

for imported vegetables allow domestic vegetable growers to take a strong position in the competition with imported producers, but significant increases in operating costs do not allow vegetable growers to achieve the high profitability required to expand production because they are disproportionate to domestic purchases. The development of the industry prevents the influx of imported products, which when imported do not pass sufficient quality and safety control. At the same time, the task of the agro-industrial complex today is not only to saturate the domestic market with food, but also to switch to a policy of export-oriented growth of domestic products.

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THEORETICAL ASPECTS OF MARKETING MANAGEMENT OF ENTERPRISES

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In modern conditions, the marketing management system is the basis of enterprise management. Marketing helps a company determine its place in a market where there is fierce competition. Ensuring the competitiveness of products of Ukrainian enterprises involves intensive development of production, as well as requires improvement of methods of organizing

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production and economic activities. It is no coincidence that in companies that successfully conduct market activities; the marketing department is one of the main in the management system and influences the preparation and decision-making of its management.

Effective implementation and use of marketing management by the company requires first a clear understanding of the essence and content of marketing management, as well as the objectives of its application, functions and stages of its formation.

Many domestic scholars, in order to gain an in-depth understanding of the essence of the concept of «marketing management» consider marketing and management as separate systems of knowledge.

F. Kotler notes that marketing is a type of human activity aimed at meeting demand and needs through exchange [2].

Marketing in a market economy is a means of improving the efficiency of the management system, and the methodology of market operation, which determines the strategic and tactical goals of the enterprise in conditions of market competition. At the same time, its main task in market conditions should be to focus on maximum satisfaction of consumer needs [3].

Describing the essence of the concept of «marketing», consider the definition of the term «management».

According to modern economic conditions, management is a process of managing material and human resources, which ensures their most efficient use to achieve the goal [3].

Therefore, considering marketing and management as separate systems of knowledge, we proceed to reveal the essence of the concept of «marketing management».

Marketing management is a concept much broader than the general function of enterprise management; it is the management of all general and individual functions of the enterprise, as well as all divisions of the enterprise based on marketing [1].

F. Kotler defines marketing management as a process of planning and implementing concepts for pricing, promotion, and distribution of ideas, goods, and services, aimed at exchanges that meet individual and organizational goals [2].

At the heart of marketing, management is management functions that consider ideas, products, and services as the main categories. The main task of marketing management is to achieve a sense of satisfaction for all parties to the exchange.

The essence of marketing management is also to analyze, plan, implement and control certain activities, the implementation of which is

aimed at establishing and maintaining mutually beneficial market operations to achieve the goals of the enterprise [3].

Marketing management is studied as a dynamic system with its character development trends:

- expansion and improvement of marketing infrastructure;
- improving the technical properties of marketing activities of the enterprise;
- raising the level of entrepreneurial culture,
- strengthening the orientation of the company's marketing to new target groups of customers and new areas of loyalty;
- socio-ethical direction of marketing (support of a certain predetermined image of the enterprise).

The concept of marketing management includes:

- orientation of pi to market needs;
- strategic approach of the company's employees;
- focus on commercial success;
- mobile response to changes in the environment;
- ensuring competitive advantages;
- the presence of a systematic and integrated approach to management enterprise activity;
- program-target approach.

After analyzing and summarizing the research of domestic and foreign economists, we can offer our definition of marketing management.

Marketing management is a systematic mechanism of interaction of marketing and management tools for the adaptation of the enterprise to changes in the marketing environment to best meet the needs of consumers and the goals of the enterprise with the efficient allocation of limited resources.

Thus, the study of theoretical aspects of marketing management is a prerequisite for the effective functioning of the marketing management system of enterprises.

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