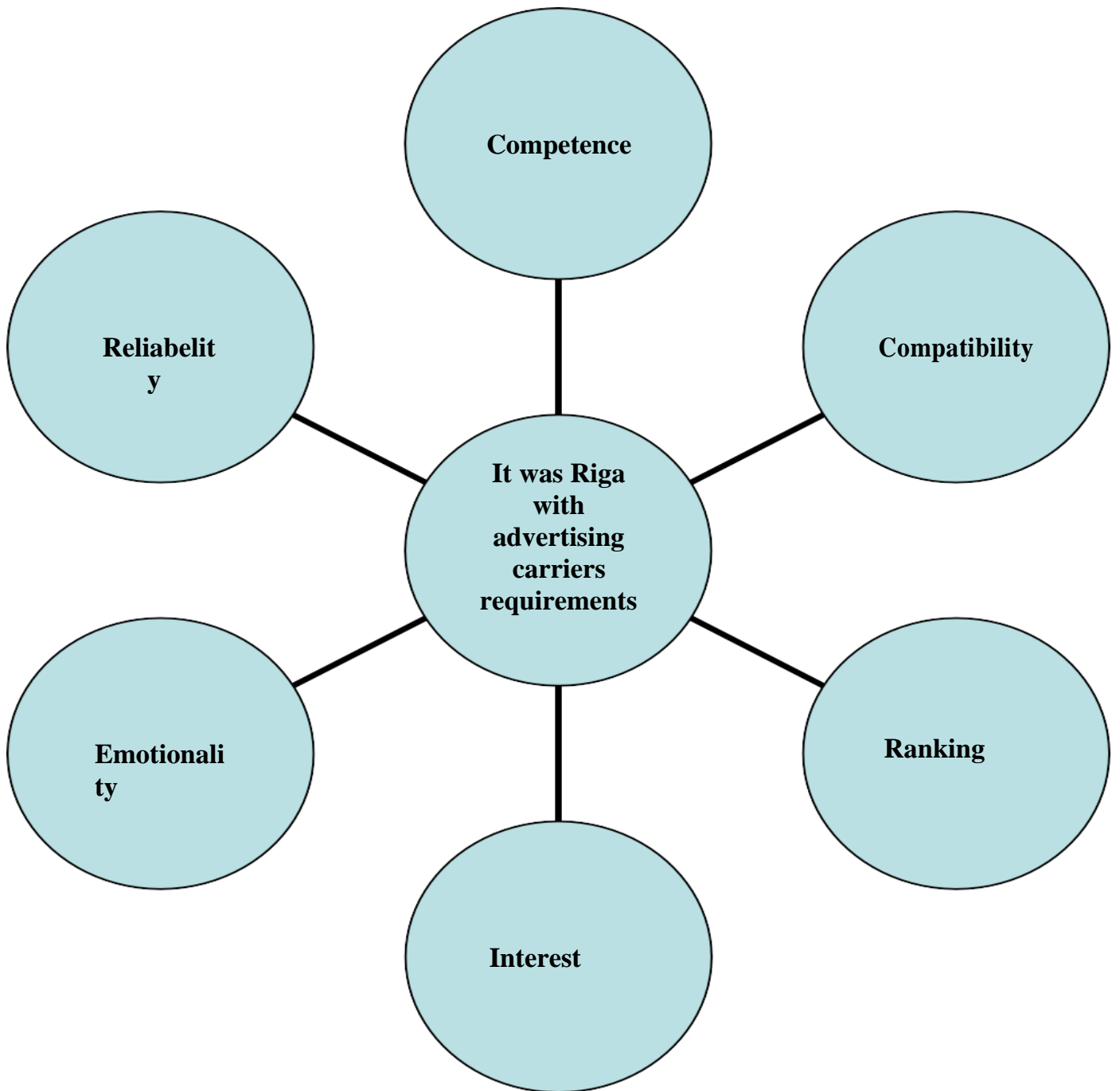


Figure 9.1. Communicative campaigns for advertising to carriers has been main requirements

An important factor in the purchase of advertising media is the audience cover get is. Advertising application form purposeful the audience according to take and hear take possible has been in case placing need A convenient time is chosen for this. For example,

people in the evening and early morning, as a rule, they behave freely and tend to receive information will be

Something that attracts the attention of the target audience, originality, relevance  
(large in the font written grade, title, sonorous

effect) with holding stand up possible Analyzes shows that advertising tools to the consumer in the same way effect do not show.

## **8.2. Media planning**

Communicative effect reach tools choose from managers media planning skills, communication tools and the time combination, information distribution the goal by doing to put purposeful market opportunities assessment, there is financial resources within communicative effect reach graph work exit Demand does.

A number of mandatory requirements are imposed on media planning and they are defined of duties reliability, own on time to be meaningful to be complexity, real to ensure that necessary.

To the media plan departments as the following enter:

- basis divisor marketing strategies and objectives;
- impact doer the audience choose;
- the market and of advertising marketing analysis;
- media strategy,
- advertising effect reach graph and him assessment;
- control.

In the process of media planning, tactical communication actions and strategy formation basis being is considered Media planning of the audience to their wishes according to coming advertising tools to choose efficient effect creative in the growing season and communicative organize those who do installation own into takes

Move goals choose distribution tools, effect reach It depends on the object and the decision to purchase the goods to do closer, for sale directly or indirectly effect doer factors depends will be Selling in the chain huge expenses offer being carried out the goods advantages present to do information to give shopping ncourage and him a lot repeatedly to repeat directed to be need

According to the results of the market analysis, the advertiser is the consumer advertisement under the influence of decision acceptance to do nightfall reach necessary. Interest the more mobile, the less the consumer knows the brand and his for purchase

about decision acceptance to do so much shaky will be When a consumer is inclined to buy, it is convenient for the advertiser the easier it is to make a decision. Therefore, the effect of advertising reach study the audience so much is important.

### **8.3. Marketing communication strategic planning**

Communicative measures planning in the process three main direction showing transition can:

- 1) goals determination and commodity the market clarification;
- 2) in the eye caught measures of transfer tactics and strategy development;
- 3) choose communication tools and realize their potential increase

Actions planning in the process situation analysis there is information generalization for is important. Situation analysis businessman clarifies the situation of interest and the nature, volume, competition, surroundings environment factors, product, expenses, distribution system, to search for answers to many questions about the possibilities of the enterprise own into takes

Product research, its use, used packaging, quality, price, commodity brand image assessment in the eye holds The difference doer descriptions, positioning, vital cycle, corporate goals, resources, production assessment of culture is necessary.

The market research reach of the consumer demographic and psychographic description of the description, who, when, how and where to buy the goods does purchase about decision acceptance to do what reason will be said questions answer to receive in the eye holds

Competitors analysis to do market share, commodity description, advertising of influence strategy and in the graphics changes watching to go in the eye holds

SWOT – analysis transfer internal and external factors effect, advantages and opportunities, disadvantages and dangers determination enable will give.

Problems and competitiveness of the product manufacturer increase reserves realize reach necessary. Market and in the eye being held after knowing the consumers, initially the goals of the communication campaign and idea (topic) determination need

Objectives (sale volume, market share and utility) deadlines and performers according to clarified and understandable, measurable, done to be increased and control to be done must be.

Marketing according to the goals of communication promotion plan plan with harmonized to be necessary. If marketing plan common business plan in the specified volumes according to the estimated values Marketing provides support on the sales side of the product communications plan while offer being carried out goods, his price, distribution methods and to the market move according to ideas distributes.

### Short conclusions

Communicative effect reach plan content advertising of the giver potential material and financial capabilities, suitable audience, quality criteria of exposure and effective impact on the consumer for different different distribution of means to use has been complex with requirements is determined.

The complexity of the choice of means of communication is the type of goods, consumer audience and financial capabilities of the advertiser with is determined. Advertising giver how much big to opportunities have if optimal decision acceptance to do that's all complicated will be. For example, television, radio, newspaper, external and another advertising of species one choose important is considered

In the process of media planning, tactical communication actions and strategy formation basis being is considered Media planning of the audience to their wishes according to coming advertising tools to choose efficient effect creative in the growing season and communicative organize those who do installation own into takes

Move goals choose distribution tools, effect reach It depends on the object and the decision to purchase the goods to do closer, for sale directly or indirectly effect doer factors depends will be Selling in the chain huge expenses offer to present the advantages of the goods being sold, to provide information, to purchase encourage and a lot of it repeatedly to repeat directed to be need

## Review questions

1. What is marketing communication planning?
2. Communication tools how chosen?
3. Media planning what?
4. How to implement strategic planning of marketing communication be increased?
5. Marketing communication to manage strategic approach when you say what do you understand
6. Marketing communication strategic to manage integrated approach when you say what do you understand?
7. Explaining the organizational structure of the marketing communication

## **9-chap. BUDGET AND MARKETING COMMUNICATION EFFICIENCY**

### **9.1 Marketing communication budget**

Marketing communications system of the campaign to the consumer effect reach purpose entrepreneur in front standing common tasks bmlan is determined. These tasks are mastering the product and the new market, the market strengthening and increasing share, stable or growing sales volumes according to current and promising it can.

This situation is reflected in the size of expenses. A strategic approach envisages a separate paradigm in budget planning and to it with allocations (allotments) to the main funds or securities as well as promising investments in the company's projects looks

Budget marketing communications tools selection, to the consumer effect reach to the deadlines and Create an ad producers to the composition depends will be SHE IS of the market condition, of the goods features and vital cycle stages, competition degree, of the enterprise financial possibilities is determined.

Marketing communications measures for deductions (assignments) volume cover removable people the number with is determined. Goods of consumers location density How low if communicative effect so much expensive will be Communications cost share for the use of the enterprise's capacity and competitors to the number right proportional and purchases frequency reverse proportional will be Har one new competitor with market activates and the goods to move has been expenses grows.

That's it because of entrepreneurs resources savings in order to some markets consecutively appropriation about decision acceptance they do and funds scattered don't go for effect reach geography step by step



stage expand. Clearly in segments of consumers small selected point shots at a higher level than groups, often segments less expenses take over with allows.

### **9.2. Marketing communication to the budget effect doer factors**

Marketing communications measures in the complex the larger the role of advertising, the larger the budget will be Public of goods retail in trade advertising expensive stands Being aware costs more than reminding a business. For goods Demand client to the store to come until formed to be necessary. The product reminder and initial that it is known strengthening provide according to because the campaign requires additional communications with the consumer and straight away marketing methods relatively expensive standing advertising tools apply as a result in the budget stronger reflection is enough. Wholesale in sales and work release tools in selling main expenses personal to sales is correct.

Costs are enough to maintain the corporate image and brand are relatively large, but they lead to additional sales. Perceptible level funds are spent on quality promotion. If the quality it is necessary to maintain acceptance or competitiveness of the new product if this without marketing communications measures done increase for addition to castings ready stand up will be needed;

Expenses of the goods vital cycle depends will be of the product The most expensive stage to influence in the life cycle is bringing the product to market is the introduction stage and the consumer is not familiar with the product will be In the new product, communication costs are included in the total costs ratio to a mature commodity relatively will be high;

The product advantages in detail explain marketing communications of means big from the part possible until more used without attention more attraction to do need will be the product.....--->

to the market input stage marketing communications for funds can be 15-20% of the total costs. At this stage commodity of the category common aspects use possible it's not and old ideas that it is obsolete explanation important is considered Cellular contact When phones appear, they are constantly with partners, including heavy moved as a guarantee of communication in situations. Nowadays of the goods design and addition functions explanation important is considered

### **9.3. Marketing communication budget planning methods**

A simple and less effective way of budgeting is free financial funds to existence according to method is considered Marketing in practice abandon such an approach passing away need

The budget planning the most wide spread out methods include: sales volume, benefit amount or market per share according to in percentages planning; laid down goals attention received in case planning;

- communicative the effect modeling;
- expenses estimate straight away to count based on planning.

Selling volume, benefit amount or market per share according to in percentages in planning marketing communications or to advertising gone cost norms are used.

Borderline normative report from the data and sell of the market development dynamics attention received in case the work to the experience according to is determined. The budget increased leaving or saving the majority to factors depend on including main of competitors advertising for did expenses depends will be of calculations objective to be for Demand, grade, commodity of the offer to himself special features attention received without sell size right forecasting need

Placed goals attention received in case expenses planning method current and promising periods current issues solution while doing communicative effect of the market promising is collected in segments. Possible situations in each of them and movements script projected. Real results projected from indicators difference when

you do communicative to the effect change is entered (correction will be done) and this condition own take the necessary measures in time and effectively manage the sales situation enable will give. Expenses marketing goals with coordination method is more effective in introducing a new product to the market is considered

The budget communicative the effect modeling method The essence of the calculation is that the required sales volume to achieve it will be necessary to attract a certain number of consumers and they buy a certain amount of goods at a certain price. This is the case requires their certain level of awareness and is suitable for it of the communication tools kerau will be

Modeling information about the characteristics of the market existence Demand does: market capacity, advertising in the means advertising being done the goods purchase to do forced has been consumers the number This is it of the method superiority research in the object ie finally in the consumer, knowing how involved he is with the brand information and transformational attitude opportunities, rational and figurative is satisfied.

#### Short conclusions

Budget marketing communications tools selection, to the consumer depending on the duration of exposure and content of advertising producers will be SHE IS of the market condition, of the goods features and vital cycle stages, competition degree, of the enterprise financial possibilities with is determined.

Costs are enough to maintain the corporate image and brand are relatively large, but they lead to additional sales. Perceptible level funds are spent on quality promotion. If the quality it is necessary to maintain acceptance or competitiveness of the new product if this without marketing communications measures done increase for addition to castings ready stand up need will be

Selling volume, benefit amount or market per share according to in percentages in planning marketing communications or to advertising gone cost norms are used.

Expenses marketing goals with coordination method to the market new when entering the goods more more efficient is considered

#### Control for questions

1. What do you mean by marketing communication budget?
2. What factors affect the marketing communication budget?
3. The budget planning the most wide spread out method the sale of which volume, benefit amount or market per share according to in percentages planning of the method explaining the essence give me
4. It was the most common method of budget planning placed the nature of the planning method, taking into account the goals explaining give me
5. The budget planning the most wide spread out method has been communicative the effect modeling of the method essence explaining give me

**DEPARTMENT OF MARKETING**

**" MARKETING COMMUNICATION "**

**PROBLEMS, TASKS,CASE STUDY COLLECTION**

**Field of knowledge:** 200000 - Social environment, economy and law  
**Field of study:** 230000 - Economics  
**Field of study:** 5230400 – Marketing (by industries and sectors)

## **Choosing a marketing strategy to expand the sales market**

Enter

In the current conditions of the development of market relations, the need to develop effective marketing strategies in the production practice of our country is growing. First of all, this is explained by the effect of marketing on the effective development of the enterprise in the conditions of increased competition in the market of goods and services. For many enterprises of the construction industry, passive marketing activity, often its absence at all, was one of the reasons for low activity in the market, a decrease in construction production and, as a result, a loss of sales markets, and an increase in social and financial difficulties. In this context, the ability to choose the right marketing strategy and organize its implementation is of particular importance for enterprise marketers.

The purpose of this case is to develop the skills of evaluation and analysis, to gain experience in developing a marketing strategy based on the conducted marketing analysis.

The presented case solution allows to achieve the following learning outcomes:

- development of the ability to evaluate and analyze the company's capabilities;
- gaining experience in developing and choosing a marketing strategy in the enterprise;
- have experience of independent decision-making.

"DESK-INVEST" Uzbek-Austrian joint venture operates in the industrial market of the republic and sells its products wholesale to large and small enterprises.

Currently, the market is saturated with similar goods, which in turn has led to increased competition between brands of construction products. Consumers only benefit from this, because the problem of openness of construction products is not considered a serious problem for the consumer. Today, there are many places where you can buy the necessary product - markets, hardware stores, pavilions, which offer exactly the same goods as the range of goods in question.

In the first years of its activity, the company "DESK-INVEST" used the strategy of specialization (focusing on the market "niche"). The company focused on the needs of one segment and did not seek to cover the entire market. At the moment, there is a need to revise the strategy for expanding sales at the "DESK-INVEST" enterprise.

**Task:** to choose and substantiate the marketing strategy for expanding the sales market based on the analysis of the existing strategy at the "DESK-INVEST" enterprise.

Information about the Uzbekistan-Austria joint venture "DESK-INVEST".

### **1. Object description**

The Uzbek-Austrian joint venture "DESK-INVEST" in the form of a limited liability company was established on the basis of the Founding Agreement and Regulations based on the consolidation of the participants' investments in order to implement production, entrepreneurship, commercial and other economic activities. . The founders of the enterprise are:

- Tashkent City Government General Directorate of Investments;
- "Osio Gganit" Limited Liability Company;
- "Kurilishbutlashkhizmat" Limited Liability Company;
- "DESK Marketing Service GmbH" company;
- US citizen.

The Statutory Fund in the amount of 1,300,000 US dollars was formed due to the contributions of the participants. In this case, the bet of each participant is distributed as follows (Fig. 1):

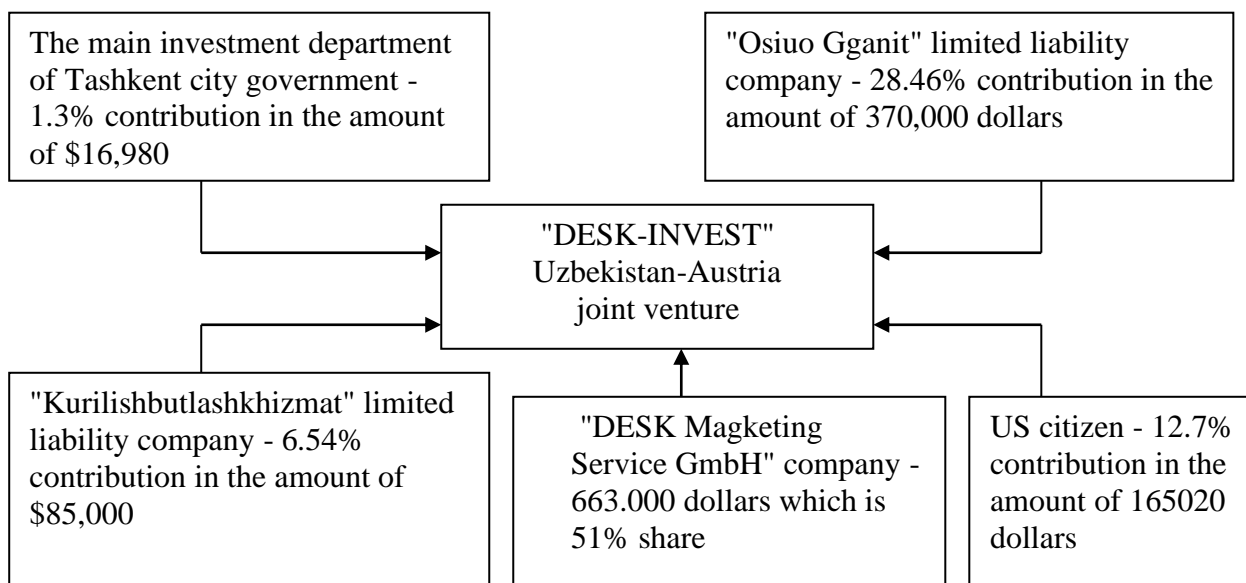


Figure 1. Share of the founders in the authorized capital <sup>1</sup>

The main goal of the "DESK-INVEST" enterprise is to build and start a factory for the production of curved profiles and metal tiles, and to introduce advanced technologies to the enterprise.

The main directions of the company's activity are the following:

- production and sale of bent profiles, metal tiles and other similar products;
- trade-mediation activities;
- production and sale of consumer goods of a wide profile, the production of which is not prohibited by the legislation of the Republic of Uzbekistan;
- implementation of scientific and promising projects, results of research and development works into production.

## 2. Marketing department at "DESK-INVEST" enterprise

Based on the general goals of the enterprise, the goals of the marketing department are determined. The main goal of the marketing department is to flexibly direct the entire economic activity of the enterprise to changes in the economic situation, to take into account the requirements of consumers, and to combine complex economic, planning, technical-production, sales and research activities. makes flour.

The marketing department is separated as a separate structure and reports directly to the commercial director. It interacts with all departments and performs the following functions:

- planning marketing activities.

The marketing plan is based on the enterprise development strategy. Within this strategy, the main task of the marketing department is defined. At the moment, the main task of the department is to attract new customers, retain existing customers and increase their loyalty to the company. The period during which the enterprise should implement it, as well as the amount of financing, is determined. After that, the marketing department divides the main task into sub-tasks, develops measures for their implementation and creates a general plan with the expected results from future measures. The marketing plan is approved by the head of the enterprise.

- study of the market situation, assortment planning. The market is studied in two directions: collecting and analyzing information about customers and researching competitors. "DESK-

<sup>1</sup> Charter of the joint venture "DESK-INVEST".

INVEST" enterprise has defined satisfaction of consumers' needs as the main goal of its activity . Based on taking into account the actions of competitors and the wishes of consumers, the company develops a product range.

- image, advertising, exhibitions and public relations. Based on the analysis of competitors and a structured picture of consumers, the marketing department develops a set of measures, thanks to which the company is differentiated from competitors and occupies a favorable position in the market. The enterprise mainly uses outdoor advertising and advertising at points of sale.

- organization of goods movement. The goals of the enterprise in the field of goods movement are formed as follows: the maximum level of service provision of goods delivery to the consumer; minimum costs for moving goods; maximum high level of delivery service provision at fixed cost level. When receiving individual orders for the manufacture of metal roofing or curved profiles and other products, services such as home delivery are also provided.

### 3. Clients of "DESK-INVEST" enterprise

The main clients of "DESK-INVEST" enterprise are:

- large enterprises,
- small businesses,
- private individuals ordering construction products of one or another type.

### 4. Product of "DESK-INVEST" enterprise

"DESK-INVEST" enterprise has several assortment groups of building materials : 8 names of curved profiles; Produces 6 metal tiles .

These types of goods are produced in large quantities in all sizes depending on the wishes of consumers. These types of products differ in design and construction, size and shape. They also differ in price.

In recent years, it has become important to study the dynamics of the situation of each type of product in the sales markets (Table 1).

Table 1

*Status of the product in the domestic market<sup>1</sup>*

<b>Indicator</b>	<b>2005</b>	<b>2006</b>
The product is curved profiles		
Sales volume, thousand soums	1 166 762	592 987
Profit, one thousand soums	200 930	49,764
Expenses, thousand soums	908 374	889 715
The product is a metal tile		
Sales volume, thousand soums	2 108 345	2 975 155
Profit, one thousand soums	378 840	1 003 043
Expenses, thousand soums	1 897 416	3 433 205

A key factor to consider in pricing is competitor pricing. Based on the competitors' prices, specialists of the marketing department of the "DESK-INVEST" enterprise try to reduce the price as much as possible. Raw materials are purchased directly, without a large number of intermediaries, which, in addition to everything, allows to include the expected level of profit in the price.

<sup>1</sup> Report of the marketing department of the enterprise



## 5. Marketing analysis of the activity of the joint venture "DESK-INVEST".

### A) Sales market analysis

"DESK-INVEST" joint venture operates in the industrial market and sells its products wholesale.

As a result of the marketing research conducted by the company to analyze the state of the product market, the strengths and weaknesses of the development of the local market were identified (Figure 2).

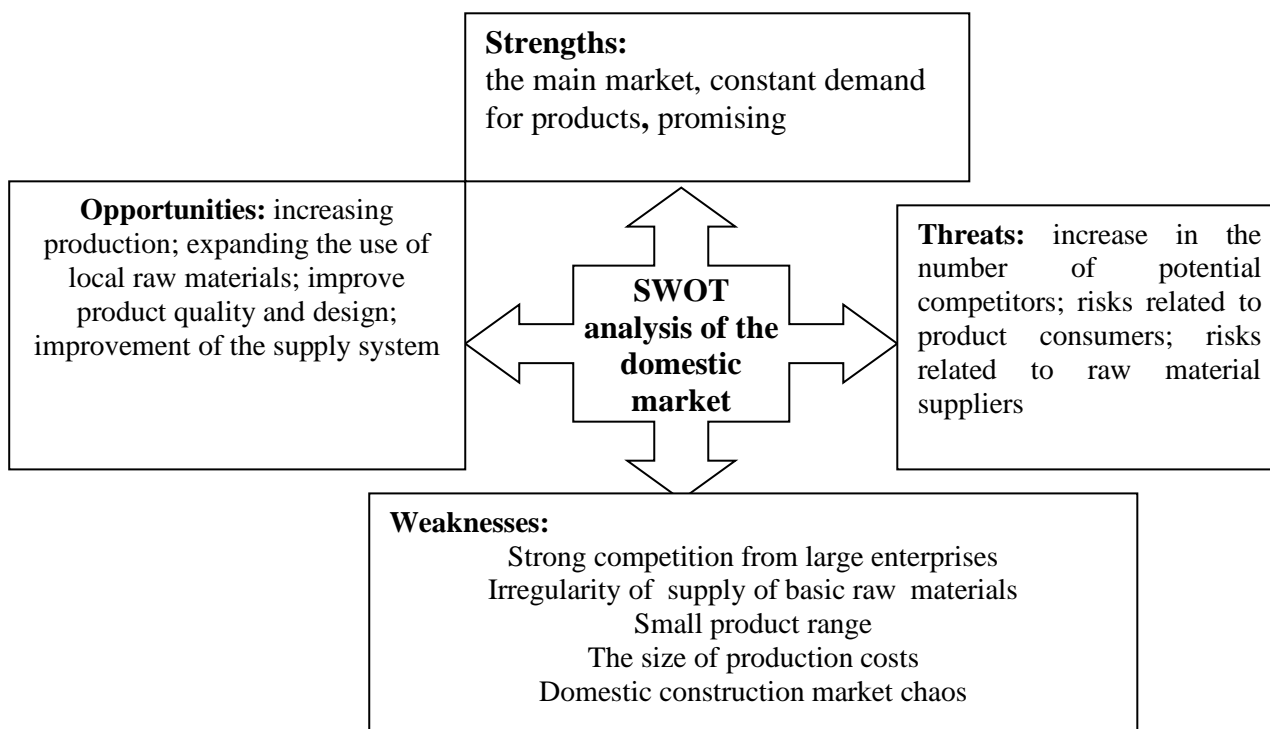


Figure 2. SWOT analysis of the main market of the enterprise.

Table 2 presents the basic information about the market for the products of the "DESK-INVEST" enterprise.

Table 2

Basic information about the sales market

No.	Indicators	Tashkent city	100 km. remote settlements
1	level of demand	High	average
2	level of demand satisfaction	above average	average
3	level of competition	High	above average

The enterprise products market is segmented based on the nature of use of construction products. Factors such as product price and quality are taken into account.

In general, based on the research conducted on the analysis of the state of the product market, the following can be determined:

- market conditions force consumers to focus on product quality and price;
- The technical level of the enterprise "DESK-INVEST" does not allow to master and produce new types of products that satisfy the orders of consumers.

*B) Competitive analysis .*

The main competitors of "DESK-INVEST" enterprise are:

- "SIFAT" construction organization,
- "NIKA" private enterprise,
- "SHarkTemir" closed joint-stock company,
- "RuslanStroyService" private enterprise,
- "FinUzlac" joint venture.

Information about competing firms is presented in Table 3.

Table 3

Comparative information about competing firms <sup>1</sup>

Competitive factors	"DESK-INVEST" enterprise	Competitors		
		"SIFAT" construction organization	"NIKA" private enterprise	"SHarkTemir" closed joint-stock company
<b>1. Goods</b>				
Quality	5	5	5	4
Assortment	4	5	5	3
Brand reputation	3	5	4	4
Uniqueness	4	4	4	3
Reliability	4	4	4	5
<b>2. Price</b>				
Selling price	4	3	3	5
<b>3. Sales channels</b>				
Level of market coverage	3	4	3	4
<b>4. Movement of goods in markets</b>				
Advertising for consumers	4	3	4	3
Individual sale	4	4	5	4
Use of incentives	2	4	2	2
<i>total score</i>	37	41	39	37

V) Financial and economic situation of the enterprise

The main indicators of the operation of the enterprise "DESK-INVEST" in 2005-2006 (thousand soums)

Indicator name	By the end of 2005	By the end of 2006
Net income from product sales	3 275 107	3 568 142
Product cost	2 483 910	2,780,837
Gross profit	791 197	787 305

<sup>1</sup> Report of the marketing department of "DESK-INVEST" enterprise

Period costs, Including	280 579	432 292
Selling expenses	3 573	32 136
Administrative costs	14 175	25,988
Operating expenses	262 831	374 168
Profit from the main activity	512 718	355 521
Income from financial activities	39 272	18 189
Pre-tax profit from general business activities	63 018	124 423
Net profit	579 770	1 052 807

*Strategy selection algorithm based on Porter's model*

**Issue 1**

Determine the market capacity for the specific product being offered. What other ways do you know of calculating this indicator? Which of these methods is more accurate? Justify your answer. Determine the market capacity necessary to predict the market share of this product that the company can obtain, and to select the area where the sale of the product is most profitable.

It is determined by the amount of goods sold in this market during a certain period (for example, during the year). For this or that country, this volume is determined by the following formula:

$$S = PR - E + I + DME_{bil} + I_{bil}$$

Here - **S** – market capacity (*full consumption of this product in the market of this country*);

**P** - production volume of this product in the country;

**R** - the balance of stock in production enterprises;

**E** - export

**I** - import

**D** - level of study of demand

**M** - is a satisfied demand

**K<sub>now</sub>** - indirectly export

**I<sub>now</sub>** - indirectly import

**Issue 2.**

An entrepreneur divides the sales market into separate segments in order to establish sales tools that are suitable for each segment that differs from each other. Segmentation is carried out according to objective criteria, for example, gender, age, income, place of residence, consumer interests. When segmenting the market for road-class bicycles, the segmentation criterion is the construction of the product. An example of segmentation of the market for bicycles of class Y is presented in Table 1 .

*Table 1*

Segment	Revenues, in sums	Product formation
1	60000 ....90000	Standard model with serial equipment
2	90000.....150000	A mid-range bike with improved features
3	Above 150000	A middle-class bike with a luxury package

1. Perform segmentation by other characters for the bicycle.

**3 – issue.**

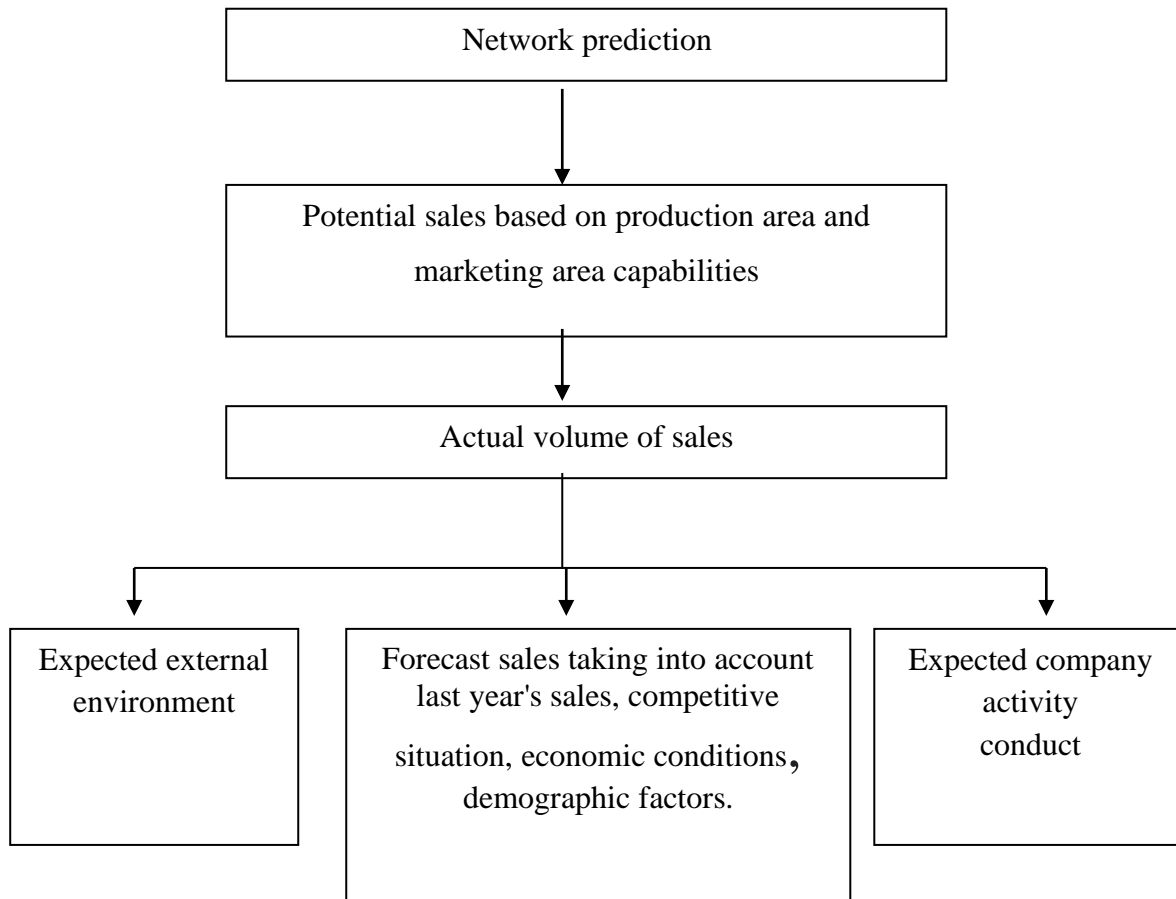
Management has two main areas, namely marketing and innovation.

Answer the following questions:

1. Which direction do you consider important in the activity of a retail enterprise and why?
2. What elements of the following systems are suitable for the conditions of our country:
  - a) marketing system of a retail enterprise.
  - b) its innovation system.

#### Issue 4.

Collect statistics on a specific product. Based on Figure 1 below, make a sales volume forecast for the selected product for 1 year.



**Drawing 1. Development of sales forecasts.**

#### Issue 5.

Many small businesses fail every year. There are many reasons for this, but the main one is the lack of financial resources. Many entrepreneurs want to start a business without enough money. To avoid falling into this situation, analyze your financial situation using the following three questions?

1. *How much money do you have?*
2. *How much money do you need to start your business?*
3. *How much money do you need to run your business?*

Analyze and justify your answers.

**Issue 6.**

Audit services are actively forming in Uzbekistan. Competition among audit firms is growing, including among large foreign audit companies operating in the market of Uzbekistan. In such conditions, the Uzbek firm "Konsauditinform" has developed the following strategy in order to strengthen its position in the market. Considering the presence of an international certificate as a criterion of the potential of audit firms in Uzbekistan, "Konsauditinform" showed itself in a good way in the international market and was accepted into the international audit association called "Safety Cyampness". In addition, "Konsauditinform" company opened a subsidiary in Moscow, which provides work for Uzbek clients in the Russian financial markets.

1. Evaluate the actions of the administration of the firm "Konsauditinform" to ensure the competitiveness of the firm in the audit market?
2. Suggest a next set of actions to improve the firm's voice?

**Issue 7.**

Boston consulting group matrix is used to determine the position of the commodity in the market for a certain period of time (Chart 2).

"The Stars"	"Children who are difficult to raise"
"Milky Cows"	"Failures"

2 - drawing . Estimating the matrix of individual goods.

**Task:**

1. Evaluate the life cycle stages of a particular product using the Boston Consulting Group matrix?
2. Based on the matrix, show the relationship between the actual situation of the segment and the commodity?

*International Journal of*

# Business Forecasting and Marketing Intelligence

Editor-in-Chief:  
Prof. Angappa Gunasekaran

Visit [www.inderscience.com/ijbfmi](http://www.inderscience.com/ijbfmi)  
*for more information and sample articles*



© 2016 Inderscience Enterprises Ltd



## Scope of the Journal

ISSN: 1744-6635 (Print), ISSN: 1744-6643 (Online)

*Efficient integration of mathematical techniques and marketing intelligence is of crucial importance for a successful business forecasting process. IJBFMI, a fully refereed journal, publishes articles that link current practice and theory in the business forecasting field. This includes new forecasting domains (e.g. rule-based forecasting, fuzzy logic forecasting, spline regression forecasting, etc.) and the growing area of business/marketing intelligence involving environmental scanning, "brain" monitoring, innovative intelligence methodologies, cooptation, strategic decision support systems, etc.*

### Contents:

IJBFMI publishes original and review papers, theory-based empirical papers, case studies with profound implications for theory, outstanding paradigms of successful applied business forecasting, conference reports, relevant business forecasting and marketing intelligence reports, book reviews, commentaries and research notes. Special issues devoted to important topics in business forecasting and marketing intelligence, and related topics, will be published occasionally. Contribution may be by submission or invitation.

### Topics covered include:

- Business forecasting process, principles and competitions
- Time series forecasting methods
- Marketing intelligence
- Judgmental and new products forecasting
- Forecasting for the supply chain and in business
- Biases of the forecasting manager
- Seasonal and weather adjustments
- Adjusting for special events (promotions, strikes)
- Financial and budget forecasting
- Marketing forecasting, forecasting software, e-forecasting



## Not sure if this title is the one for you?

Visit the journal homepage at [www.inderscience.com/ijbfmi](http://www.inderscience.com/ijbfmi) where you can:

- View sample articles in full text HTML or PDF format
- Sign up for our free table of contents new issue alerts via e-mail or RSS
- View editorial board details
- Find out about how to submit your papers
- Find out about subscription options, in print, online or as part of a journals collection

You can order online at [www.inderscienceonline.com](http://www.inderscienceonline.com) or download an order form from [www.inderscience.com/subform](http://www.inderscience.com/subform).

This title is part of the Management and Business Collection (see [www.inderscience.com/mb](http://www.inderscience.com/mb)). For library collection subscriptions or for a free institutional online trial, please contact [subs@inderscience.com](mailto:subs@inderscience.com).

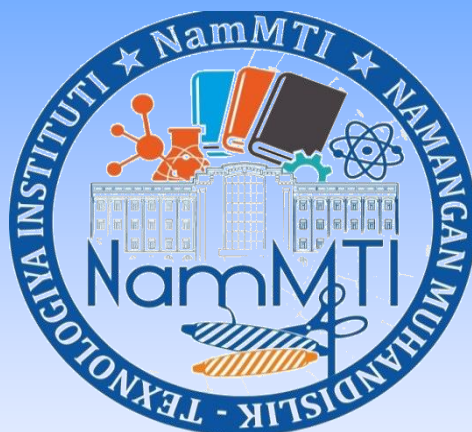
© 2016 Inderscience Enterprises Ltd

Visit [www.inderscience.com](http://www.inderscience.com) for details of over 400 titles



**REPUBLIC OF UZBEKISTAN  
MINISTRY OF HIGHER AND SECONDARY SPECIAL EDUCATION**

**EXEMPLARY ENGINEERING-TECHNOLOGY  
INSTITUTE**



**" MARKETING " DEPARTMENT**

**5230400 - " Marketing "**  
**FOR EDUCATION STUDENTS**

**" Marketing communication " SUBJECT**

*Regarding the organization, control and execution of independent work of  
students*

# Guidelines



**NAMANGAN - 2022**



Methodical instruction on organization, control and implementation of independent work of a student in the subject " Marketing communication " 5230400-"Marketing" intended for students of the field of education.

**Developer:** R.Karimzhanova - senior lecturer of " Marketing " department of NamMTI .

**Reviewers:** A.Soliev, professor of department Marketing of Namangan institute of engineering and technology  
H.Qodirov, Acting Associate Professor of "Marketing" department of Namangan institute of engineering and technology

This methodological instruction was discussed and recommended for publication at the \_\_\_ meeting of the "Marketing" department in 2022 year "\_\_\_" "\_\_\_\_\_".

The methodological guideline was discussed at the \_\_\_ meeting of the of Namangan institute of engineering and technology methodological council in 2022 year "\_\_\_" "\_\_\_\_\_". and permission to print it was given.

## INTRODUCTION

Development, renewal and modernization of our country according to selected strategy and Here's the answer q throne q abul As a result of implementing this program , our country is among the best in the world countries in the q ator the progress of economic and social development pace to provide , let 's take it The fact that he has achieved to improve his material well-being brings great satisfaction and happiness to all of us , of course.

In the conditions of market relations, the supply of modern personnel who can adapt to deep changes in the training of specialists with their knowledge and experience, who can meet world standards, is an important issue in the higher education system. The teaching-methodical module on the subject of " Marketing communication " was written based on the experience gained in teaching this subject at foreign universities, and it is intended to determine such characteristics in future specialists.

Today, in our country, the interest in the science of "Marketing communication", which is an important part of the practical activities of enterprises, as well as the management of the production of consumer goods and the sale of goods, is considered a market concept of service provision in the conditions of market competition, and it deep learning has become a hot topic.

, creation and management of marketing communication complex , marketing communication teaches the scientific-theoretical, methodological and practical foundations of planning , marketing communication effectiveness.

the use of communication tools and methods. in practice to the body to go problems ta h lil in doing so and their the solution in finding , as well as in business \_\_ conclusions in the making mu h im a h intention occupation is enough This science fundamental from the sciences h is calculated , the head q a i q tsodiy sciences in learning basis being service it will \_

From shooting science what sad \_ – to students i q tsodiy of knowledge theoretical the basics , the basic concepts and categories of i q tsodiyat , i q tsodiy q theirs and principles to teach h am them in practice application q reach skill h osil from q consists of

For this purpose reach for science requirements theoretical knowledge , practical skills , i q tisadiy h odyssey and a methodical approach to currents scientific the world \_ formation duties performs \_

The students' theoretical knowledge gained from the study of science is further deepened by their independent performance of practical and laboratory work.

Students' knowledge is systematically controlled by checking their current and intermediate knowledge , performing experiments and practical work. It is possible to increase the effectiveness of the educational process by preparing a set of questions and problems for the system of monitoring and evaluating student knowledge and delivering it to students. Because it is through students' independent activities that their independent thinking skills develop.

Organization of marketing activities in the enterprise in the conditions of the market economy , collecting, processing and analyzing information about the market situation , establishing contact with customers , developing a marketing plan , creating brands , making decisions in the field of branding , developing new products and introducing them to the market. production , formation of competitive environment in the enterprise , creation of competitive advantage , formation of product strategy , management of production process of new goods; use of elements of integrated marketing communication; Determining the effectiveness of advertising is one of the main tasks of a marketer . For this reason, it is necessary for students to do their independent work on the subject of " Marketing Communication ". In this work , they should be able to demonstrate the ability to determine marketing regulations , consumer behavior analysis , marketing research methods , market segmentation and product positioning , demand, supply, and market size and potential .

## 1. Goals and objectives of student independent work.

The main purpose of the student's independent work is to form and develop the knowledge and skills necessary to independently perform certain educational tasks under the guidance and control of the teacher.

The student's **independent work** should follow the things given below:

- to have the skills to master new knowledge independently;
- identify convenient methods and tools for searching for the necessary information; finding and ordering literature with the help of the library, electronic index; identifying available literature in the classroom; determining the time to study and use electronic educational resources in the computer memory of the electronic library, faculty computer rooms and department computers;
- effective use of information sources and addresses; taking educational literature from the library for the required period and handing it in on time; developing a mechanism for using the faculty library; determining the procedure for writing information sources in computer memory to students' diskettes;
- work with traditional educational and scientific literature, regulatory documents; formation of first-year students' skills in working with books (in-depth reading, quick reading, selective reading, etc. ) ; teaching senior students how to find the necessary information from scientific literature and how to use it effectively; to find and use regulatory documents;
- work with electronic educational literature and data bank; to find a data bank with the help of an electronic library employee and to identify and use the necessary literature or information from it, if possible, to record it on an electronic diskette;
- purposeful use of the Internet; learn the schedule of working on the Internet and use the allotted time effectively; copying information found on the Internet to an electronic diskette and using it separately;
- determining the rational solution of the given task;
- database analysis;
- preparation of work results for examination and processing on the basis of expert opinion;
- systematic and creative approach to tasks;
- justifying and defending the developed solution, project or idea in a team of experts;
- to acquire the skills of thorough mastering of educational technology;
- to use interactive technologies of teaching, to acquire skills;
- having fully mastered the basics of teaching students to think independently;
- to acquire the skills of modern professional pedagogy;
- thorough mastering of the factors of increasing the economic and social efficiency of production in the national economy.

## 2. Organization of student independent work.

180 academic hours are allocated for independent work in the curriculum of " Marketing communication ". The distribution of total hours by subject is shown in the table below.

No	Type of training	Conditional characters	Hours	Academic semester _		Course
				5		
1	Lecture	L	34	5		3
2	Practical training	PT	38	5		
3	Independent work	IW	108			
	<b>Total:</b>		<b>180</b>	<b>3</b>		

When organizing a student's independent work, the following forms are used, taking into account the characteristics of a specific subject (course), as well as the level of academic mastery and ability of each student:

- Studying and summarizing the laws of the Republic of Uzbekistan, Presidential decrees and decrees, and other normative documents;
- independent mastering of some subjects of science with the help of new educational literature, working with educational resources;
- information on a given topic (abstract) preparation;
- preparation for lectures and practical sessions;
- solving tests;
- preparing for controversial questions and assignments;
- preparation of visual aids;
- performing accounting and graphic work;
- preparation of scientific articles, theses and lecture texts;
- participation in scientific societies and circles of students;
- course work and projects ;
- application of theoretical knowledge in practice;
- finding solutions to existing problems in practice (case study);
- m aket, model, artwork, music and samples;
- scientific articles and conference lectures.
- preparation of presentation materials using modern information technologies on specified topics; (creating a test, filling in the BBB table, creating a Venn diagram, developing graphic organizers, developing problem situations, creating a symptom, creating a cluster, etc.).
- preparing a review of new educational literature on the subject in cooperation with the teacher on the "student-teacher-library" day;
- collection, processing and specific systematization of theoretical, practical and statistical data on specified topics in the information resource center;
- participation in independent study processes using the facilities of the spiritual room, library, modern information technology center in the student dormitory;
- participation in electives and special seminars;
- participation in scientific and scientific-methodical work of departments and faculties, etc.

The independent work of students is subordinated to such tasks of education and training that the entire educational process allows students to actively, consciously, carefully and systematically master the basics of science and form an economic worldview in them. These tasks cannot be solved without knowing and using the laws of the educational process and personality formation. Let's briefly touch on their content.

**Independent learning of the subject.** Depending on the nature of the subject, the level of knowledge and abilities of students, individual topics included in the working curriculum are given to students for independent mastering. In this case, it is necessary to pay attention to basic phrases that serve to express and reveal the main content of the topic, to focus on questions that serve to systematically describe the topic, and to indicate the main literature and sources of information.

In the process of completing the task, students independently summarize this topic using educational literature, prepare answers to questions related to the topic, understanding the essence of key phrases. In necessary cases (if learning is difficult, questions arise, there is a lack of literature, the topic cannot be systematically explained, etc.), they get advice from the teacher. The prepared text on an independently mastered topic is submitted to the teacher through defense.

"Marketing communication", which is an integral part of the educational process, is increasingly in the form of abstracts. Essay is the first form of student scientific work. The student is involved in research activities, acquires the skills of working with scientific literature,

collecting, processing and analyzing statistical and other materials, learns to critically evaluate the studied phenomenon, connects theory with practice, etc.

Essay preparation is higher in content and quality than a presentation in a seminar prepared according to a textbook, and undoubtedly brings great benefits. The student should be prepared to defend the rules stated in the abstract in front of the audience, this is important in learning to analyze .

**Essay** is one of the effective forms of independent work of students. This form can be effectively implemented only on the basis of the organizational and methodological support and advice of the professors of the department at all stages of the selection of the topic of the abstract by the student, pre-planning of the content of the issues to be covered in it, preparation and discussion of the abstract. Here, how detailed and competent the guidance of the students' abstract work was carried out by the teacher and how correctly the criterion of requirements for the abstracts was set, is of course of decisive importance. It is very important that the assignment is given taking into account the students' abstract writing skills, scientific interests and knowledge level.

**Preparation of visual aids.** The student is assigned the task of preparing visual materials that will help to explain a certain topic and better master it. The subject is determined by the teacher, and certain instructions and guidelines are given to the student. The amount, form and content of visual aids are chosen independently by the student. Such a task can be assigned to several students or a group of students on the same topic.

**Preparation of tests, discussion questions and assignments on the topic.**

As an independent work, the student is assigned the task of creating tests on a specific topic, problems and assignments of different levels of difficulty, and questions that are the basis for discussion.

In this case, the teacher gives guidance to the student on the requirements for the test and the rules of its preparation, what the intended purpose is, how to distinguish controversial aspects of the subject when preparing problematic questions, and methods of preparing assignments.

**Preparation of scientific articles, theses and lectures.** A student may be assigned to prepare a scientific article, thesis or lecture on any topic (the topic can be chosen by the student himself). In this, the student collects relevant materials from educational literature, research works, dissertations, articles and monographs and other information sources and prepares scientific articles and lecture theses based on them.

**Scientific and theoretical conferences of students** are also one of the forms of independent work of students. By organizing a student scientific-theoretical conference, professors and teachers of the department should organize their work in a stratified manner, taking into account the professional orientation of the group, the age structure of its members, and their interests. Only in this case, the active participation and interest of students in holding the conference will be ensured. It is desirable to hold scientific-theoretical conferences of students in stages. It is desirable to hold scientific-theoretical conferences of students in the field of enterprise economics at the following stages:

1st stage - holding conferences in all educational groups where science is taught;

2nd stage - presentation and transfer of the best lectures of students selected in each group to the faculty and inter-faculty conference;

3rd stage - presentation of the best lectures selected at the interfaculty conference to the all-university scientific-theoretical conference.

By confirming a conference theme that is unique to all groups, student lectures and presentations can be tailored to the interests of the groups.

### **3. The main principles of organizing students' independent work**

When organizing students' independent work, it is advisable to observe the following basic principles defined in the instruction on "Organization and control of students' independent work":

1. Organization of students' independent work in two forms - in the auditorium and outside the auditorium.

2. To ensure that students' independent work is organized systematically, that is, step by step, from simple to complex.

3. Focusing on the following important aspects when determining the form and size of students' independent work:

- student's study stage;
- the characteristic of a particular subject, the level of difficulty in mastering;
- the student's ability, level of theoretical and practical training;
- to the level of provision of science with information sources;
- to the level of the student's ability to work with information sources;
- tasks for independent work change in terms of form and volume with the transition from course to course;
- organization of independent work in accordance with the nature of the subject and the level of academic mastery and ability of the student.

#### **4. Information supply of the student's independent work**

1. An independent task for a student in a specific subject is created by the professor (or leading associate professor) of the relevant department together with the teacher who directly conducts the training. In the assignment given to the student, preliminary instructions and recommendations for independent work are recorded.

2. Textbooks and training manuals and instructions, data sets and banks, scientific and public periodicals, relevant information on the Internet as a source of information for the student to perform independent work, a bank of previously completed works on a given topic, etc. will serve.

3. Based on the presentation of the head of the department and the dean of the relevant faculty, the management of the institute determines the necessary information, sources and tools for students to perform independent work, and sends questionnaire letters to students from various libraries, museums, network institutions and enterprises regarding the collection of necessary information for independent work. and formalize contracts.

4. The management of the institute creates conditions for effective use of computer equipment, the Internet and experimental rooms for students to complete independent work on time.

#### **5. Guidance and advice on students' independent work order of organization**

The lesson of advice on students' independent work is organized in order to give appropriate referrals for independent work intended to be carried out outside the auditorium and to monitor its implementation.

Consultations on students' independent work are carried out in the following order:

1. It is held according to the calendar-thematic plan of science .

2. Supervision of student independent work is carried out based on the consultation schedule drawn up in the department , and students are given appropriate referrals for the completion of independent work tasks.

3. The teacher who directly conducts the training will help the student to make a plan for the independent work of the task, recommend relevant literature and information sources and supervise it.

Accepts the results of the study, report, summary, calculation and assignment prepared in connection with his independent work and it is evaluated with a grade and its result should be taken into account in the general grade of the student in the subject .

5 . The types of control of student independent work and its assessment criteria are determined by the relevant department. The criteria for evaluating independent works are distributed to students together with methodical materials before the beginning of the academic year (semester).

6 . The student's independent work is registered in the archive of the department and stored during the academic semester .

Advice on student independent work is included in the lesson schedule during free time of students, depending on the organization of the educational process in 1st and 2nd shifts.

### **6 . To complete independent work, students have the following requirements and actions should be done.**

1. To study the decisions and regulations adopted by the government of the Republic of Uzbekistan regarding economic reforms.

2. To select the necessary literature on the topic of the given independent work, to study the work carried out by advanced enterprises in this direction.

3. Factors representing the composition of the enterprise's marketing system, evaluation of decisions in the field of branding . Therefore, students should answer the questions with a deep analytical and critical approach.

The execution of this independent work must be in accordance with the requirements set for the top managers listed below:

Ability to set high goals, lead a healthy lifestyle, have good physical health, constantly work on yourself, be clear in your thoughts and goal-oriented, dress tastefully .

1. Developing a marketing plan for enterprises on a scientific basis and forecasting, developing a practical work plan for increasing the competitiveness of manufactured goods and services, being able to express one's thoughts orally and in writing.

2. To be able to express the goals of the team, to know the classification signs and characteristics of people and to be able to evaluate oneself, to create conditions for a healthy moral and spiritual environment in the team, to analyze the behavior of consumers .

3. Understand marketing research methods, market segmentation and product positioning, demand, supply and market size and potential questions.

4. To be able to analyze the process taking place in the time of uncertainty, make an economic assessment and make a decision.

5. To achieve the set goals , analyze the internal and external environment of marketing, establish relationships with customers, create brands, organization of marketing in the enterprise , development of marketing strategies of the service sector , etc.

### **7. Procedure for completing independent work topics.**

It is an independent work subject and work object, and students can implement the subject based on modern pedagogical technologies and on the basis of the production results of the enterprises undergoing training. Independent work can be done on the basis of detailed and extensive information of foreign advanced enterprises given in relevant literature. Students attach the work done on all subjects and the independent work is signed by the supervisor (see Appendix 1).

**If the student finds it necessary to do independent work in the form of a report, the procedure for doing it.**

The stages of independent work are as follows:

- choosing the topic of independent work and preparing its source.

- study the literature on the topic and create a work plan;
- development of specific applications;
- preparation of the calculation of economic and social performance indicators for the given proposals;

Based on the above, it is suggested to prepare an independent work on the following sections:

- ❖ Introduction
- ❖ The main part (consists of 3-4 questions).
- ❖ Summary
- ❖ Reference list
- ❖ Applications.

The sections of independent work indicated above should include:

**A) *Introduction*.** This part is not too big in terms of size, it includes a brief statement about the selected topic in the present time, its essence in the period of transition to the market economy, and the main issues of the topic that should be covered.

**B) *Main part*.** The main essence of the topic chosen in this section and the questions that illuminate the essence of the topic should not only be from a theoretical point of view, but should include the analysis of the current state of the enterprise, the possibilities of increasing production efficiency, the experience of advanced enterprises, etc.

**C) *Conclusion*.** In this section, it is necessary to indicate the economic and social efficiency indicators obtained on the basis of the analysis of the above-mentioned section B) and the measures taken.

**G) *References*.** This list should be cited based on bibliographic requirements. If an opinion or statistic from the literature is taken from a source, an explanation should be given by the sequence number listed.

**D) *Application*.** It is necessary to specify a set of normative statistical data that served as a basis for performing independent work.

In order to be more reliable and express the analyzed data in independent work logically, it is advisable to use various diagrams, drawings, tables.

## **8 . Formalization of independent work.**

Independent work on this subject is formalized based on the following requirements for general educational independent work and attached with an explanatory letter :

- independent work should be written in A-4 format.
- independent work is not limited in size, if it is in the form of an abstract, It is recommended to have around 20 - 25 pages.
- independent work should be written phonetically, linguistically and logically without errors.
- general work can be done in the same color (purple or black) or electronically. At the beginning of the independent work, a task sheet signed by the student and the supervisor must be sewn (see Appendix 1).
- the information released to applications is determined according to the author's wishes.

## **9. Procedure for protection of independent work .**

If the student carries out independent work on topics, the term of his defense is carried out during the academic semester. If the student performs independent work in the form of an abstract, it will be submitted to the supervisor for review a week before the defense. After the examination, the defense of the independent work is carried out by the teachers who conduct the lecture and practical training of the subject.



In the defense of the independent work, the student must clearly and clearly explain the content of the independent work and answer the questions and comments.

**10. The list of topics offered as independent work from the subject of " Marketing Communication ".**

<b>III – semester</b>	
1	Basics of organization of communication policy in marketing.
2	The essence and content of communication policy and what are you doing ?
3	Communication and promotion are important in marketing element as .
4	Methods of influencing customers.
5	Ways to influence sellers.
6	Communication policy in the marketing system.
7	Communication process.
8	Selection of communication channels.
<b>IV – semester</b>	
9	Integrated marketing communications.
10	aspects of marketing communication .
11	decisions on communication .
1 2	Sales promotion _ tools and methods .
1 3	Sales promotion _ tools choose _
1 4	The main advantages of online marketing.
1 5	Online marketing channels.
1 6	Telemarketing.
1 7	The network is connected marketing .
1 8	Advertising strategies.
19	Evaluating the effectiveness of advertising .
20	It 's okay marketing .

**" Marketing communication " study** the subjects of independent work in the order corresponding to the topics of the lecture and practical training, after each topic, using conclusions related to this topic, graphic organizers (creating a test, writing an essay, filling in the BBB table, Venn diagram creation, development of problem situations, symptom formation, cluster formation, etc.) they implement through development and check and protect in the course of the next practical training. At the end of the course, each assigned independent work is summarized (appendix-1) and recorded in the department's record book.

**11. Procedure for monitoring and evaluating students' independent work.**

The performance of independent works is monitored and evaluated based on the requirements of the Regulation "On the system of monitoring and evaluating student knowledge in higher education institutions" . Criteria for evaluating independent work are distributed to students together with methodological materials before the beginning of the academic year.

In the 3rd and 4th academic semesters of the " Marketing Communication " subject , there are a total of 20 independent work topics, 2 mid-term controls are provided for each semester in the subject, which are evaluated as the second mid-term control , and the group magazine's mid-term check boxes are placed.

## 12. Literature

### 12.1. Basic literatures

1. Ergashkhodjaeva Sh. Dj. , Samadov AN Alimkhodzhaeva NE, Sharipova IB Marketing communication. O'q uv \_ q die . - T.: I q tisodiyot , 2019. 4 18 p.
2. Zharnikov DS and dr. Marketing and communication: Textbook / Pod ed. INKrasnyuk. -M.: INFRA -M, 2014. 272 p.
3. Ergashkhodzhaeva Sh.J., Q Osimova M. \_ S. , Yusupov MA Marketing. Textbook. - T.: I q tisodiyot , 2018.-315 p.

### 12.2. ADDITIONAL LITERATURE

4. Constitution of the Republic of Uzbekistan - T.: Uzbekistan, NMIU, 2017. -46 p.
5. Mirziyoev SH.M. Q is his priority and a person interests provide – country tara qq verse and point q of well-being pledge \_ - Tashkent: "Uzbekistan", 2017. - 48 p
6. Decree of the President of the Republic of Uzbekistan " Actions on further development of the Republic of Uzbekistan strategy about " \_ February 7, 2017, No. PF-4947.
7. Implementation of the action strategy on the five priority areas of development of the Republic of Uzbekistan in 2017-2021 of the President of the Republic of Uzbekistan on January 22, 2018 in the "Year of supporting active entrepreneurship, innovative ideas and technologies " Decree No. PF-5308 on the State Program.
8. Avdyukova AE Integrirovann y e marketingov y e communication. (electronic resource ) : uchebnoe posobie / AEAvdyukova : Ural. Gos. Ped. Un-t. - Electronic. from – Yekaterinburg: (bi), 201. – 1 electron. opt.disk CD-ROM).
9. Gary Armstrong, Philip Kotler. Principles of Marketing. 2016, Paperback: 720 pages, Pearson .
10. Karimova G., Kamilova Kh. Advertising and design. - T.: "Uzbekistan". NMIU, 2012. – 262 p.
11. Kotler F. Basic marketing. 5-e izd F. Kotler, A. Gary. - M.: Williams, 2016. - 752 p.
12. Irgunova O., Manakova E., Prima YA. Marketingov y e issledovaniya: Uchebnik dlya vuzov. Standard tret'ego pokolenia. - SPb.: Peter. 2017. -224 p.
13. Malseva EV,, Lsadchaya OP, Remizov DV Marketing: Uchebnoe posobie / Rubsovsky industrialn y y institute. – Rubsovsk, 2015. -119 p.
14. Marketing. – Taganrog: Izdatelstvo YUzhnogo federalnogo universiteta: 2016. – 86 p.

### 12.3. INTERNET SITES

15. [www.gov.uz](http://www.gov.uz) - portal of the State Government of the Republic of Uzbekistan.
16. [www.UZA.Uz](http://www.UZA.Uz) is the official website of the National Information Agency of Uzbekistan.
17. [www.cer.en](http://www.cer.en) - the official website of the Center for Economic Research.
18. [www.lex.en](http://www.lex.en) - National database of information on legal documents of the Republic of Uzbekistan.

## GLOSSARY

Naming of the term	The meaning of the term
<b>Advertising _ pyramid "</b>	the combination of the main consumer circles, their readiness to purchase the advertised product. According to the order of growth, it is divided into the following stages: ignorance, awareness, inclination, preference, purchase, repurchase.
<b>Market</b>	1) the place where supply and demand meet, where the level of compliance of the manufactured product with the needs of the public is determined, the competitiveness of this product is compared with other competing products; 2) sphere of exchange with goods, services and other types of property; 3) consumer group; 4) all buyers of this product; 5) organized trading place; 6) source of goods and services; 7) a set of virtual or natural reflected existing or potential buyers and sellers of some products or services; 8) stock market.
<b>Market segment</b>	a set of consumer groups that react uniformly to one product type and marketing mix offered.
<b>The market segmentation</b>	dividing the market into specific groups of buyers, for each of which separate goods or a marketing mix may be required.
<b>Branding</b>	the field of developing the corporate style and its elements of the marketing communications system, creating a unique image that distinguishes the company from competitors
<b>Horizontal diversification</b>	replenishing the company's assortment with products that are not related to the current production, but can arouse the interest of customers.
<b>Dumping</b>	selling goods at a price lower than the average market price, sometimes even lower than the cost price. Most countries have anti-dumping laws that protect the profits of domestic producers and, in most cases, require low-cost imports due to lack of competition from other countries.
<b>Diversification</b>	1) the type of product strategy, based on which the enterprise expands the number of manufactured products; 2) simultaneous expansion and development of two or more unrelated types of production in order to capture new markets and obtain additional profits.
<b>Image</b>	the image of the product, its reminder, likeness and reflection of something, a social psychological state closely related to the economy of the commodity market. Brand image is associated with the reputation of the product, the brand, the company and the country where the product is produced.
<b>Information (information, data)</b>	1) informing about the state of affairs; 2) a variety of knowledge and information that can help in the performance of tasks in entrepreneurship, marketing and other types of activities; 3) a description of the results of direct and reverse communication in the process of interaction of the

	subjects of the marketing system; 4) the result of interactions of different energies.
<b>Consumer independence (sovereignty)</b>	independence, non-dependence of consumer rights is an independent direction of law and consists of a set of rules and guidelines aimed at protecting the interests of consumers in the market of goods and services.
<b>Communicative policy</b>	1) the future course of action of the enterprise and the organization of interactions with all subjects of the marketing system, which ensures effective and stable activity in order to bring goods and services to the market for the purpose of forming demand, satisfying consumer needs and making a profit, and from a complex of communicative tools (communicative mix) use strategy available. 2) development of a set of incentives, that is, to ensure effective interaction of business partnerships, events, organization of advertising, sales promotion methods, public relations, etc.
<b>Conglomerate diversification</b>	filling the company's assortment with products that have nothing to do with the technologies used in the company, nor with the products being produced, nor with the current market.
<b>Consumerism</b>	The action organized to protect the rights and interests of consumers, the safety of consumers, the protection of their economic interests, the production of low-quality goods will be related to the fight against unfair competition.
<b>Concentric diversification</b>	supplementing the company's assortment with products that are not similar to existing products from a technical and marketing point of view.
<b>Corporate advertising</b>	advertising that creates a need for a complete range of goods rather than a specific brand.
<b>Macro environment</b>	a component of the firm's marketing environment, factors that are broader than the forces influencing the social microenvironment, such as demographic, economic, natural, technical, political, and cultural factors.
<b>Target market</b>	a market selected as a result of market research for the sale of this or that product, characterized by a minimum of marketing costs and providing the main share (part) of the company's activity results.
<b>Marketing Information System (MAT)</b>	1) methodical methods, equipment and regular activities of people designed for timely collection, classification, analysis, evaluation and dissemination of accurate, up-to-date information for the purpose of planning, implementation and control of marketing activities. indicative communication system; 2) methods of data collection, analysis and delivery, tools, equipment and staff used in the process of development and adoption of decisions in the field of marketing.
<b>Marketing budget</b>	a system of indicators, a financial plan of marketing, a section of the marketing plan of the enterprise, reflecting the amount of expenses, profits and incomes in the implementation of the company's marketing activities in a detailed manner (on the elements of the marketing complex or marketing activities). Marketing budget planning can be based on target profit or derived from profit optimization.
<b>Marketing process</b>	the organized set of activities and steps involved in finding new needs and ideas, selecting them, and turning them into goods or services, searching for these goods, and selling them in markets or trade distribution networks.
<b>Marketing</b>	1) a set of subjects (sender and receiver), means, channels, direct

<b>communications system</b>	(message) and reverse (recipient's editing) communications in the course of interactions of the marketing system with the external environment; 2) a set of forms and means of interaction between people.
<b>Marketing concept</b>	1) the business philosophy of a firm, organization or person operating in market conditions; 2) the system of basic tools, rules and ideas of marketing activity used for the final goal of the enterprise to obtain income and satisfy the needs of consumers. Traditional, production, trade, depending on the specific situation in the environment, the level of development of market relations. Concepts of goods, social and service can be distinguished.
<b>Marketing decision</b>	1) selection, response among options of a set of marketing events or events necessary for the stable formation, development and satisfaction of consumer demand for goods and services; 2) purposeful impact on subjects and objects of the marketing system in order to maintain or improve the competitive advantage of the firm, goods and services.
<b>Effectiveness of marketing decision making</b>	1) the result of the cost of economic risk, the indicator of usefulness in choosing among the considered (expected) many options for performing the marketing task; 2) the ability of the selected option to perform the marketing task to bring economic benefits.
<b>Marketing mix (marketing mix)</b>	marketing recipe, the use of which allows the enterprise to achieve the best performance in meeting the needs of target markets and adapting to changes in the environment. The simplest marketing recipe requires coordinated measures in the field of product, price, sales and communication policy (4R: Product, Price, Place, Promotion).
<b>Marketing models</b>	1) the form of showing the behavior of the subjects of the marketing system in terms of quality and quantity in the process of mutual relations regarding the creation and reproduction of demand for goods and services in order to obtain profit or increase it; 2) a set of models representing and reflecting (imitation, regression, correlation, etc.) functional, causal and resource relations of the marketing environment and subjects in the design, planning, organization, operation and development of the marketing system; 3) models of the marketing mix or its components (product policy model, price formation model, advertising model, etc.).
<b>Marketing communications</b>	1) a perspective concept of service entrepreneurship aimed at covering all types of activities and resources in the process of planning, organizing and managing relations with all market entities at each stage of the product life cycle. A concept focused on long-term interaction with the client and meeting the goals of the parties involved in the transaction; 2) the method of organizing marketing according to the principles of distribution and expansion of performance responsibility.
<b>Marketing Operations Research</b>	1) a set of methods (mathematical programming, game theory, decision theory, image recognition theory, and hakazo) used in the marketing decision-making system; 2) "the art of giving bad answers to practical questions that can be answered even worse using other methods" (TASaati, an American expert in the field of operations research)
<b>Marketing plan</b>	a detailed representation of the measures expected to help in achieving the set marketing goals in a sequence.
<b>Marketing potential (potential)</b>	1) an integral part of the enterprise's potential; 2) a set of abilities to ensure the constant competitiveness of the marketing system of the enterprise, the economic and social condition of goods and services in the market due to the planning and implementation of effective marketing activities in the

	field of product, price communication and trade policy, demand research.
<b>Marketing Research Design</b>	1) designing and creating a marketing research process and model; conducting research, developing rational plans for finding marketing information. It can be done manually or with the help of information technologies; 2) a creative process of studying and predicting changes in the behavior of marketing research subjects.
<b>Marketing system</b>	a set of socio-economic elements of the market environment that are in continuous communication with each other on the formation and development of demand for goods and services for the purpose of profit. The marketing system includes; producer firm, supplier firm, competitor firm, intermediary firm, consumer (market).
<b>Providing marketing system with information</b>	1) organization of searching, codification and storage of information about the set of methods and means of registration of marketing documents, the state and behavior of the marketing system; 2) one of the subsystems ensuring the normal functioning of the marketing system (organizational, legal, economic, technical, software, mathematical, etc.); 3) a source of marketing information, on the basis of which the management of the enterprise makes various management decisions; 4) data acquisition, processing, systematization and turning them into "ready for consumption" information.
<b>Marketing activity</b>	1) type of work and tasks performed in the field of entrepreneurship; 2) activities related to marketing functions (marketing research, sales, price formation, product delivery, marketing intelligence, benchmarking, etc.) for the purpose of generating demand and reproduction, ensuring profit of the company; 3) covers the process of applying marketing tools and philosophy in all links of the chain of reproduction in the market economy and allows to answer the questions of what, where, how much and how to produce goods or services to satisfy demand and bring profit. any activity that gives.
<b>Economic efficiency of marketing activities</b>	1) a relatively diverse (on all stages of the marketing process) result that corresponds to the implementation of the intermediate and final goals of marketing activity; 2) the ratio of the effect (result) of marketing activities to all costs spent in this process; 3) the return of expenses related to marketing activity is evaluated using the ratio of the result and effect reflected in the form of natural or value (price) to all (material-technical labor and labor) resources necessary for the organization and implementation of marketing activity.
<b>Marketing expenses</b>	the sum of costs and expenses necessary for the implementation of marketing measures and marketing activities for the formation and reproduction of goods and services. The main components of marketing costs: management costs, salaries of marketing department employees, depreciation allowances, materials and resources necessary for the normal operation of the marketing department, product policy, price policy, communication policy, sales and distribution policy expenses for
<b>Economic efficiency of marketing measures</b>	1) the ratio of the effect (result) of the implementation of marketing measures to the amount of all costs spent for it; 2) efficiency indicator of the marketing complex (marketing-mix). Measured in kind and value.
<b>A network approach to marketing</b>	the concept of reflecting the process of not only bilateral (buyer and seller), but also multilateral interactions of the subjects of the marketing system. The network approach suggests that neither sellers nor buyers are

	free to choose and change their partners, because when resources change, they become interdependent, that is, exchange relationships break down. The exchange of resources between members of the marketing network is a source of "dependence" and "dominance". A marketing network consists of three interrelated components: participants (firms), resources and activities. The network approach requires diversity of resources and their hierarchical control.
<b>Marketing - mix (marketing complex)</b>	1) marketing structure; components, elements of the marketing system; processes of marketing content; 2) the structure of marketing expenses; 3) marketing recipe; a comprehensive program of measures for the delivery of goods or services from the producer to the consumer.
<b>Marketing planning</b>	the process of creating a marketing plan, choosing a marketing strategy aimed at increasing the volume of sales of goods and maximizing the company's profit.
<b>Microenvironment</b>	A component of the firm's marketing environment is represented by the forces directly related to the firm itself and its relationship to customer service opportunities, i.e., suppliers, marketing intermediaries, customers, competitors.
<b>Motivation</b>	1) the process of strengthening the motives of individuals in order to activate the actions of individuals in making decisions on meeting needs; 2) coercive actions affecting the buyer's activity in the process of making a purchase decision.
<b>Multimedia technologies</b>	1) a set of modern audio, television, visual and virtual communication tools used in the process of planning, organizing and managing advertising activities; 2) methods and means of movement of goods and services included in the marketing management system
<b>Price</b>	1) the value is reflected in monetary terms, the amount of money that consumers have to pay to get the goods. The price set by the firm must correspond to the value of the accepted offer; 2) marketing complex, effective means of marketing mix.
<b>Methods of price formation</b>	methods used in forming the price of products and services. There are cost-based, customer-line-based, and competitor-based types.
<b>Price policy</b>	price and price formation management activities and strategies, the art of pricing goods or services in accordance with production costs and market conditions, satisfying the customer and bringing planned profit.
<b>O' rov (package)</b>	1) container, material in which goods are placed. It is intended to preserve the properties of the goods after production and to facilitate the transportation of goods; 2) an important source of advertising.
<b>Press release –</b>	A newsletter, a public relations tool, where newspapers and magazines, TV and radio editors can get the information they are interested in.
<b>Method of forecasting</b>	scientifically based forecasting based on the analysis of past and present data of the studied object . There are short-term (up to 1.5 years), medium-term (5 years) and long-term (10 - 15 years) forecasts based on the forecasting of various components . According to the form of presentation , it is divided into quantitative and qualitative forecasts, general and partial forecasts for the coverage of research objects.
<b>Competition</b>	1) struggle between individual individuals in one direction, in particular, among entrepreneurs, for greater profit, trade market, raw material sources, which each of them aims to achieve for himself personally; 2) the economic process of communication, struggle, and interaction of the subjects of the market system in the process of creating, selling and

	consuming material and spiritual goods; 3) a regulator of market relations, a stimulator of increasing the efficiency of FTT and public production.
<b>Regional marketing</b>	1) organization of marketing activities in the region; 2) marketing of goods and services to local, national and international investors of the region; 3) marketing in the management system of social and economic development of the region
<b>Advertising</b>	1) non-personal paid form of presenting and offering ideas, goods and services on behalf of a specific sponsor; 2) a form of communication that strives to translate the quality of goods and services into the language of customers' demands and needs.
<b>Advertising audience</b>	all persons who can hear, view and listen to advertising messages published through certain information sources.
<b>Advertising effectiveness</b>	the degree of influence of advertising media on consumers in the interests of producers or intermediaries. It is determined before and after the advertising appeal. Determining the impact of advertising on sales results (economic efficiency) is determined using the ratio of advertising expenses to the volume of product sales based on previous activity results. The accuracy of this method is not high, because the trading results are affected by many other factors besides advertising.
<b>Service</b>	the department of the marketing activity of the enterprise that ensures the sale and operation of machines, equipment and vehicles, the system of tune.
<b>Quality</b>	a set of characteristics of the product that determine the ability to satisfy the needs of certain consumers, meet the set requirements. In pre-sale contracts, the parties agree on the quality indicators, the procedure for its inspection, the procedure for submitting documents confirming that the quality of the goods meets the specified requirements, if necessary, the conditions for receiving and handing over the goods according to their quality, as well as the quality of the goods or their storage period. guarantees will be established.
<b>Strategic marketing</b>	1) regular, systematic analysis of the demands and needs of the main consumer groups, as well as development of a concept of goods and services that allows the company to provide better service to selected groups of customers than competitors and thus gain a competitive advantage; 2) analysis of the needs of organizations and individuals; 3) determining the company's goals, developing a development strategy and ensuring a balanced product portfolio structure; 4) the process of developing the main directions of the company's strategic policy in the field of goods, price, communication, distribution and sales, taking into account the factors of the strategic mix and the constantly changing marketing environment.
<b>Strategic planning</b>	the process of managing support and creating a strategic balance between the company's goals, its potential in the field of marketing. It is based on a clearly formulated program of the firm, a statement of additional tasks and goals, a healthy business portfolio and a growth strategy.
<b>Demand</b>	a category specific to the commodity economy and visible in the field of trade and exchange. Demand reflects a constantly changing set of public needs, which is reflected in the market with the help of various goods, consisting of a large number of different needs of consumers.
<b>Telemarketing</b>	is a type of marketing, the implementation of which uses telecommunication tools and the Internet that allow potential consumers to



	search for and purchase goods and services from real and virtual markets.
<b>Commercialization</b>	stage of new product development; choosing the right time to enter the market, the size and sequence of activities in different markets, effective methods of operational movement and distribution of the product, as well as the process of developing a marketing plan.
<b>Goods</b>	1) an economic category, an object of sale, which can be expressed as a product sold in the market in the most general form; 2) a set of basic consumer characteristics of the product that satisfy the needs of certain customers; 3) services and benefits provided to the consumer, complementing the product and facilitating its sale; 4) "environment" surrounding the product (product design, quality, brand, packaging).
<b>Product variation</b>	modification of the goods produced and available on the market by changing some of its characteristics or indicators. The natural (material, quality), aesthetic (design, color, shape), symbolic (trademark name) characteristics of the product and the characteristics related to the activities of the company's divisions can be changed. The strategy of improving the quality of the product, increasing its usefulness, and improving the shape and style can be an important strategy of product modification.
<b>Product innovation</b>	1) a continuous process of product improvement related to the production of original, improved and modified products. It has a special role among the measures that ensure the length of the product's life cycle and the profitability of the enterprise. It includes product differentiation and diversification; 2) introducing a new product or group of products to the market.
<b>Product policy</b>	a set of activities and strategies aimed at setting business goals and achieving them, bringing a new product or group of products to the market (innovation), modernization of existing products on the market (variation), or removing the production of goods from the production program (elimination), as well as , consisting of an assortment policy.
<b>Brand strategies</b>	1) the main principle directions of the product policy that can ensure the company's profitability and the stability of the sales volume at any stage of the product's life cycle. The main types of product strategy: product or service innovation, variation, elimination; 2) development of directions for optimizing the product nomenclature and determining the range of goods that create conditions for effective operation and competitiveness of the firm.
<b>Lifetime of the product</b>	a certain time period (cycle) reflecting the main stages of product development from its development to its introduction to the market; The amount of profit the seller receives at each stage depends on it. Five stages are distinguished in the process of product sales and profit: product development (pre-market) stage, product introduction (introduction) stage, product sales volume growth stage, maturity (saturation) stage, product decline stage or commodity elimination.
<b>Competitiveness of the product</b>	1) a set of quality and price descriptions of goods that provide an advantage over competitors' goods in the market in meeting a specific need; 2) the ability of the product to be purchased first in the market of competing goods; 3) the ratio of the effect of consumption (use) of goods to the costs (consumer price) of its purchase and operation; 4) an important indicator of the appropriateness of the enterprise's entry into the national and world commodity markets.
<b>The firm's</b>	a set of forces and actors operating outside the firm that can influence the

<b>marketing environment</b>	ability of the marketing service initiative to establish successful cooperative relationships with target customers (partners). Marketing system consists of macro and micro environment.
<b>Service</b>	1) consumption values that enter the market and do not have the appearance of a thing; 2) the type of activity or benefits that one party can provide to the other.
<b>Electronic commerce</b>	sales of goods and services, advertising and marketing system using electronic means of communication.
<b>Elimination</b>	exclusion of existing products from the company's production program; stop production of goods; withdrawal of goods from the market due to loss of competitiveness and demand. Sales volume, market share, position in the life cycle, share in the total turnover of the firm, profitability, capital turnover and other indicators are used to check the need to eliminate the product.
<b>New product development</b>	the process of creation of original, quality-improved and modified products on the basis of conducting ITTKI with the enterprise's own strength. This process typically includes idea generation, selection, new product concept development and validation, marketing strategy development, business analysis, new product development, test marketing, and commercialization.

