

**COMMUNICATION POLICY AS AN ELEMENT OF ENTERPRISE MARKETING SYSTEM
IN THE PROCESS OF MODERN COMMUNICATION SOCIETY**

In recent years, the growing importance of communication is provided by the presence of near-saturated markets, the demand for which is to replace consumption goods, problems with the creation of new products, high standards in manufacturing, which hinder the differentiation of goods because of quality or cost, the need for economic growth and the desire to overcome savings and pessimistic attitude to the development of civilization.

The research systematization can highlight two approaches to the concept of communication policy: first – communication policy is a promising course of company's activities and the presence of a sound strategy to use complex communication tools, and interoperability with all stakeholders marketing system; while the second deals with communication policy as development of complex stimulus, i.e. measures to ensure the effective collaboration between business partners of advertising methods of sales promotion, public relations and personal selling.

The purpose of the communication policy of the company is to create a competitive advantage, consisting of industrial and consumer preferences.

The communication policy of the company is a combination of advertising, personal selling, sales promotion and public opinion.

The marketing activities experience convinces that effective communication is only possible in an integrated approach.

The communication policy of the company in the marketing system – a course of business, aimed at planning and implementation of interaction of the company with all stakeholders marketing system based on the use of complex communication to ensure a stable and efficient formation of demand and promote the supply of goods and services markets to customer satisfaction and profit.

The means of communication may be made to the general criteria, such as the spread of the target communication range and the ability to combine elements of the complex communication, the amount of possible messages, duration and situation of communication, the ability to isolate the impact of competitors.