

**MARKETING MANAGEMENT AS A BUSINESS MANAGEMENT
CONCEPT**

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Abstract: The article substantiates the need for integration of marketing and management at the enterprise; the role and importance of marketing management in modern conditions of market development are established; the main directions and goals of marketing management are determined; the content of the concept of "marketing management" and the means of its implementation are specified.

Keywords: marketing, marketing management, competitors, consumers, market, competitors.

Constant changes in the modern market cause corresponding improvements in marketing technologies. The success of the enterprise in the market largely depends on the enterprise's mastering of advanced marketing technologies, which make it possible to offer a product or service of better quality than that of competitors. but at a lower price with a profit.

Marketing forms, directs and modifies all management functions for consumer orientation, transforms the needs of the buyer into the company's income. The peculiarity of marketing is that it should cover the work of all structural divisions and specialists.

Marketing management today is an innovative approach to managing an organization in a changing environment to achieve set goals in accordance with a strategic goal that meets the ethical norms accepted in society and allows to obtain

the maximum effect. However, most scholars and practitioners consider it through marketing services management or even define it as a synonym for marketing. Also, little attention is paid to marketing management systems at the enterprise, which determines the relevance of the research topic.

Profitability, reduction of business risks are achieved thanks to knowledge of market trends, the detection of which is based on the application of marketing technologies. That is why the main component is the formation of an effective system for managing the marketing activities of the enterprise. The result of such processes is the integration of marketing and management, to denote which the term "marketing management" was introduced. This contributed to the formation of a qualitatively new approach to the management of production, communications and sales on the basis of marketing management.

Management of marketing activity covers such directions as: improvement of production, improvement of goods, increase of production intensification, application of modern marketing methods and marketing of relationships. Marketing management must be considered from the perspective of marketing functions, namely the management of marketing processes at the enterprise, which are related to market research, sales and promotion of products and services to the market, relate to its product and price policy, as well as directly organizing the work of the marketing service [2].

In its essence, marketing management has features of both a function and a management process at the same time, therefore, its main characteristics coincide with other functional tasks and provide an enterprise management process as a whole. So, "marketing management" is the management of all activities of a modern enterprise, when all divisions plan and evaluate their activities precisely on the basis of marketing.

The goals of marketing management are determined and formed on the basis of the general goals of the company, and first of all, its mission. Focusing on the mission, it is possible to determine the goals of marketing management in the general system of management goals of the firm. Some of them are given in the definition of

marketing management; this includes, in particular, making a profit, increasing sales volumes, and increasing market share. From the point of view of marketing management, the list of goals can be supplemented with such as conquering new markets, increasing the competitiveness of the firm and its products, successfully introducing new products, improving customer service, increasing efficiency.

The concept of marketing management as a component of the market concept is characterized by a set of economic relations between sellers and buyers, the presence of demand and supply for goods, services, and ideas. More specifically, the concept of marketing management can be defined as a system of general ideas about managing the marketing activities of an enterprise based on market conditions, consumer needs, and the enterprise's ability to satisfy them.

The modern concept of marketing management is based on the theory of individual choice, taking into account the principle of consumer priority and requires the development of a complex mechanism to encourage all participants to achieve general well-being. Loyalty of partners increases the basic value of products and increases the level of competitiveness. The increase in income makes it possible to pay employees a decent salary. Motivated employees implement innovations to ensure the efficient operation of the enterprise. Thus, marketing management functions in certain dynamic circles that constantly change and influence each other.

Among the main functions of the marketing manager are highlighted:

- creation of a marketing information system at the enterprise;
- determination of the company's target markets, their capacity and business conditions;
- study of the characteristics and behavior of subjects of the target markets;
- forecasting the sales of the company's products (services);
- analysis of the company's competitive capabilities, taking into account its resources;
- definition (development) of marketing strategies (tactics);
- formation of product, price, distribution and communication policies of the enterprise;

- creation and application of the control system of the enterprise's marketing activity;
- development and application of the company's sales personnel management system.

A scientific approach to the organization of marketing management means the application of the latest theoretical professional knowledge in combination with modern practical experience in the activities of enterprises. For the high-quality implementation and functioning of marketing management, it is of great importance to attract qualified personnel who have the necessary knowledge and experience to the enterprise. Marketing management should be implemented under the influence of internal and external conditions, which affects the development of the concept, the formation of goals, boundaries and methods of marketing activities of a modern enterprise. The choice of the most effective means of marketing management of the company depends on the ability of managers to take into account the trends characteristic of the development of the modern market in a timely manner. The main ones are increasing the value of quality, price and customer satisfaction, the necessity of building sustainable relationships with them; the ability to think globally; strengthening the role of high-tech industries in business; increasing the importance of marketing services.

References

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