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## **FEATURES OF THE NON-COMMERCIAL MARKETING**

Non-commercial marketing is a type of marketing, in which involved organizations or individuals that act in the public interest and stand for an idea without a goal for financial profit. Non-commercial purpose of marketing is the maximization of the social benefits achievement for the rational use of the community needed limited resources.

Non-commercial marketing covers a very wide range of areas of human activity, much broader than the production and promotion of goods and services (field of classical marketing application). These areas include: policy, public administration, defense and security, health, education, religion, science, art and culture, sport, charity etc. The social value of these spheres of activity is no less (and in some aspects even more) than the value of material production and trade.

Non-commercial marketing also enhances the efficiency and satisfaction of primary and essential needs of society, such as the need for self-awareness and self-identity, the need for security, the need for social, cultural and artistic values, the need for health care, etc.

Among other things, the non-commercial marketing contributes to solving the problem of establishing the relationship between the interests of different groups of non-profit entities: government, non-governmental entities and individuals engaged in non-commercial activities.

Non-commercial marketing is based on the theory and methodology of classical marketing. Therefore the development of the concept of the non-commercial marketing is not accompanied by the revolutionary discoveries in the field.

Some of these functions (for example, an integrated study of the market, research and development, advertising) are made using traditional marketing tools and procedures. But the fulfillment of the other is specific, arising from the nature of the non-commercial marketing. For example, the formation and implementation of pricing is related to the features of the concept of «price» in the non-commercial marketing. The same applies to commercial policy, which is determined by the specifics of the concept of «non-commercial product», etc.

Non-commercial marketing is carried out by organizations such as the Agency for social assistance or charitable groups, as well as participating in the election politicians. Due to the non-commercial marketing there may be the propaganda of ideas (e.g., human rights), goods and services, but more often it is a part of such social programs as road safety, environmental protection, restricting the sale of arms, energy saving. Non-commercial marketing promotes person values, and under the given conditions the maximum possible satisfaction of the primary needs of the public interest, as the need for self-awareness and personal fulfillment.