

THE ESSENCE OF MARKETING MANAGEMENT IN SCIENTIFIC DISCOURSE

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The essence of marketing management is considered in the article. Theoretical approaches and directions of the use of marketing management at an enterprise are investigated. A considerable attention is paid to the conceptual position of marketing management and the definition of approaches, on which marketing management is based.

Considering modern business models, it is necessary to distinguish between the former model in which marketing was only one of the functions and a new model where marketing has to make an influence on all managerial decisions. As marketing separated into a separate link in the system of organization management, it became the object of control in the organization. There was an integration of marketing and management, and a new concept appeared called “marketing management”, “management in marketing”, and also “market management” – as a unique philosophy of the organization operation, as a new concept of the corporate governance.

The integration of marketing and management created a new philosophy in developing a scientific thought of management where marketing is a determining management tool. For the majority of organizations, development of such a view of modern management is a combination of different foreign methods of management. Thus, the development of modern marketing management in Ukraine is

a constant search for more and more effective technology to make the organization more competitive in the global management market.

It is appropriate to consider management of marketing from the perspective of marketing functions as it is one of the tasks of organization that is performed within the general plane of its activities, and marketing management – as the management of all the activities of the organization on marketing principles when all its departments plan and evaluate their activity from the very marketing perspective. The research of concepts of marketing management allowed not only analysing their essence but also revealing a number of objective trends in the modern course of development of marketing management. These trends are expressed in a change of orientation of the influence of complex marketing tools from one-off customer acquisition towards the individualization of relations on the basis of development of long-term cooperation. Thus, marketing management as a whole is consciously formed regulatory mechanism and thus it is not invariable and conservative but should constantly improve according to the change and complication of economic processes and phenomena. This being said, it should be emphasized again that efficient marketing management is a prerequisite for securing sustainability, efficiency, and competitiveness of organizations.