

Tools for a system of marketing communications establishment in innovative enterprises

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Research Methodology: With using of systematic approach, the tools of the system of marketing communications were investigated. Specific characteristics of system functioning in terms of uncertainty within environment were figured out. By applying methods of systematization and learning, valuation of influence of marketing communication system on innovation products of enterprise was done.

Results: Comparison between different traditional approaches and modern role of marketing communication system as an element of company marketing policy was done. Problems and stages of construction of marketing communications system at the enterprise that produces innovative products were evaluated. Role of traditional marketing tools and their application paying attention to the high-risk and uncertainty environment in a work with innovation products was revealed.

Novelty: With respect to difference within approaches of native and foreign authors, several tools of marketing communication system establishment in innovative enterprise were introduced. Classification and reconsidering of traditional tools inside marketing communication system were done with suggesting of their prioritization and ways of implementing, considering of product specifics. Several ways for optimization of marketing communication system were suggested.

The practical significance: Based on offered tools for marketing capacity improvement, practical recommendation for implementation and construction of marketing communication system within innovative enterprise were developed. These recommendations can enhance innovational product adaptation inside of new markets.