

ABSTRACTS

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FEATURES AND PROSPECTS OF MARKETING COMMUNICATIONS DEVELOPMENT IN UKRAINE

Nowadays Ukraine is on the transitional stage to informative society, in forming of which an important role is played by marketing communications.

The market of marketing communications is a part of economic system. It functions in unity with other markets and develops within the framework of general laws of market economy, meeting the society's requirements in services.

The condition of communications market within the framework of any given economy depends directly on the general economic situation in the country that is why communication activity on the market is sometimes considered as a specific indicator of economic development. However, realization of processes and tendencies in every separate industry of national economy can be a specific source of knowledge for further planning of economy development in general.

The Ukrainian market of marketing communications develops in the framework of such world tendencies, as globalization, integration, concentration, consolidation, diversification with all features contained in domestic economy. The advance development of this market for the last fourteen years is caused by its total absence before this period.

During the last years the correlation of volumes on the basic sectors of communications market in Ukraine is the same as in the developed countries with the only difference that the Ukrainian market of marketing communications still falls behind the volumes of the world level. Therefore, it can be defined as still developing, but not developed. In future the rates of its increase will correspond to development of market relations in Ukraine.