

MARKETING SERVICES CLASSIFICATION

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This paper considers the essence of marketing services. The definition to the term “marketing service” is given. The approach to marketing service classification is suggested.

Russian companies require more and more high-qualified professionals in marketing consulting who can increase the effectiveness of their activity. There are dozens of organizations which are ready to offer you services in the marketing sphere and marketing specialists are in great demand on labor market. We are of the opinion that marketing services can be defined as an activity in researching the needs, estimating market opportunities, adapting production to the needs taking into account the available resources, the promotion of goods, the organization of sales, pricing, etc.

Representation of total, timely and adequate information about marketing services market requires their classification. We understand classification as the division of the set of ‘general population’ into ‘sub-populations’ in accordance with certain special features.

It is reasonable to apply the hierarchical method to marketing services classification. We use functional features as the basis for the clas-

sification of marketing services. Thus we can define the following groups:

- ◆ data collection, data processing and data analysis services;
- ◆ development and realization of goods policy services;
- ◆ development and realization of price policy services;
- ◆ development and realization of promotion policy services;
- ◆ development and realization of sales policy services;
- ◆ development of marketing strategies, organization and control of marketing services.

The second level of classification is the division of the groups into sub-functions. In this case in the first group we can define the sub-groups including collection, processing and analysis of current marketing data services and organization and realization of marketing research services. The assortment of the management services, products image services, product life

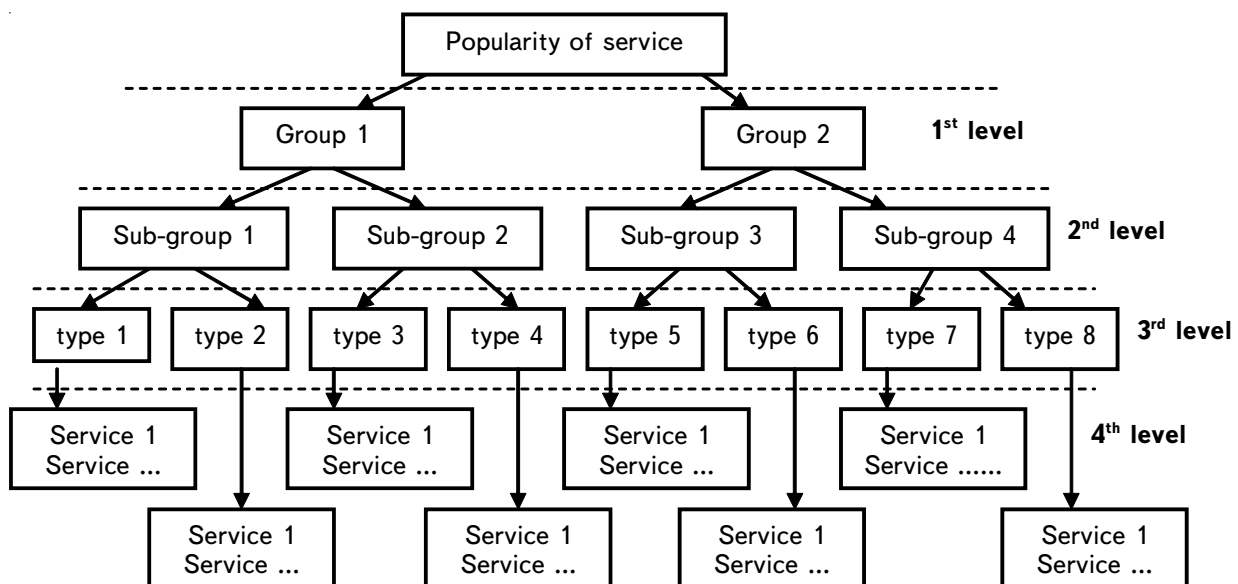


Fig. Scheme of building the marketing services classification

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cycle management services belong to the second group.

The third group consists of development and realization of advertising campaign, PR strategies, direct marketing, distribution stimulation, face-to-face selling and etc. services.

The third level of classification provides the division of the sub-groups into the steps of realization of sub-functions which define the type of service. For example, in the sub-group of "development and realization of an advertising campaign" we can define the following types of services: the development and planning of an advertising campaign, advertisement placement and etc.

The fourth level of classification defines the title of the concrete service.

The main disadvantage of hierarchical classification is low flexibility of structure stipulated by the fixed basis of division and the predetermined sequence order. This classification of marketing services as basic functional criteria will allow to represent the list of marketing services in a more complete way. No doubt it is an advantage. We have to note that the suggest variant of classification requires additional research and doesn't claim to be accepted as a result of complete research.

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