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PROBLEMS AND PROSPECTS OF MARKETING DEVELOPMENT IN UKRAINE

Misunderstanding of marketing role in production activity of many enterprises in Ukraine is one of the most important questions nowadays. The problem is that executives of enterprises underestimate work of marketing departments, and frequently refuse to have them for the purpose of economy. The main reason is insufficient information about direct connection between marketing taken place in the proper time and consequent successful positioning of the enterprise in competitive environment and gained profit.

Ukrainian enterprises encounter complicated and quickly changing macro environment, with economic recession and destruction of traditional sales markets, growing competition and more demanding users which are typical. A quickly changing macro environment causes the necessity of active development of marketing. It offers business enterprises an opportunity to grow from one side and create difficulties on its way and change the level and methods of competitive activity from the other side.

The main problem of marketing development in Ukraine is that a consumer with his tastes and habits until now remains beyond attention of marketing specialists, they conduct researches of consumers behaviour rarely. Marketing subdivisions do not have the proper status and plenary power in the management structure of an enterprise. I suggest to promote interest to professional marketing literature and qualifying programs for the specialists of marketing.

One of the important task for higher establishments of Ukraine is preparing good specialists of marketing, which will be able to accept non-standard administrative decisions in the conditions of unstable market environment, and also development of their creative capabilities. Such specialists will help to improve a situation at domestic enterprises.

To achieve the above purpose I suggest to consider the following:

- basic steps of establishing marketing activity in Ukraine;
- problems of marketing activity development in Ukraine;
- basic directions of improvement of marketing in Ukraine.