

Subject matter: The marketing management at the enterprise: current practice and the ways to improve it (by the example of the Limited Liability Company «Leghenda»).

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Information about customer organization: «Leghenda» ltd.

Topicality of the research: The dynamism of the external business environment that is constantly and rapidly growing under the circumstances of limited resources, qualitative changes in the consumer's consciousness and the growth of uncertainty, is impelling Russian entrepreneurs manage marketing and innovative potentials effectively. While continuing to generalize and systematize the past experience it is impossible to create new goods and services which offer consumers new or more ideal benefits or advantages, that is why the management process of the modern marketing system must have new methodological guidelines in essence.

Objectives of the research: are the all-round analysis of the marketing management at a modern enterprise as well as the elaboration of recommendations on its improvement.

The tasks of the research:

- to study the nature and basic features of marketing and its place in the management system of the modern enterprise;
- to reveal and analyse the grades of marketing management system at the enterprise;
- to appraise the efficiency of the marketing management in the competitive environment;
- to give a concept description of the limited liability company «Leghenda» ltd.;

- to carry out the analysis and appraisal of the marketing management efficiency at the mercantile business «Leghenda»;

- to work out basic directions to improve the marketing management at the limited liability company «Leghenda».

The theoretical significance of the research lies in the enlargement of the scientific notions about the marketing management at the modern enterprise. **The practical significance** lies in the use of the offered recommendations on the marketing management improvement in the work practices of the limited liability company «Leghenda» and at other enterprises of various forms of property.

The results of the research: Marketing management includes the analysis, planning, implementation and control over taking steps aimed at the establishment, strengthening and maintenance of profitable exchanges with specific consumer groups to achieve specific goals of the organization. It is of no small importance that the marketing management at the organization is designed to provide business successfulness while taking into account the interest of the very company, the consumer and the society at large, and the marketing management process must be permanent and qualitative.

Recommendations:

- to set up a marketing department at the enterprise that will consist of highly skilled and experienced marketeers;

- to increase the use of sales stimulants;

- to work out the promotion programmes of the goods sold in the shops of «Leghenda» ltd.;

- to apply the techniques of the efficient management of the commodity group range as a tool to increase the company's sales.