

MARKETING MANAGEMENT SYSTEM (using the example of “Samarsky Khlebozavod №9”)

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The nature of marketing as an economic notion and the essence of marketing management system are disclosed here. By the example of food industry enterprise, the analysis is given and some general properties are described.

Under preset-day marketing conditions subjected to unpredictability of economical phenomena and processes, management system, which guarantees the efficiency of an economical unit in new conditions, has become really relevant.

This very system is to be capable of uniting the efforts of managers, manufacturers, technical specialists, merchants in order to give a prompt response to environmental changes and choose a selective effect on it in certain directions.

Marketing suggests effective measures for tackling these problems, because it can be stated that marketing is a marketing management system of an economical unit.

The results of special research reflect the rise of marketing importance on a global basis. According to them, more than 75% of economical failures in the World Market happen because of the mistakes in marketing and less than a quarter are caused by other reasons.

In economical literature there exist more than 2000 definitions of marketing and they can hardly be linked together. F.Kotler in his work “The basics of marketing” gives the following definition: “Marketing is the type of human activity

focused on satisfaction of wants and needs by means of exchange”.

On a gross scale, marketing is understood as such a system of intracompany management, which aims at demand analysis and records and market requirements. It is done for a more cogent orientation of the industrial activity of a production enterprise on the release of competitive types of production in amounts stipulated beforehand. This marketing system should also be up to definite technical-and-economic indexes, which guarantees higher profit earning and a strong market position.

The place of marketing in the system of production and sales activities management in a company can be represented in terms of definite tasks it is to tackle.

Marketing stands for a system approach to management activity, the presence of key aim, an elaborated system of measures to fulfill the aim and a proper technical, commercial and financial supply of its realization.

Another important clause is subordination of marketing to strategic tasks and objectives of the company. That is why this kind of management is called strategic.

Russian and foreign practice testifies that the efficiency of marketing management rises

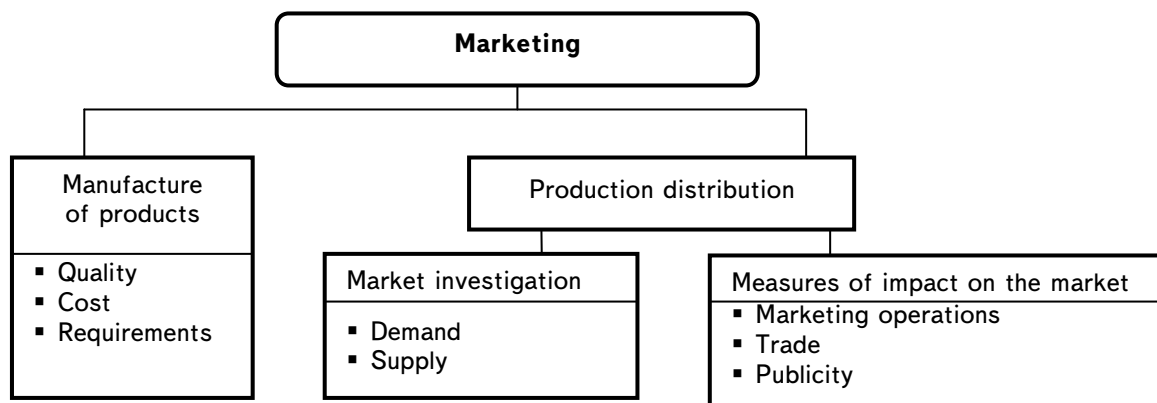


Fig. Marketing objectives

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when the strategic and conjunctural management are combined. Although marketing is an effective way to key up the effectiveness of company management, it is the object of management itself. Marketing effectiveness in work of various economical units depends on accuracy in building up organizational and management processes.

The strategy must be up to marketing aims (obtainment of certain market share in stipulated time, entrance to the target market with concrete goods and fixation on it within the target time frame, achievement at an international level of competitive ability of a certain group of goods within specific dates, etc.).

Peter Drucker - one of the leading theorists in sphere of management - says: "Marketing aims at making sale efforts unnecessary. Its aim is to know and understand the customer so well the product or service fits him and sells itself."

Therefore, we can make a conclusion that marketing administration is a key link. Together with the other elements it creates a unified process aimed at gratifying markets' needs and receiving of profit. Marketing's major tasks are gathering, processing and analysis of informa-

tion on the market and its demand, data packaging, which are important for taking viable managerial solutions and an active demand creation and sale promotion. The enterprise under review executes marketing activity aimed at the revelation of business rivals, possibilities of production expansion and canvassing of customers with pricing policy. Such a strategy enables to optimize marketing activity in market relations changing rapidly. It is an essential condition for an effective work at an enterprise.

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