

FACTORS WHICH HAVE LED INTERNATIONAL DEVELOPMENTS OF MARKETING MANAGEMENT

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Abstract: Last decades of this century have imposed a new concept that is MARKETING a high frequency both in theory and practice of socio-economic. Modern marketing is now considered essential factor of success of an organization, essential to economic development and social, miraculous solution that solves problems, the basic tool in achieving great performance, but also in risk avoidance.

Keywords: management, marketing, theory, practice, functions.

1. INTRODUCTION

Marketing is a young science. He appeared in early twentieth century, although some marketing techniques are found in human history (eg posters). In the first 30 years the emphasis falls on the product ("a good product is sold by itself). Between 40 and 50 marketing is based on sales, which led to the development of sales techniques, such labeling is marketing for sale. Developed and then move towards the consumer - a consumer is a satisfied higher.

The orientation and the relationship between seller and consumer, it has emerged over the past 10-15 years. Currently, due to pressure of consume, laws, regulations are becoming more important. The issue is whether she has the right to sell and under what conditions: the economy is the stage environment. The enterprise takes care to take into account the wishes of the public.

2. MARKETING THEORY AND PRACTICE

Marketing concept, formulated at the beginning of our century, has developed rapidly, reflecting the economic and social developments of this century and in fact marks the transition from the production to a

company consumer marketing is a very complex phenomenon that combines theory with practice for each show one side or the other of it [1].

A summary of views expressed in the postwar period has led the experts to conclude that developments in marketing have outlined three steps:

1. characterized by enlargement of introducing the concept of exchange;
2. concentrated towards marketing as a science;
3. concerned the use of schematic concept development and its use in a more differentiated.

If you look at how it was defined the concept of marketing during these stages, we can distinguish two categories of definitions [2]:

1. *The classic definition (narrow definitions)* old, with a restricted scope, narrow, according to which marketing deals directed to flow from producer to consumer-oriented sales, translated in practice by the imperative "sell what you produced".

2. *The modern definition (broad definition)*, the wide range, complex, addressing marketing as a social and economic must be in practice by the imperative "to produce only what can sell". Summary ideate modern definitions of marketing allows us

to conclude that this complex phenomenon of our century, specifically the market economy must be addressed as:

- a. *business philosophy*, as a way of thinking is a philosophy of the organization, an economic-oriented attitude that the customer will achieve the objective essential to obtain benefits only by satisfying consumer needs;
- b. *business practice*, a process and management function, the transformation of ideas about marketing descriptive seen in action, and the resolution of issues subject to practical marketing. So, marketing is not just theory but practice, a set of activities which have as purpose to obtain maximum efficiency in the use of limited resources to meet consumer needs, always growing and increasingly diverse in structure and quality;
- c. instrument-based management methods and techniques of research involving the use of marketing tools, a set of methods, procedures, techniques and action research: analysis, forecasting and control organization to ensure adequate and relevant information to be to reach in time, information obtained from market research, investigation procedures and policies for promotion and distribution of goods and services. Based on this information, processed and interpreted using a whole arsenal of techniques and procedures, prepare decisions for the current and prospective, pivotal role of being instruments forecast market phenomena, which are then used mainly in that the programs and actions marketing.

3. MARKETING CONCEPT

A place of great importance in the marketing of the organization held concept, a philosophy that guides the activities of marketing, resulted in its orientation. Practice has shown the existence of several alternative concepts by which organizations can achieve their marketing activities, namely: the concept of production, products, sales, marketing, social marketing.

A. *Production orientation* is specific to organizations that rely on mass production, they are tempted to produce more efficiently

and at a price which is beneficial both for the organization and for the consumer. It is one of the oldest guidelines requires focusing on efficiency and distribution.

B. *Oriented product* is characterized by the manufacturer focusing on improving product sometimes interpret them incorrectly. Thus, often eludeas they have difficulties in handling consumer products or their products before aging and the emergence of others that may lead to bankruptcy [3].

C. *Guideline for sales based* on the fact that generally do not buy enough products unless the organization influence customers through persuasion and promotion, convince them to buy. This guidance emphasizes the organization's goals and not the client and applies especially for goods with search, which some consumers are not thinking to buy.

D. *Oriented marketing* is a business aimed at achieving the objectives of the organization by satisfying the wishes and needs of consumers better than competitors. This concept puts the consumer in the spotlight organization, which means knowing and anticipating customer desires before deciding what to produce or sell so as to give the customer what he wants. Marketing orientation is based on four important elements: target market, consumer needs, coordinated marketing and profitability:

a) Target market should be identified as it is not possible nor desirable for an organization to conduct the products or services to all potential customers, because resources are insufficient, potential customers are geographically dispersed, there are strong competitors that have some market and customer needs to change very quickly, etc.

b) Needs are much diversified and therefore knowledge of their quantitative aspects, structural and quality is not easy to achieve. But the organization must define in terms of customer care and he has limited resources to meet them. Concern the organization must satisfy the real needs of consumers better than other competitors.

c) Coordinated marketing aimed first referencing various marketing activities (market study, product policy, promotion, sale, etc.). Corresponding to customer needs, so that all employees are aware that customer satisfaction depends on each of them.

d) Profitability is the purpose of any economic organization, design and marketing enables him to achieve it, if you produce goods and services for which demand exists solvent.

E. *Societal marketing concept* is the newest alternative marketing driven by the need to avoid conflicts that may occur as a result of implementation of the concept of marketing between the consumer interests organizations producing goods and services and the welfare society in the long term. For this purpose it is necessary to research the environment in which the organization works to know that uncontrollable forces surrounding a behavior to learn why customers buy goods and services, the course and the market that it offers the most data on what to produce, how, how the structure and quality, when and for whom.

4. MARKETING STRATEGY

It marks the direction that was chosen for the marketing objectives and the means must to be used for this purpose. Marketing strategy has two components: delineation of the market that will work and making the marketing mix. Demarcation of market segmentation is done by consumers because of its behavior different from a product or a necessity. Segmentation is a process through which potential customers are divided into groups with traits or similar purchasing habits. Next segment or segments which will address the product or service, setting the target group. Building marketing mix plays a significant role in targeting marketing activity based on internal resources and market conditions.

Marketing mix is a certain structure combined efforts in certain proportions to obtain the necessary efficiency goals stability. The administration consists of a set of controllable variables that organization to harmonize in order to obtain the desired response from the target market.

5. MARKETING TACTICS

Marketing tactics is - the detailed and concrete actions through which the practice in a particular strategic objective of business marketing P. Malcomete [4].

6. MARKETING MANAGEMENT

Management business is marketing - analysis, planning, implementing and monitoring programs designed to create, expand and maintain beneficial exchanges with target consumers, in order to achieve organization objectives. Planning is a process that guides and coordinates marketing activities with the aim administration organization objectives. Carrying out the tasks set by the organization requires resources and establishes the responsibilities incumbent on managers to implement marketing.

The market developed and applied in developed countries with very favorable results in increasing living extends past decades and other countries. Experience shows that it affects everyone but in different ways, and creating conflicts of interest among buyers, producers and public groups, which can be overcome if the marketing will be able to achieve four objectives: to maximize consumption, satisfaction consumer to consumer choice and quality of life. Maximization of desire seem to be any individual, the meaning of life is to satisfy the material and spiritual needs of the growing extent, and it reaches the consumer goods and services. Maximizing consumer satisfaction should reveal the qualitative side of goods and services. Assessing the level of satisfaction that produces good or service the consumer is difficult to do as there is no measuring, and people are influenced by many subjective factors in evaluating the degree of satisfaction of their needs. Maximize consumer choice implies that the variety of goods and services which would correspond to his wish to be huge, leading to increasing costs and prices, and the limited revenue opportunities and reduce the purchase may not be reaching the other objectives. Maximization quality of life concerns not

only the quantity, quality, availability and cost of material goods and services, but also the quality of the natural environment and cultural heritage. Quality of life is a complex concept but with different sense and while difficult to measure, but certainly a goal to which every person dreams.

We appreciate that the four objectives, which should satisfy the marketing system are closely interrelated and therefore should be empowered intelligence and combining effects to achieve maximize results.

7. MARKETING FUNCTIONS

If the definition of what marketing is still a range of views regarding the functions (function designates a group of activities based on a weighted key criterion, which gives a theoretical understanding of marketing), which it meets, noted consensus resulted in the systematization of the four functions:

- 1 - To investigate the market and consumer needs;
- 2 - Connecting the economic activity of the dynamic environment;
- 3 - To satisfy the conditions above needs of consumer;
- 4 - To maximize economic efficiency.

Marketing takes place in a global dynamic, vast and complex as a result of modern technology, the political and social changes that are reflected in the rapid globalization of the economy, the dynamics, but the emphasis and the social and ethical responsibilities incumbent firms and they can no longer ignore. Organizations that fail to integrate and respond favorably to these changes are threatening to stay behind or even disappear. They must continually adapt strategies, whereas changing environment leads to annulment of quality strategies that were successful yesterday and so it need more for tomorrow.

It is estimated that the effects of internationalization has the greatest impact on the business of marketing, as operations

require restructuring of marketing at the national level in order to compete internationally, which complicates the four P combination of traditional marketing mix.

8. CONCLUSIONS

Marketing and advertising are the pillars of the third millennium. The reality is the consumer and the consumer has the right to choose. We receive our products appropriate to the needs, we want to enjoy every minute used. Evolution has brought about transformation of the consumers. Today the marketing theories are very diverse. There are experts who say that the future belongs not marketing and advertising. Elitism but it does not take account of the public, the only one who can decide on this market. Advertising market has been in the last ten years a significant increase, because people need advertising to target. You can choose not to have more choices available, and advertising gives you that. People know how to choose, no one forcing them to do so. Handling the media is an illusion, found an excuse by many analysts who are unable to accept a record. Products failing to require the products are most popular with the public.

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