

FEATURES OF MARKETING MANAGEMENT ON MODERN ENTERPRISES

Annotation

The essence of the concept of "marketing management" in terms of management of the Company on the basis of the marketing and management of the marketing function and demand management target market and identified the main problems in marketing management at domestic enterprises.

Keywords: marketing management, marketing environment, marketing, governance, organizational and economic mechanism.

Experience of leading companies of the world suggests that the implementation of the efficient operations in the market conditions and providing competitive advantage is achieved through the use of marketing concepts. Assessing the transient nature of the market situation, the marketing system is really effective only in terms of skillful management. The term " Marketing Management " treated domestic and international marketers rather ambiguous, as in professional literature one can find different approaches to marketing management of the enterprise.

On the basis of all the major approaches to understanding the concept of "Marketing Management" offered the following definition of the term: marketing management - a cyclical and continuous process aimed at maximizing the satisfaction of the needs of target customers and achieve company goals by creating and adaptive functioning marketing system.

Adaptability of marketing management is the ability to respond quickly to changes in the marketing environment and making appropriate adjustments to the developed plans and programs. Thus, marketing management is a subordinate set of actions to detect demand, development, manufacture, distribution and sale of products that meet the needs of customers and market opportunities.

The system of marketing management of the enterprise is an open, complex system that includes the following subsystems: marketing information, analysis and goal

setting, the formation of alternative solutions, planning of marketing activities and control marketing.

Thus, management of marketing activity is one of the most important components of the overall system management.

The process of marketing is seen in several closely related aspects: management of the company on the basis of marketing, the marketing function and demand management on target market.

The modern doctrine of marketing management, as we know, is that it is seen as a systematic theory of the laws of production and business activities of enterprises and features of the preparation and implementation of effective management principles of marketing with a focus on priority adequate for optimal adaptation to the dynamics of market conditions. One of the newest concepts of marketing management is the one for which it is considered as a system of management of all activities of the enterprise as a whole, based on the fact that the market is the main element that determines the nature and specifics of all these activities of the enterprise and the enterprise is understood as an enhanced link management that works closely with a set of different specialized market actors, such as advertising agencies, marketing research, marketing and more.

The progress of this concept compared to others (the marketing function of the company, relationships with customers, etc.) in times when markets change faster than marketing and most marketing strategies are low-effective, is evident. Its successful practical implementation is impossible without solving the corresponding set of specific questions of the theory and practice of marketing management. The main among them, in their theoretical aspect is to determine the nature and structure of the organizational and economic mechanism of management and marketing needs of each of its structural elements in all major respects. In this sense, the author's vision of solving the mentioned issues is as follows.

First, the effective implementation of the concept of marketing management can be carried out only on the basis of the integrated interaction of its next major specialized mechanisms such as:

- Organizational and economic;
- Management and Information;
- Technical and organizational;
- Socio-economic, etc.

Thus the functional relationship of these mechanisms should be implemented in a system compromise, the priority of their interaction in formats such as information and management in algorithmic and critical aspects of their dominance at constant strategic objectives of marketing management.

Second, the nature of modern organizational and economic mechanism of marketing management is conceptually defined.

Third, the overall structure of organizational-economic mechanism of marketing management, based on its nature and the known characteristics of the modern enterprise management systems shall consist of the following elements:

1) the purpose, objectives (objective functions) and the basic principles of organizational-economic mechanism;

2) The functions of the organizational and economic mechanism and approaches of implementation (methods and techniques, tools, algorithms and modes) in the form of the basic principles of marketing management;

3) organizational and compositional structure in the form of specialized cybernetic system " ACS Marketing ", performs the functions of organizational-economic mechanism ;

4) masses of information and communications management structural composite elements of organizational and economic mechanism between themselves and with the elements of the business and external environment of the company.

The amount of issues relating to defining the essence and characteristics of all components of organizational-economic mechanism of marketing management and formalization of logical relationships and mutual influences, information and management actions and interactions that are made in the form of " business - market - economy" is now acutely relevant, but not resolved properly in many aspects. All this

leads to a significant lack of usage of the potential of the effective application of these concepts in marketing management practice industry.

One of the conditions for successful development is the study of final consumers and the ability of businesses to respond flexibly to changes in its requirements, since the final user is an investor in the entire channel movement of goods. At present, an important task is to study and implement various methods and forms of selling, holding work to create consumer demand, product range of goods and services that are focused on customer satisfaction. Definitely focus and concentration on the needs of the consumer usually associates with marketing and marketing activities of the company.

Quite often performing marketing functions is not allocated to individual business units. It is possible in such cases, where the company focuses on the production and aims to increasing volumes of goods. In this case there is no dominance of marketing in business management, it is subordinated to the concept of the value of the company.

According to some researchers, there are two main defining points that specify the place and role of marketing services in the management of the enterprise:

- Consumers and the need for their research;
- Competitors, the presence of which requires evaluation and study their competitive behavior, preferences, pricing, etc..

As noted above, management of marketing activities are an integral part of the management of the company. But today there is no single approach to the process of marketing at the company.

The main problems in the implementation of marketing management at domestic enterprises are as follows:

- The application of marketing efforts on the use of certain issues, which are often not aligned with each other (price, marketing, advertising, etc.);
- Create marketing departments on the basis of formal and its non-fulfillment of the relevant functions;
- Lack of qualification and motivation of staff ;

- Opposition to the heads of other departments;
- Lack of understanding of the real leaders of the benefits of the use of marketing and as a result, the reluctance to move to enterprise marketing management concept.

Instead, the companies where marketing takes its rightful place and competent management is carried out successfully operate and hold strong market positions.

Marketing Management at the company requires diverse knowledge, research approach, strategic and tactical thinking and organizational skills. Control theory is interesting primarily in that it is constantly evolving and improving. We know that it's impossible to find two companies with the same management models as well as management techniques constantly adjusted, taking into account changes in market conditions.

However, the management process, in most cases, based on the basic functions of management. Therefore, in our view, when considering the problems of marketing management on the enterprises there is a need to use the basic functions of management.