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## QUALITY OF MARKETING MANAGEMENT OF BUILDING ORGANIZATIONS

The increase in the efficiency of production and business activities of domestic building organizations is possible by enhancing quality control marketing activities.

In conditions of economic globalization, marketing principles allow getting results, where practical importance is the possibility of practical use of methodical approaches to the management of the development of domestic entities.

Marketing as a tool for management and growth of production and sales directs a production of an enterprise, its structural policies to market demand. It is impossible to assess the level of marketing activity of the investigated company, identify potential marketing.

Provisions for the use of modern marketing tools can be found in counselling and find the most optimal use of modern economic approaches in the planning and organization of marketing activities. Entering marketing potential as an economic category allows you to numerically evaluate the completeness of the use of marketing resources and domestic enterprises will contribute to more informed management decisions in marketing.

The importance of the marketing philosophy perception by personnel is analysed. Revealed the factors that affect the reality of a positive relationship between marketing management and congruent ISO philosophy in building business organizations.

In terms of the integration of the various areas of industrial and business building organizations, marketing management is of particular importance. However, the methodological tools of marketing management for domestic building organizations are not standardized, so the main task of scientists is to further research in this area and to display their results in teaching materials (guidance on the implementa-

tion of term studies, practical tasks, etc.) for students of branch of knowledge "Management."

Directions to ensure solving the task of marketing management in the quality system of construction organizations should be: a) defined and established needs and demands of the consumer (investor), other requirements for construction products; b) justified (with the use of supporting data) volumes of construction products of a certain level of quality by established technical requirements and under optimal costs; c) analysed opportunities of market of building materials, components, equipment, their quality and capabilities of providing delivery when required.

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