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MARKETING COMMUNICATIONS MANAGEMENT SYSTEM

Communication processes are of great importance in human communication and development. They also are among the most pressing problems of mankind. The important role played by communications and marketing.

Without effective communication it is impossible to ensure smooth functioning, let alone the constant development of the organization, and only those companies that conduct an effective communication policy can hope for success in the future.

The key to the company success in the market today is the ability to organize strategically the interaction of many tools of marketing communication with the definition of the most effective and efficient means of communication in every case of business enterprises.

Marketing communications should understand the process of transmitting information about the company and its product to influence the target audience and others, and obtain information about the counter reaction of the audiences.

Total marketing communications program called complex enterprise promotion and is a combination of five basic means of promoting, advertising, personal selling; stimulation; public relations; direct marketing.

Factors that hinder the implementation of integrated marketing communications include:

- The limited amount of time managers;
- Insufficient assessment of the importance and benefits of the use of marketing communications;
- Resistance to change on the part of staff;
- Flexible enough current system planning at the enterprise;
- Unavailability of external agencies to shift to work in integrated marketing communications. The main objectives of the communication are to improve the technical and economic indicators and more efficient work of all parts of the company to implement the marketing strategy. Therefore, to fulfill this goal it is required a tight interaction of different divisions, which involves primarily established communication within the company and a huge arsenal of various tools for creating and maintaining communication with the environment. It is a complex of marketing communication that forms the true value of the company that provides it with investment attractiveness and dynamic development, and an effective management of complex marketing communications has a positive impact on the success of the company and its profitability and competitiveness.