

**THEORETICAL ISSUES OF ORGANIZATION OF MARKETING
ACTIVITIES IN ENTERPRISES**

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ABSTRACT

The article discusses the theoretical issues of organizing marketing activities in enterprises. Organizational structures of marketing activities, views on their application in local enterprises in Uzbekistan have been previously asked. Deep structural changes in the economy of Uzbekistan, deep processing of local raw materials, industrialization of agriculture, and development of exports of local products are considered as priorities of economic reforms. As a result, the volume and range of import-substituting goods are expanding. Commodity markets are saturated and there are problems with the sale of goods in manufacturing enterprises.

KEYWORDS: *Marketing Activities, Marketing Services, Marketing Management, Marketing Research, Market Share, Market Potential, Marketing Activities Functional, Product-Oriented, Customer And Regional-Oriented Organizational Structures.*

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