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32. Necessity to use Marketing Control Systems

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Introduction: Nowadays in the world of marketing relations no enterprise can function properly without a marketing service. Efficient performance of the whole enterprise depends on rationally planned marketing system.

In the course of marketing plan fulfillment the current marketing situation changes rapidly forcing enterprises to deviate from aims set forth in the plan and tasks dictated by economic situation. Taking into consideration the existing marketing situation it is necessary to create a marketing control system in order to constantly monitor plans implementation and relevance of the tasks set forth in them.

Resources and methods: Theoretical and methodological basis of this paper is scientific works of the leading researchers in the area of marketing. Marketing control systems were researched using comparative analysis, systematization and generalization.

Results: Marketing control involves continuous, systematic and unbiased monitoring and evaluation of the situation and processes in the field of marketing. Usually marketing control is

divided into the following four types: determination of planned figures and standards (aims and norms), establishment of real values of indices, comparison and analysis of its results.

During the organization of marketing control it is obligatory to define whether marketing control should be exercised by a marketing department, some other unit of an enterprise (for example, its leadership) or a separate subdivision should be created.

Control over annual plans realization is intended to monitor plans fulfillment by comparing current indices and control figures of a plan. Main means of control include sales analysis, market share analysis, assessment of correlation of sales and marketing costs as well as customers' relationships monitoring.

Profitability control is essential to outline the most promising areas for investments by defining profitability levels taking into consideration particular goods, regions, market segments, sales channels and orders volumes.

Strategic control is exercised to monitor compliance of the firm programs, tasks and strategies with current and forecasted market situation using marketing audit.

Growing of an enterprise and expansion of marketing functions entail specialization and creation of a separate marketing control unit. It is a disputable question who should control the mentioned unit – marketing service or control service. Some enterprises manage to strike a happy medium introducing double subordination: professional subordination to control service and disciplinary – to marketing department.

Comprehensive control and detection of deviations make any firm to elaborate proposals concerning adjustment of plans and improvement of the situation.

Conclusions: Marketing control is an efficient instrument to increase effectiveness of marketing and business activity of any firm. It is applied to obtain information on patterns and peculiarities of market development as well as conformity of company activities with customers' demands. It should embrace both economic and financial data as well as evaluation of firm's qualitative performance indices and competitiveness i.e. data developed outside it.

References

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