

SUMMARIES

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MARKETING COMMUNICATIONS ACTIVITIES ENGINEERING ENTERPRISE

In this article the model of communication relationship engineering enterprise based production planning and communication messages, its implementation and use, including «informal agents» that takes into account market trends in terms of planning and implementation of marketing communication activities engineering enterprise and increased role of informal agents' enterprise communication processes and their impact on consumers.

The methodical approach to determine the updating of marketing communication activities engineering enterprise, the use of which allows the company to determine the marketing communication activities, which allow to evaluate the effectiveness of communication lines and to establish an effective system for the development and implementation of marketing communication of the company as a whole. Methodical approach is the basis of improvement of management of marketing communication activities engineering enterprise that involves four stages: preparation, planning must factor determining priority areas of communication, implementation (definition of marketing communication activity coefficient) and evaluation (assessment of effectiveness). This mechanism will allow time to adjust marketing communication system and a more efficient use of marketing potential engineering enterprise as a whole.