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Methodical bases of estimation of level of management of marketing in the contracting construction organizations

In order to improve the management of marketing activities of construction organizations, their market orientation, to obtain investment opportunities, it is necessary to evaluate the level of marketing purposefully and timely manage them.

In modern economic literature there are no specially developed methods for analyzing marketing management in construction organizations. Analysis of the works of domestic and foreign scientists in the field of evaluation of the state of marketing management allowed to distinguish the main methodological method for the analysis of the level of marketing management of contracting construction organizations - questioning the managers of the organization through questionnaires [1, 2].

It should be noted that existing techniques offer an assessment of the status or effectiveness of an industrial enterprise marketing management system and have several advantages, among which are:

- 1) focus solely on the study of the marketing component of the industrial enterprise management process;
- 2) the suitability of techniques for its use as individual industrial enterprises, and in the comprehensive study of trends in the industry, region, etc.;
- 3) the possibility of independent use of techniques by enterprises, since they have virtually no conventions and generalizations;
- 4) structure that allows you to clearly assess the completeness of the implementation of the marketing complex in the enterprise;
- 5) accessibility to understanding the results and being able to use them to further manage marketing excellence.

However, these methods, along with the identified advantages also have several disadvantages, namely:

- 1) the main thrust of the techniques is the presence of marketing, which is not generally typical of construction organizations;
- 2) the lack of a criterion for dividing organizations into groups based on the level of marketing activity management;
- 3) subjective evaluation of individual characteristics of marketing.

In this regard, the author of the work, relying on the techniques of a number of researchers, to assess the status and effectiveness of the marketing management system of industrial enterprises and the concept of marketing management BA. Solovyov developed a methodology for assessing the level of marketing management, taking into account the features of the construction industry, marketing in construction in the conditions of market economy formation [1, 2, 3].

The concept of the marketing management level of the contractor construction organization is based on the concept of the enterprise marketing management system developed by B.A. Solovyov [3].

When implementing a marketing system in a contracted construction organization, it is necessary to take into account a number of features of the transformed economy of Ukraine.

The recommendations that should be taken into account when forming a marketing management system in construction contractors are offered:

- 1) the type and profile of its activities should be taken into account when implementing a marketing management system in construction organizations;
- 2) non-marketing organizations resist change. Therefore, the main task in the first stage of implementation is the formation of all employees from the worker to the manager of the marketing style of thinking and the way of action, understanding the unity of goals and tasks facing the organization.;
- 3) the process of marketing implementation should begin with a study of the customer and his needs, as well as the features of the region. Since one of the features of construction products is its territorial fixation, which gives any research in the field of construction a distinct regional aspect;

4) special attention should be paid to the analysis of trends in the market, identifying priority areas of construction, finding new types of objects and niches of the market. [4].

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