UDC 339.138 : 655.4/.5

**ORGANIZATION AND IMPLEMENTATION OF PRACTICE OF MARKETING AUDIT ON PUBLISHING AND PRINTING ENTERPRISES**

**I. R. Bezpal’ko, V. B. Bazyliuk**

*Ukrainian Academy of Printing,*

*19, Pid Holoskom St., Lviv, 79020, Ukraine*

*irynabs83@i.ua, bvb.uad@ukr.net*

***Research Methodology.*** *The methods of comparison, analysis, synthesis and abstract-
logic have been used for theoretical generalizations and conclusions. The method of generalization and systematization has been used to cover the process of marketing audit.*

***Results.*** *The necessity of application of marketing audit practice and peculiarities of its system organization in the conditions of publishing and printing enterprises has been determined.*

***Novelty*.** *The peculiarities of organization and introduction of marketing audit practice at publishing and printing companies have been considered; the place and role of marketing audit in the system of enterprise management from the standpoint of marketing planning and marketing control have been defined. The structuring of the marketing audit process with the definition of the applied methods at each stage, taking into account the specifics of publishing and printing activity has been implemented.*

***Practical Significance.*** *Marketing audit as a comprehensive and systematic analysis of the external and internal environment of the enterprise, in the right approach to its organization, could be an effective method of managing and controlling the marketing of domestic publishing and printing companies to improve their economic situation and increase their competitiveness.*