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THEORETICAL ASPECTS OF MARKETING ACTIVITIES FROM THE PERSPECTIVE OF AIR ENTERPRISES

The article deals with the terminology of "marketing" from the point of view of scientists, as well as determined the specificity and the evaluation of marketing activities of air transport enterprises to meet the needs of modern air travel market.

Modern marketing is considered by many scientists to be considered one of the most important economic phenomena. In the literature there are thousands of definitions of marketing, emphasizing its importance, the functional focus, purpose and so on. However, at the same time, it indicates a need to strengthen the theoretical basis of marketing as a science. Based on the above, consider the definition of "marketing" in terms of ontology.

The world market for aviation services is rapid trend towards its development as an organization of air transport is an important part of the transport system of Ukraine. Modern air transport enterprise operating under such an environment, which tends to change rapidly. Influenced by fierce competition and rapid pace of innovation air transport company should focus on marketing. Thus, marketing - is the sphere of entrepreneurial activities aimed at full and comprehensive to meet the needs and demands of consumers, and profit from long-term customer relationships. That possession marketing knowledge and skills, understanding of customers' needs enable businesses to accelerate the development of air transport air transport and maintain a sustainable competitive position on the market of air transportation.

Airlines Ukraine, in order to stabilize and steady operation of the income used marketing tools for a long time, but their efforts are uncoordinated and do not have a systematic character. But comprehensively organized marketing activities of companies is effective and has a large impact on its success and development. Therefore, it was necessary to analyze and study the marketing of air transport enterprises.

Marketing of modern aviation enterprise - is, first of all, such a new entrepreneurial philosophy, which is based on social, ethical and moral standards of business communication, international codes and rules of fair business aviation companies, the interests of consumers and society as a whole.

In the marketing of air transport enterprises is the effective tool that allows you to sell commercial purposes airlines to meet the needs of modern air transportation market. It is an essential element of the market economy mechanism aviation enterprises of Ukraine, which aims to meet the needs of consumers, and its use means a systematic approach to the management of activities with clearly intended purpose, detailed set of measures to achieve it.

The presented findings are the basis for more detailed research on the economic support marketing of air transport enterprises.

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