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COMMUNICATION AS THE BASIS OF BUSINESS AND MARKETING ACTIVITIES

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The formation of marketing communications is based on marketing theory. But the modern conditions for the development of managerial relations require a deeper understanding of the theory of communications. At the same time, communications for the company's management system should be at different levels with a different essence.

If we accept the theory of communications only in interpersonal communication, then we should understand the peculiarities of the formation of the structure of the personality. Personality structure in the formation of a given life. But the structure of the personality does not have an effective role in the formation of professional activity in any field. Thus, one cannot perceive interpersonal communication only in the direction of social activity. At the same time, communications in the formation of the professional need for their classification according to different criteria. The classification signs should be grouped from several directions. First, the first basics of implementing communications. In this case, their different (horizontal) hierarchies of the management structure are necessary.

The peculiarities of the formation of vertical structures take into account the peculiarities of the formation of interpersonal communications on the one hand. On the other hand, this type of communication is formed in the "manager - subordinate" system and thus removes not the acceptance of only friendly communications in the team, but strengthens the professional component.

The most important communication system is formed in the company when conducting commercial activities. In this format, marketing activities are gaining special relevance. At the same time, the concepts and essence of marketing communications should be separated from communications in marketing activities.

Thus, the current conditions of market activity require the company's specialists to simultaneously acquire skills in communication in various platforms - offline or online.

If we study the possibility of using competencies in online communication by marketers, then the necessary conditions for distance education in connection with the situation of the pandemic around the world have a number of positive aspects. Thus, marketing education provides a more practical application of communication skills in a team. At the same time, you can also gain practical experience in vertical and horizontal communication (according to the management system).

Thus, the creation of business communications, especially when marketing a company's activities, is one of the most important components of the development of a specialist. In the conditions of a positive moment of the market activity of companies is the training of specialists in the field of marketing through online education, gives them the first communication skills for the real activities of companies.

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