

MARKETING
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Marketing is an organizational function and a set of processes of creation, promotion and provision of value to customers and for managing relationships with them the benefit for the organization. In the broad sense, the marketing tasks consist in identifying and responding to the human and social needs.

In marketing it is accepted to observe the following five principles:

1. the production and sale of goods must meet the needs of customers, the market situation and the company's opportunities;
2. full satisfaction of customers and meeting the modern technical and artistic level;
3. presence on the market at the moment of the most effective possible sale of products;
4. constant updating of the manufactured or sold goods;
5. the unity of strategy and tactics for fast response to changing demand.

The concept of marketing management. There are five main ways in which commercial organizations manage their marketing activities: the concept of improvement of production, the concept of improvement of the goods, the concept of intensifying of commercial efforts, the marketing concept and the concept of socio-ethical marketing. These concepts were formed in different periods of development of the market economy. The General trend of a development of the marketing - a shift from the production of goods to the commercial efforts, to the consumer and increasing orientation to consumer problems and social ethics.

The production concept comes from the fact that consumers will warm to the goods, which are widely distributed and have available prices, and hence management should focus its efforts on improving production and increase the efficiency of the distribution system.

Product concept comes from the fact that consumers will be interested in the goods, offering the highest quality, better performance and properties, and, therefore, the organization should focus their energy on the continuous improvement of the goods.

The use of this concept can provide a firm specific advantages only in the short term, however in General the concept of improvement of goods leads to the «marketing myopia». For example, in the USA Railways management believed that consumers want trains, instead of a means of transport, and did not notice threats from airlines and vehicles. Manufacturers of logarithmic rulers believed that engineers need a ruler, not the ability to make payments and lost the threat from pocket calculators.

Selling concept comes from the fact that consumers will not buy the products of the company in sufficient amounts, if she does not take sufficient efforts in the sphere of sales and stimulation.

According to this concept, developed different techniques to identify potential customers and so-called «hard selling» goods, when the buyer actively act, effectively forcing make a purchase.

Marketing concept comes from the fact that the key to achieving the objectives of the organization is to identify the needs of contingent markets and to provide the desired satisfaction more efficient and more productive than its competitors ways. The object of attention in the concept of marketing is not a product but a firm's clients with their needs and requirements. Profit at the same time the company receives through the establishment and maintenance of customer satisfaction.

Societal marketing comes from the fact that the company's mission is to establish the needs and interests of target markets and to provide the desired satisfaction more efficient and more productive (than competitors) ways with simultaneous preservation and promotion of the welfare of the consumer and society in General.

The concept of holistic marketing is based on planning, developing and implementing marketing programs, processes, and activities with regard to their latitude and interdependence. Holistic marketing recognizes that in the marketing actually important and all that often requires advanced, integrated approach. Holistic marketing includes four components: relationship marketing, integrated marketing, internal marketing and socially responsible marketing. Thus, holistic marketing is an approach, which tries to recognize and balance the different competencies and the complexity of marketing activity.

Marketing is the "sick" place of the majority of Russian enterprises. The problem of production has long since faded into the background, and the company's ability to sell products is the most important indicator for potential investors.

Many companies are taking steps to reorganize or to create again the marketing system of the enterprise. What measures can be taken by the managers of the enterprise to improve its efficiency?

Given that most enterprises are in a difficult financial situation, it is usually recommended to start with activities that do not require considerable expenses. Usually the measures of organizational and administrative character, which are targeted at the implementation, allow the company to increase significantly the efficiency of marketing and sales. Certainly, it would be desirable to conduct a detailed market survey to determine the capacity of the different groups of consumers, to assess the company's capabilities and competitive advantages well as to develop new marketing strategy that addresses these advantages and market potential.

The world economic crisis is a phenomenon caused by excessive pumping aggregate demand. First of all, this process caused the structural imbalance in consumer demand and the real resource capacity of the populations Today, the system of Bank consumer lending shows a sharp decline, changes not only the purchasing power of the population. The structure of consumption and, the structure of consumer demand, respectively.

There are two fundamental approaches to the organization of marketing activities:

1. Marketing is seen as a means of the forming of customers' needs. Principle: No matter what the thinking of the buyer. More importantly, he will think when we «get to work». The method is effective if consumers a lot of money and free time.
2. Marketing is viewed as a mechanism of demand analysis, adaptation of the seller to customer needs through their study and satisfaction. Principle: the Goods will be guaranteed sales where he actually meets real customer needs. The method is effective if consumers do not have extra money and time.

Knowledge and in-depth study of marketing are the key to prosperity of the company, the energetic activity in the conditions of high competition. Underestimation of the importance of marketing interaction with consumers of goods and services may lead and often leads to the collapse of the most brilliant technical and industrial undertakings, because they were deprived of a logical final - of bringing products to consumers. Marketing literature replete with such examples. The importance of marketing, is primarily determined by the increased competitiveness of modern economies and the necessity to marketing of the products in these conditions. Therefore, the marketing of organically combines in itself two interrelated goals. On the one hand, it is a tool of competitive struggle, and on the other hand means the adaptation of production to the needs of consumers. In connection with this ambiguity marketing can be interpreted as a tool of competition through as more full account of the needs of consumers.