

THE IMPORTANCE OF MARKETING MANAGEMENT FOR COMPANY

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ABSTRACT

Marketing Management refers to the analysis, planning, implementing and monitoring programs designed to consolidate and maintain beneficial exchanges with targeted buyers, having the purpose to achieve the organization objectives. So, marketing management involves the management of demand, which in turn requires customer relationship management.

Companies have started to discover that losing a customer means more than losing a single sale, is actually the loss of the entire stream of acquisitions and recommendations that the client returns during the time in which is faithful to the company, and even after.

The key of the success in retaining the customers, is a higher level of value and satisfaction that a customer has. These can be obtained only through a well structured marketing management.

KEYWORDS: *marketing management, relationship with the client, the transaction, the consumer.*

Marketing Management expresses the way in which processes and relations of management, the most defining elements of management science, are organized and are taking place through the incorporation of marketing philosophy (vision etc) in the whole range of concepts, methods, techniques and instruments.

Strictly speaking, Marketing Management should not be understood neither as an ensemble of knowledge resulted from summing the concepts of the two sciences, nor as a new science that appeared from the fusion of the two. As a consequence it is not a replacement of any of them, due to the fact that the subject and the methods confer them, at list at the moment, a particular scientific status.

Marketing Management is nothing else than a complex concept born from the interdisciplinary approach of some of the most important aspects in the activity of the companies.

The fact that the two terms are used together reflects the addressing from a common position of phenomena that are seldom meet in practice, in the activity of the companies, addressing that is specific to the two sciences. So, correct understanding of the term Marketing Management is based the complex content of the two sciences, the way the their concepts, methods and instruments appear in the common relation created by processes and relations through which company's activity is integrated in the socio-economic environment.

The main objects of Marketing Management are the company and the environment in which this activates, as well as the interaction between those. The two sciences that are the base of Marketing Management are obviously Marketing and Management. *Management*, as science, studies the company, and basically the management processes and relationships. *Marketing* implies the orientation of all company activities towards market

and clients and has as main objectives the investigation of the economic environment and the binding and the adaptation of the company to it, the interaction between those being not just understood, but also being the essence of its conception.[Nicolescu, O.; Verboncu, I.: 1999; p.37].

The American Association of Marketing defines Marketing-Management as the process of planning and putting into practice of concepts, price setting and distribution of goods, services and ideas aimed for exchange with various organisations, which would satisfy the clients and the objectives of the organisation.

Marketing-Management implies a laborious work on establishing the development plan of the company which is based on the marketing research. The marketing research should be conceived and carried out in such a way that it would guide and support a proper planning for the marketing strategies. The efficient formulation of the marketing strategy is the key point in establishing the marketing plan. It must define the position the company will occupy on the market in order to meet its objectives [Stefanescu, C.; Rotaru, C.: 2007; p. 99-100].

At the same time this concept also illustrates the following facts:

- The management of the marketing activity requires analysis, planning, implementation and control;
- It covers the area of goods, services and ideas;
- It is based on the exchange notion;
- The final objective is aimed in order to satisfy all the stakeholders.

The social and economic changes, the most important factor for the creation and development of marketing had and still has implications not only in the relation between the company and the business environment, but also in the processes and relations inside and outside the company.

The classic goods and services providing company changed its conditions, showing management visions significantly different from the traditional ones. The most important fact is the orientation towards the client, the main plus of a business.

Thus and integration vision of the company was born. It changed the marketing processes and lead to significant changes of the company concept, changes that were reflected on the company as a whole and also on each one of its components.

In such a way the marketing enterprise appeared and this has as object the integration of the marketing in the entire management process. The most advanced manifestation of this new type of company is the network organisation known in the literature also under names: virtual organisation, imaginary organisation, unlimited organisation.

Evert Gummesson, well known specialist in the Nordic school of Services' Marketing realised a very plastic image of the now type of organisation, stating that "companies are not like citadels with well defined borders, they are variable entities which can change their shape at anytime, same as amoebas. They function in an apparent paradox trying to be centralised and decentralised, big and small, international and local. They can change their shape at anytime by changing their relations with the customers or any other type of relations they had as a fundament, they can change the types of interactions taking place inside the company, offering various goods and services that would possibly satisfy all individual demands. *Anytime and anywhere* became a basic principle. That is the reason why companies today are so hard to be individualised and delimited".

Among the new things brought in by the marketing company is the increase in the role planning plays. Some of the factors that determine this are the following:

- The need for a clear definition of the marketing objectives of the company;
- The setting of well planned and connected actions;
- The allocation of material, financial and human resources in a closed connection to the expected increase in the profit.

The customer and respectively, the consumer's behaviour will become the key element in the actions of the marketing companies, determining the business orientation and the profit of the company. This element will make each company aware of its opportunities or of the opportunities they offer to the competition by not being able to satisfy all the demands of the customers and will determine its future actions. Through this the space in the market will become smaller and smaller and it will become more difficult to be identified. Consumer's behaviour will also determine the companies to establish, based on marketing research, the market success factors, among these the most important being the performance of goods and services, the price, the intensity of promoting them and the post-selling services.

To increase the interest of the consumers and to keep it, the companies will intensify the promoting actions and they will be better correlated in order to insure the best impact over the consumers and buyers.

An important characteristic of the marketing company is its relation with the environment, its orientation towards the exterior. Using the new marketing trends represents, according to a lot of specialists, the way to respond faster and easier to major changes in the environment.

Marketing - Management philosophies of companies

It is said about Marketing- Management that it refers to the effectuation of the actions need to make the desired changes in the market.

There are five basic concepts according to which companies can undertake the marketing activities:

- Production concept;
- Product concept;
- Selling concept;
- Marketing concept;
- Social market concept.

Production concept is the philosophy according to which the consumers will be mostly interested in the available products which are extremely accessible, thus the management should concentrate on improving the efficiency in production and distribution.

Product concept is the idea according to which the consumers will prefer products that offer maximum quality, performance and new features, so the organisation should concentrate on the continuous improvement of the product. This is a detailed version of the "new product" concept, mostly orientated towards the customers.

Selling concept is the idea according to which the customers won't buy enough products if the company doesn't put enough effort in large scale promotion and selling.

Marketing concept is the Marketing- Management philosophy according to which meeting the objectives of the organisation is dependent on the determination of needs and wishes of the market and in satisfying those more efficient than the competitors.

Social market concept is the idea according to which marketing specialists have to establish the needs, wishes and interests of the market and satisfy those more efficient than competitors, but in a way that would protect and enrich the material and spiritual life of the consumer and not of the society.

So, the Marketing- Management philosophies are based on a well-defined market, are focused on the customers' needs, are coordinating all the marketing activities with impact over customers and are generating profit on the basis of long term relations with the customers, relations based on value and satisfaction. Thus in these concepts, focus on clients and the value for the client are the way for selling and making profit.

Referring at, the Marketing- Management concept the saying of Akio Morita, the visionary leader of Sony are still famous: “Our plan is to lead the people with new products rather than asking the people what products they want. People do not know what is possible and what is not. We do know. So, instead of doing marketing research forever, we try to perfect our view on the product and on its utilisation, and then we try to make a market for it, through educating people and communicating with them.”

This type of strategy can only be afforded by big companies, as Sony, and this type of marketing strategy requires client’s orientation, strategy in which the company must understand the customers’ needs better than themselves, and must create goods and services that would satisfy present and future demands.

Conclusions

The part of marketing specialists is also changing. Their role in shaping and implementing of the marketing activities in the company becomes more diverse and complex. The marketing managers bear the responsibility of understanding and applying the marketing philosophy in the whole company, of choosing the market segments, of analysing the clients and competition, of implementation a marketing culture that would develop the managerial performance of the company. In the company marketing is not anymore a collection of distinct activities (promotion, distribution etc), but an ensemble of functions, in its whole complexity, grouped as an unique and well-organised process in decision making.

To assume a position and an important part in the results the company has, the marketing company should be concerned with establishing good reports between micromarketing and micromarketing in order to get the expected results.

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