

ROLE OF MARKETING IN THE ACTIVITIES OF THE NONCOMMERCIAL SUBJECTS

A non-commercial organization (NCO) is an organization which does not have profit as a main objective of its activities. It can be created for achieving social, charitable, cultural, educational, scientific and management purposes in such spheres as protection of citizens' health, development of physical culture and sport, satisfaction of spiritual and other nonmaterial needs of a person, protection of rights and legitimate interests of other organizations, as well as for other purposes, aimed at the achievement of public goods.[2]

All non-profit subjects can be divided into three types:

1. State non-commercial subjects (bodies of the state, legislative, executive and judicial power; local organs of state power and management; budgetary enterprises and organizations of health care, science and culture; the state power structures, etc.). Marketing of these organizations includes the following activities:

- activities to promote and inform the population of the concepts and programs of economic and social development, improve the defense capabilities and security of the country and etc.

- activity on attraction of patients, students, scientific ideas, knowledge, cultural values, etc.

2. Nongovernmental non-profit entities (political parties and movements; trade unions; non-profit charitable foundations and various associations, etc.). Marketing of non-state non-profit entities combines the marketing activities of the following units:

- Political parties, movements and blocs. Here are promotion activities of political ideas, concepts, programs for promotion of candidates on elections of various levels.

- The trade Union organizations. This activity is connected with involvement in the ranks of its new members, bringing up the workers prospects of development of the industry in accordance with the interests of the collectives and workers, etc.

- Charitable and other foundations, non-profit associations. Examples of activities can serve the development and implementation of programs to fight AIDS, drug addiction, alcoholism, etc.

3. Individuals engaged in non-commercial activity (independent politicians, scientists, workers of art and culture, etc.). Marketing activities are aimed at:

- marketing independent politicians (to attract supporters, image-building, promotion of their ideas, election and other programs, etc.);

- marketing of scientists, writers, artists (to attract attention of target audiences, the public, mass media, etc.).

Features of marketing of individuals are determined by their legal status, financial situation and objectives of the marketing activities. [1]

There is an opinion that non-commercial subjects are a better way of fulfilling the social and public functions than the state itself, as they are working within the framework of the main objective of a particular organization.

But on the other hand, a significant negative role plays such a phenomenon as absence in the Ukrainian society focus on the evaluation of the results of activities of non-commercial entities. You need to consider the fact that the main indicator of the performance assessment of non-profit entities is social effect. [2]

Thus, you can do the conclusion that public importance and value of nonprofit marketing is determined by the fact that it contributes full and effective satisfaction of such paramount needs of the company, as:

- need in self-realization;
- need in security;
- need to protect the civil rights and freedoms;
- need in health care, education and other socially essential services.

References:

1. [] - -URL: <http://www.bibliofond.ru/view.aspx?id=517716>
2. . — URL: <http://www.ref.by/refs/98/23537/1.html>