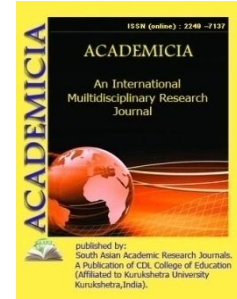




ACADEMICIA
An International
Multidisciplinary
Research Journal
 (Double Blind Refereed & Peer Reviewed Journal)



DOI: 10.5958/2249-7137.2021.01590.1

DEVELOPMENT AND MANAGEMENT OF FORMS OF MARKETING COMMUNICATIONS IN MODERN CONDITIONS

Mamatkulova Nadira Makhkamovna*; Akhmedov Alisher Nuriddinovich**

*Assistant Professor,

**Student,

Tashkent Institute of Architecture and Civil Engineering,
 UZBEKISTAN

Email id: akhmedovpilot4ik99@gmail.com

ABSTRACT

This article analyzes methods of development and management of forms of market communications in modern conditions and their importance. Also describes the modern marketing system and types of marketing communications. Information on all sectors, industries, divisions of the national economy (from the workplace to the ministries) and similar to this enterprise continuous exchange of information between enterprises and organizations; Nomenclature of manufactured goods with the development of plumbing; The technical base of production is modern and enriched with a complex parking system, technological processes intensifies and becomes more complex, the specialization of production expands and so on.

KEYWORDS: *Marketing, Communications, Modern Condition, Integrated Marketing.*

INTRODUCTION

Today, the achievement of optimum impact on the consumer is provided by integrated marketing communications coverage of the target audience of the company that is, using the concept of integrated marketing communications (IMC). In the 1990s; the concept of integrated marketing communications has led to a revolution in the field of promotion, as well as the introduction in the 60s the concept of marketing mix completely changed the practice of marketing. It was found that for the effective management of marketing activities necessary to combine different forms of promotion into a single coherent program of integrated marketing communications.

Information on all sectors, industries, divisions of the national economy (from the workplace to the ministries) and similar to this enterprise continuous exchange of information between

enterprises and organizations; Nomenclature of manufactured goods with the development of plumbing; The technical base of production is modern and enriched with a complex parking system, technological processes intensifies and becomes more complex, the specialization of production expands and so on. "Communication Processes of Marketing Activities (KJ), it's manifested in the exchange of information between individual objects, the enterprise goes into all stages of the information process.

Its importance and features feedback on the collection, registration and transmission of information and regulation of the market and production process of the enterprise is most evident in the performance of its function. "[1].

Marketing each to better understand the possibilities and solve marketing problems

Which organization, business, or firm needs complete and accurate information? They are their own sales and pricing of buyers, competitors, intermediaries' comprehensive analysis, development and monitoring without data they can't do it.

Marketing - to meet the needs and requirements through trade the type of targeted human activity that interacts with all market participants to form and satisfy their actions, demands based on their interests is a combination. Marketing involves all stages of the product movement study of the buyer, demand, supply and price, production program create, sell and consume and provide a variety of post-consumption services organization of services and disposal after consumption is a holistic-systematic approach in solving market problems such as.

Advertising plays a key role in marketing communication. This is the market is a multifaceted form of activity that is sometimes divided into independent directions. Marketing and advertising are two sides of the same coin. With that at the same time, advertising has a special place in the marketing system. Communication between producer and consumer advertising is calculated. Advertising involves the whole system of communication between the enterprise and the market takes the consumer needs qualified knowledge about the advertised product, have to have an idea. Advertisements should look like this to provoke a positive attitude of the consumer to the product and to buy it should inspire confidence. Figure 1

The marketing communicator should address the following issues:

- Identification of the target audience; this is to determine the target audience is the most basic function of the communicator. Develop a brand for which you are if you publish, that is your target audience. For example, certain segments of the population, women, youth, businessmen, etc.
- Identify the main purpose of advertising. You sell your goods for different purposes

You can advertise. These goals can be divided into the following types:

- a) Information about the goods - the fact that the buyers have such goods, have information about the name and brand of the product;
- b) Increase the knowledge of consumers about the product - the buyer is the product may be available, but this information may not be sufficient possible. Then you will be given full information about the product;

c) change the customer's attitude to the product in a positive way generally the buyer has a good opinion of the product and a good attitude towards the product used without. That is, the communicator buys the product find out why they don't like it and fix those flaws through advertising must indicate that;

g) Convincing customers. From persuasive advertising for this used. In doing so, your product has advantages over competing products and its usefulness is shown. One of the main means of persuasion is with the public communication;

d) Advertising to increase sales. It's about the brand everyone has enough information, but reminds customers of the product;

- Information selection. You determine the purpose for which you are advertising once you receive it, you need to prepare an ad text that is targeted make an impact on the audience.

- Selection of media. Communicator information after preparation it is necessary to determine through which channel to deliver it. There are two main types of transmission: individual (individual) and general.

-Conversation with the customer on a personal channel, telephone communication by mail, mail application, etc;

- Mass media, various events, conferences and more.

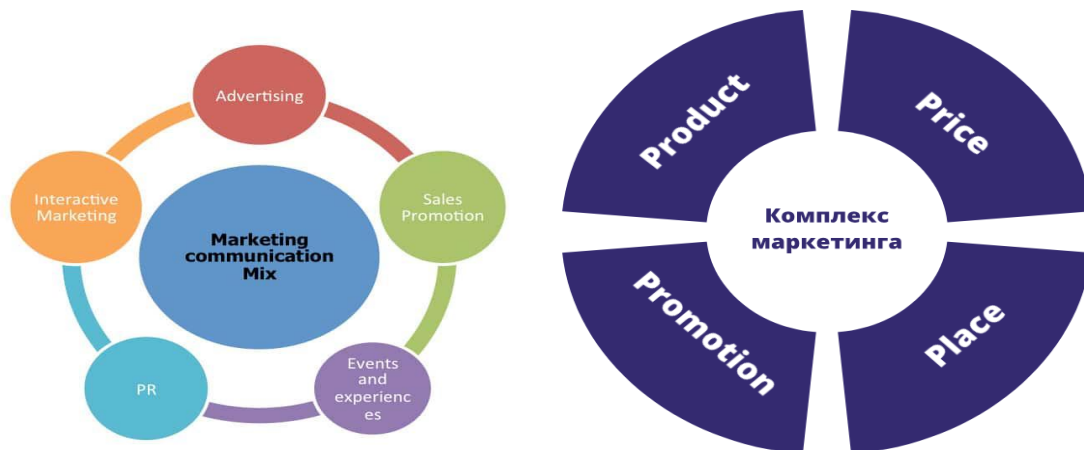
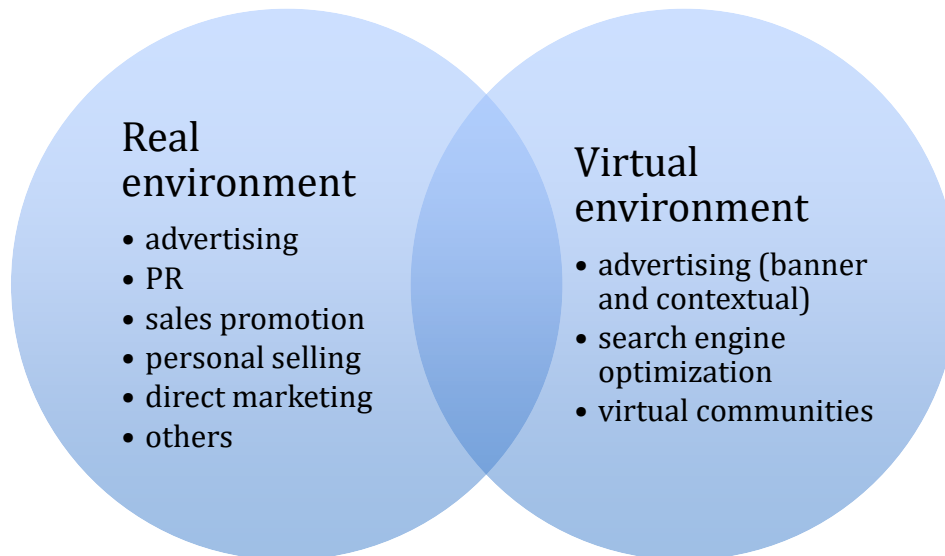


Figure 1: marketing communication

Relevance of the implementation of complex integrated marketing communications is due to several reasons:

- The effectiveness of the use of certain tools of the marketing policy of communications, including due to the high cost (for example, television advertising). Using complex IMC allows you to combine the budgets needed to move the same goods through various channels of communication, reducing the cost for each of them. So that the company has achieved its aim effectively, as well as dealing with fewer partners, shifting them complete solutions in a single block.

- The rapid growth of the flow of information and technology marketing communications under the influence of the Internet. The emergence of new distribution channels, interactive media, and the development of specialized media requires adjustment and placement of other accents in the strategy of marketing communications firm.
- Moving to the individualization of consumption and, consequently, to a two-way interactive marketing communications that require the involvement of both the consumer and the producer. In such circumstances, an increasingly important role to play become sources of influence and information dissemination: independent media, community social networks, business partners, family and friends, experts, state and public organizations, monitoring the quality of products.
- Glut in the market similar services and goods produced in a highly competitive environment for identical technologies. In such market situation marketers need to be creative in the using of new approaches and technologies promotion to position a particular product / service / brand in the minds of the target audience.



The unique advantage of using the IMC is to achieve synergies in the marketing activities in the real-virtual market. The synergy in the context of the problem - the excess of the cumulative effect used for the promotion of communications products over the sum of the effects of the individual components of the communication. Its meaning is that the consistent use of various communications tools allows to achieve a higher overall result than separately. At the same time the basic principle in the decision to use multiple means of communication is the choice of means of communication as a major and a few (or one) of the subsidiary. The main means of communication must be able to independently and more effectively reach all communication effects. Aids designed to compensate for any gaps in the coverage of the target audience - or they may contribute to the achievement of certain objectives of communication at the lowest cost or to provide additional benefits in terms of impact on the consumer at the point of sale or consumption of the goods [2]. In any case, there is the potential for the formation of a synergistic effect when using multiple means of communication.

CONCLUSION

The introduction of network communication between machines, equipment, buildings and information systems, the ability to carry out environmental monitoring and analysis of the production process and their own status in real-time transfer of intellectual systems of management and decision-making leads to a change of "paradigm" of technological development, also known as Industry

Management of communicative processes in the marketing system:

1. Strategies for communications and product promotion substantiate the development of an effective communication algorithm.
2. Collaboration, interaction with consumers and competitors developing an efficient system of movement.
3. Multimedia - developing optimal solutions for companies output: approval of advertising goals, decision on advertising budget reception, selection of advertising media, and the effectiveness of advertising evaluation
4. Development of direct marketing program, sales optimization and PR (Public Relations)

REFERENCES:

1. Jalolov J. Marketing Management Strategies: A Textbook. T.: Science and Technology, 2012.
2. Bagiev G. L. idr. Marketing: Textbook. M.: Economics, 2010. 2nd Ed;
3. Bagiev G.L., Tarasevich V.M. Marketing. SPb: Peter, 2012. 4- izd;
4. Soliev A Buzrukxonov S. Marketing: Textbook. 2010.
5. Schultz DE new marketing paradigm. Integrated Marketing Communications / DE Schulz, S Tannenbaum, R F Lauterborn. - M.: INFRA-M, 2004
6. Sobirovna T. R. Issues of further improvement of water cadastre legislation of Uzbekistan //ACADEMICIA: An International Multidisciplinary Research Journal. – 2021. – T. 11 – № 4 – C. 1241-1253.
7. Larry P., Richard E. Development of an integrated marketing communications program (part 1) / Larry P., Richard E. / Publishing house "Grebennikov". "Advertising Magazine Theory and practice" - №4, 2007
8. Research of E-Commerce worldwide [Electron resource] - Mode of access: <https://www.statista.com/outlook/243/100/e-commerce/worldwide#market-revenue>