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INSTRUMENTS AND METHODS OF PROCESS CONTROL OF DESIGN ARE IN MARKETING ACTIVITY

Essence, order of realization and analysis of application of different forms of quantitative or high-quality imitation of the phenomena and processes, by means of which it is possible to give description of the state, development and intercommunication of market processes, is exposed in the article. The necessity of application of marketing models which represent the most substantial displays of conformities to law of the phenomena or processes is considered, that takes place at the market.

In modern conditions of marketing development, there is an urgent need to create a holistic, science-based system of decision-making in marketing, as in crisis and out of it, and growth of the economy, which is based on the use of marketing models as tools of analysis and evaluation in the market.

The transfer of results obtained in the course of construction and research of

models on marketing, i.e. the ability to model management is based on the fact that the model is in a sense shows any side (sales, market share, attractiveness, advertising costs, promotion and product distribution and marketing, profit, profitability and so on). The concept of modeling characterizes one of the important ways of knowledge management system. The shape of the simulation are varied and depend on the model used and their scope. By the nature of applied marketing models there are subject and symbolic (information) modeling.

Analysis of different models with taking into account modern trends in the development of marketing allows you to develop such a system of the marketing models that will allow marketers to focus on the most important indicators both in a crisis situation, and in the stabilization and growth of the economy.