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## **MODERN MARKETING AS A MANAGEMENT ACTIVITY**

Building a market economy of the social type in Ukraine contributes to the formation of a competitive environment and significantly changes the emphasis in the system of relations "producer-consumer", giving the leading role to the consumer. The growing importance of the consumer, his needs and interests against the background of intense global trends encourages domestic producers of goods and services to move to the marketing concept of management.

At the same time, the objective reality of the domestic economy is the functioning of commodity markets in its system, economic relations in which are characterized by the dominance of the producer or seller over the consumer. These include, in particular, some markets for agricultural products, where there is competition between buyers for a limited amount of raw materials. Due to the presence of signs of competition, economic entities in such markets should conduct their activities on a marketing basis.

Analysis of the peculiarities of market relations in the economy of Ukraine showed that along with the markets in which the leading role belongs to the consumer, there are many markets in which the system of relations is built under the dominance of the seller. Since buyers in such conditions are forced to focus on the needs and interests of sellers, the methods of working in these markets are gradually approaching the nature of marketing. This gave grounds to allocate resource marketing, the use of methodological principles of which in economic practice will help to meet the needs of enterprises in production resources through research and forecasting of resource markets and the use of tools and instruments to influence their subjects to ensure sustainable competitive advantage.

Marketing as a managerial activity involves decision-making on the basis of various economic calculations, involves the creation of organizational, economic and legal conditions for the effective development of the enterprise. That is why it is so important to make and make informed decisions in all types of marketing activities (feasibility of development, development and release of new products targeted to a specific market or consumer, in the prescribed amounts taking into account the product life cycle; feasibility of independent research and development or procurement of patents and licenses, sources of raw materials, equipment, the main directions of personnel policy, the feasibility of commercial operations for the sale of products, etc.). Marketing includes the definition of sales channels and methods for each type of product and market; calculations of costs for the organization of sales, advertising and transportation of products.

Marketing is a complex, dynamic and multifaceted phenomenon, which makes it impossible to give a complete description in one definition. To date, there are about 2,000 definitions, each of which emphasizes one aspect of marketing.

The basic principle of modern marketing is the principle of mutual satisfaction. An effective marketing complex is determined by the size of the area of overlap of mutual interests of "producer", "consumer" and "intermediary" in the exchange of "man-man". Both the practical significance and the moral aspect of future marketing as a science are equally important.

Marketing is inextricably linked with a person's life - with his past, present and future. Therefore, what the future will be will largely depend on what marketing will be like.