

MANAGEMENT OF MARKETING ACTIVITY IN MODERN CONDITIONS

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Globalization has led some firms to market beyond the borders of their home countries, making international marketing a part of those firms' marketing strategy. Marketing managers are often responsible for influencing the level, timing, and composition of customer demand. In part, this is because the role of a marketing manager can vary significantly based on a business's size, corporate culture, and industry context. For example, in a large consumer products company, the marketing manager may act as the overall general manager of his or her assigned product [1].

To create an effective, cost-efficient marketing management strategy, firms must possess a detailed, objective understanding of their own business and the market in which they operate [2].

Marketing management has gained importance to meet increasing competition and the need for improved methods of distribution to reduce cost and to increase profits. Marketing management today is the most important function in a commercial and business enterprise.

The following are the other factors showing importance of the marketing management:

- Introduction of new products in the market.
- Increasing the production of existing products.
- Reducing cost of sales and distribution.
- Export market.
- Development in the means of communication and modes of transportation within and outside the country.
- Rise in per capita income and demand for more goods by the consumers.

The aim of the research is the development of theoretical provisions and practical recommendations for the implementation of organizational marketing structures that have developed actionable marketing strategy that will increase the efficiency of enterprises, regardless of forms of ownership. In analyzing these issues, the discipline of marketing management often overlaps with the related discipline of strategic planning.

Over 80% of product managers are monitoring development projects and writing market requirements. In addition, most product managers are involved with researching market needs and creating sales presentations and demos. 50% of product managers are building business cases. The business case is the evidence of the product manager's role as a business leader in the company [1].

The main focus of marketing is on exchange of goods and services. Philip Kotler defined marketing management as “The art and science of choosing target markets and getting, keeping and growing customers through creating delivering and communicating superior customer values of management”.

If we break up this definition we can say the marketing management involves following activities:

Choosing a Target Market: The activities of marketing management begin by finalising the target market.

Growing Customers in Target Market: After choosing a target market the next step in marketing process is to take steps to increase number of customers by analysing the needs, wants and demand of customers and giving due importance to the satisfaction of customers.

Creating Superior Value: The next step in marketing management process is to create some special value in the products to make your product better than competitor's product. Special values can be added by offering various schemes.

Most of the time marketing managers aim at increasing demand but sometimes they have to constrain or cut down demand due to shortage of supply by reducing expenses on promotion etc.

The situation of reducing the demand was very common before 1990 (before liberalisation and privatisation). Now the main motive of marketing manager is to manage the demand effectively.

Marketing management may be defined as the process of management of marketing programs for accomplishing organizational goals and objectives. It involves planning, implementation and control of marketing programs or campaigns.

Manage strategic marketing activities:

- understand the strategic management of marketing activities;
- be able to evaluate a market;
- be able to develop a marketing and marketing communications strategy and plan;
- be able to manage strategic marketing activities.

Practically all enterprises have no holistic concept of marketing planning and developed special methodological approaches to the process of forming marketing services in corporate structures.

Furthermore, today there is a need to create a system of marketing activities enterprises in the market.

References:

1. Kotler F. Marketing Management / F. Kotler [Trans. from English; under the editorship L. Volkovoy, U. Kapturevskogo]. – St. Peterburg: Piter, 2001. – 752 p.
2. Don't Confuse Sales Support with Marketing: A Case for Buyer Persona Profiling - See more at: <http://pragmaticmarketing.com/resources/dont-confuse-sales-support-with-marketing-a-case-for-buyer-persona-profiling#sthash.genSjC43.dpuf>.