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METHODOLOGICAL PRINCIPLES OF ANALYSIS OF THE BASIC ELEMENTS OF MARKETING INFRASTRUCTURE

The article is devoted to the methodological analysis of essence and typology of marketing infrastructure. Functions of marketing activity, often executed by companies-producers, sometimes are not enough to ensure high quality. For this reason, in such situation there are institutes which can professionally help in realization of these functions. The structure of such marketing institutes is various enough and in general includes: trade agents, transport, insurance, credit and financial establishments, advertising, consulting, research firms. The role and value of each of them is different, as well as their functions.

Domestic science does not use a term "institutes of marketing infrastructure" so far, and, clearly, does not try to classify them. Therefore there is no possibility to draw from somebody's works. We decided on basis of classifications of institutes of marketing infrastructure to determine functions executed by marketing. There are also many approaches in relation to determination of functions, but in this direction we did not manage to deepen such analysis, because we had different objection. Therefore, we settled on the approach, which determines such functions of marketing as analytical, production, sale and function of management and control. We classified the institutes of marketing infrastructure. Among them we selected: research and analytical infrastructure institutes, production and logistics infrastructures institutes, commodity and distributive infrastructure institutes, administrative and communication infrastructures institutes.

Actually, the leading role of such institutes is classification of functions of marketing of companies-producers for the sake of increase of efficiency of marketing activity and cutting cost on marketing as a result of effective performance.