



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ
ТА СОЦІАЛЬНИХ КОМУНІКАЦІЙ



СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА

МАТЕРІАЛИ ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ ВИКЛАДАЧІВ,
АСПІРАНТІВ, СПІВРОБІТНИКІВ ТА СТУДЕНТІВ

(Суми, 23-24 квітня 2015 року)



THE IMPORTANCE OF MARKETING IN TODAY'S SUCCESS OF THE COMPANY

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Marketing nowadays has become one of the most important aspects in business. A lot of famous companies realized that the success of a product or a brand depends mostly on the marketing efforts, on how well the product is introduced and promoted into the market and the consumers. In present time it comes in a wide variety of flavors based on audience, media platform and business in today's evolving and dynamic marketplace.

Marketing communications help company: communicates to, connects with, and engages its target audience to convey the value of and ultimately sell its products and services. However, since the emergence of digital media, in particular social media and technology innovations, it has increasingly become more about companies building deeper, more meaningful and lasting relationships with the people that they want to buy their products and service. Company's marketing activities are different from selling because «Selling concerns itself with the tricks and techniques of getting people to exchange their cash for your product. It is not concerned with the values that the exchange is all about. And it does not, as marketing invariable does, view the entire business process as consisting of a tightly integrated effort to discover, create, arouse and satisfy customer needs» (by Theodore C. Levitt). In other words, marketing has less to do with getting customers to pay for your product as it does developing a demand for that product and fulfilling the customer's needs.

For successful marketing activities, the marketing managers try and answer the following questions in order to aid their search: How to find the right market segment? How to compete with the other brands? How to produce the better product with lower cost? How to advertise so that the product can reach the maximum amount of the people?

The existence of the company without marketing would mean only the pre-existing and dominant companies that would exist and go on to dominate the market prices and establish monopoly over the product. That's why, everyone understand that marketing plays a very important role in the success of a company. Finance, sale and other business functions will not matter much if there isn't good enough demand for the products and services so that the company can make a profit.

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