



International Journal of Applied Business and Economic Research

ISSN: 0972-7302

available at <http://www.serialsjournal.com>

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Volume 15 • Number 12 • 2017

Marketing in Management Structure of Commercial Activity of Enterprise

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ABSTRACT

The essential task of the strategic management of business is to establish and maintain an active interaction of the organization with the external environment, which gives it a strong competitive advantage in the economic struggle, it happens by providing consumer product companies. Accordingly, the marketing fair occupies the position of one of the main functions of strategic management of any enterprise. For the vast majority of companies, based on what goals they pursue, and what a global strategy for ourselves, marketing system, as management is the main function, allowing them to form a successful operation. In addition, the transition to the organization's management system, according to which the company is committed to its activities as much as possible to focus on consumer needs rather than trying to make it advantageous to produce the products (services), which then try by all means to advance to the final consumer. Formation of marketing services to companies marketing management system is characterized by the need to assess its managerial staff of a number of objective factors such as the size of the enterprise, the value of differentiation, professional and intellectual component staff relationships qualitative indicator of all departments, the efficiency of the implementation of the marketing activities of the enterprise.

JEL Classification: M11, M31, M37.

Keywords: Management structure, marketing, commerce, business, market conditions, market, SMART.

1. INTRODUCTION

Businesses and functional units of the enterprises of our country are changing with the transition to the new system of management. Today, all commercially successful companies pay great attention to the issue of competition, enhance their production efficiency, increase profits.

In modern economic conditions the enterprise policy is based on the new reality, where the user is forced to enter in the device control service marketing. Marketing professionals in organizations are called marketing. The main job responsibility main task of marketers is the study of market, products, competitors, consumers and other areas. The marketing service is engaged in the formation of the basic tactics of the enterprise and the organization of the commodity, price, marketing policies and a global strategy of product promotion on the market.

Currently, the organizational structure of marketing management is considered as a system of adjacent operating coherently modules which act in the system of enterprise management functions of marketing management. On this basis, the formation of the organizational structure of the enterprise the main issue is to identify the circumstances, providing a high level of coherence of these modules. These circumstances are primarily the contents of the enterprise. The effectiveness and coherence of the organizational structure of marketing management depends on the consistency level modules of the structure of the enterprise, its goals and objectives, strategic plans.

Methodological framework made the work of domestic authors, research work, scientific articles in the field of marketing on the topics of moving goods to market, the modernization of commercial enterprises, analysis of their economic activities.

2. DISCUSSION

With marketing, we encounter on a daily basis. In the production process are generated and made available to consumers of goods and services that provide a certain standard of living of the population. Marketing accumulates a lot of variety of types of activities include marketing research, product development, organization of its distribution, form the level of prices, advertising and personal selling. Often marketing is confused with the commercial efforts of sales, in fact, it includes several activities aimed at disclosure of services, meeting the needs of consumers for solutions the goals of the organization (Shkurkin et. al., 2016). The marketing process begins even before the deed of sale and purchase of the product (services) and continues after this action, consisting in the analysis and synthesis of information. Before the deal is necessary to make marketing analysis of the market.

Marketing plays an important role in the strategic management of the organization. He makes a valid focus of the organization to the needs of consumers and this provides a flexible and adaptive orientation of the enterprise in the surrounding economic environment. Marketing and management are in close interaction. First, the development of marketing and other production processes, facilitated transition to strategic management. Second, the transition to strategic management has given impetus to the development of marketing and restructuring its role in the production. The strategic management of marketing came to the fore, significantly increased its importance.

3. ORGANIZATION OF MARKETING MANAGEMENT IN THE ENTERPRISE

Marketing as a science, as the control system was formed in the West, in the late 50's, early 60-ies of the 20th century. This process contributed to the transition from "seller's market" to "buyer's market". When was the topical approach involves identifying customer needs, meet their needs, not only quantitatively but also qualitatively. There are a number of definitions of foreign authors and their Russian receivers, the most comprehensive of those presented in Table 1.

Table 1
Definition of marketing

<i>No.</i>	<i>Author</i>	<i>Definition</i>
1	F. Kotler	Human activity directed at satisfying needs and wants through exchange (Kotler, 2002).
2	J. Evans	Anticipation, management and satisfaction of demand for goods, services, organizations, people, territory and ideas through the exchange (Evans, 1998).
3	J. Lambert	At the same time a business philosophy and an active process. Marketing is a social process, aimed at meeting the needs and desires of people and organizations by providing free competitive exchange of goods and services of value to the buyer (Lambert, 2001).
4	D. Evans, B. Berman	Anticipation, management and satisfaction of demand for goods, services, organizations, territory and ideas through the exchange (Evans & Berman, 2001).
5	E. McCarthy	Implementation of actions aimed at achieving the goals of the organization through foreseeing the needs of the buyer or customer and the direction of flow satisfying the needs of goods and services from producer to customer or client (McCarthy, 1978).
6	T. Ryabova, E. Strelkov	Analysis and forecasting of the market situation for the purpose of orientation of production and ensure better economic conditions for the realization of goods manufactured (Ryabova & Strelkov, 1992).
7	J. Lamben	Social process aimed at meeting the needs and desires of people and organizations by providing free competitive exchange of goods and services of value to the buyer (Lamben, 2004).

Based on the definitions above, the author gives his own: Marketing is forecast, identification of needs and maximum customer focus and meeting the demand for products (services) company.

On any modern enterprise marketing management process is a kind of philosophy, focus on customer needs and satisfaction with them in full. The company produces the product (service), which is necessary to the consumer, and receives in turn a profit at the expense of the most complete satisfaction of his needs.

The concept of marketing and its evolution have a long history and the process of formation can be identified in several periods (Table 2).

Table 2
Periods of formation of marketing management

<i>Period</i>	<i>Years</i>	<i>Founding Countries (Cities)</i>	<i>Substantial Characteristics</i>
I	4-3 thousand years BC	Babylon, Ancient Greece, China, Egypt, India	Clay jugs and vessels with an engraving, fairs
	1530-ies	Venice	Information Bureau collected political and trade information
	1785	New York	One of the first daily newspapers "Daily Advertiser"
II	Second half of the XIX century - first half of XX century	USA	Industrial Revolution A term introduced marketing Extensive marketing study
III	Since 50-ies of XX century to present	USA, Western Europe	Determined the leading role of marketing in the enterprise Introduced into the production companies (McDonalds, Procter and Gamble, Sony)

The marketing process involves a number of interrelated functions (Kotler, 1997):

1. Planning:
 - (a) planning of goods and prices;
 - (b) planning of distribution and promotion;
2. Organization:
 - (a) organization of the management structure;
 - (b) organization of marketing channels;
 - (c) the allocation of rights, tasks and responsibilities;
 - (d) organization of gathering and processing information;
3. Motivation:
 - (a) channels of promotion of goods and consumers;
 - (b) motivation of personnel;
4. Accounting and control:
 - (a) control of the annual plans;
 - (b) strategic control (audit).

Marketing highlights in the enterprise consumer needs, and leads the fight for this position. Marketing, which is interpreted as a business philosophy, mentioned above, sells goods (services) at the level of subjects of the market is the axiom, which provides the unity of private interest and ethical principles, which are based on humanistic values. Along with this has a right to exist the fact that the consumer is an equal partner and not a passive object for profit.

Today, more and more businesses, marketing has two main functions (Lambert, 2004):

- as an element of the collection and processing of information for the development strategy of the company;
- as part of the implementation of the strategy of the enterprise.

Of particular importance is the marketing in strategic management in the formation and implementation of marketing strategies. Marketing strategies are characterized by the basis of the established marketing purposes of the analysis of the situation and explains how to apply the marketing mix (marketing mix to attract and satisfy target markets and achieve the goals of the organization).

Marketing has done the integration of methods of promotion of goods (services), including: sales process, product promotion, research, consumer demand and others that have been modernized since the production of the first product and the first seller and the buyer (Table 2, stage I). Walking on the way of development and evolving, marketing has developed a systematic picture of various aspects of the enterprise in the market (Kobersy, Karyagina, Karyagina, & Shkurkin, 2015). As mentioned, the main element is directly to the consumer, which is why the marketing system integrates the desire to best meet the needs and demand in the market. If marketing management organization highlighted the inextricable link marketing and management, which complement each other.

There are a number of actions that are executed subsequently in the implementation of the system of marketing management:

- setting goals is the extraction of a certain amount of profits, increased total sales production, eliminating damage to the environment, preservation of jobs;
- analysis of achievement goals. Objectives must be SMART: specific, measurable, certainty in time, consistency, availability for inspection, the reality, consistency, efficiency;
- study of the structure of the control system. Specify one of the types of organizational structures of control systems, distributed rights, obligations and responsibility;
- development of technology control. Definition of technology project management, development and decision-making, organization of implementation, coordination and monitoring of implementation development objective detection of threats from competitors, determining the order of evaluation of effectiveness;
- definition of relations, objects and ways of receiving information, composition of documents;
- the acquisition, preparation and application of technical means;
- selection and training of employees.

The main objectives of marketing in the enterprise are:

1. the increase in sales of goods (services), profit maximization of the enterprise;
2. increase in customer satisfaction from the purchased goods (services), in contrast to the competition, offering the maximum possible range, its quantity and quality;
3. maximizing choice. The problem with this goal is to avoid creating such a, die of the goods (services);
4. creating the quality of life of the consumer. In the minds of consumers is the claim that this rate may be influenced by the range of goods, quantity, value, etc., that is, it can fully meet their needs.

Organizational structure of marketing management of commercial activities of enterprises, as a rule, represented large companies and corporations. Medium-sized enterprises can allocate it in a separate unit. And in small organizations this feature lay to the responsible Manager. In the current situation, the functions of marketing management pass independent structures when the concept of company behavior in the market pre-oriented on the assessment of the buyer, monitoring the activities of competitors, their strengths and weaknesses, the formation of certain strategies of market behavior.

The allocation of marketing within the company's structure involves the following aspects (Ilenkova, 1997):

- the adoption of innovative new functional units of the enterprise in interaction with the market;
- formation of system of marketing activities as management;
- creation of marketing structure, interacting with other departments.

Today is the experience of Russian companies refuse to create a marketing service, in this case they need to investigate the following issues:

- the belief in the necessity of creating a marketing structure;
- studying experience of foreign colleagues;
- to have an idea about what the place will be marketing in the enterprise;
- to liaise with other divisions;
- establish direct supervisor for a new division;
- to solve problems with material resources.

4. ROLE OF MARKETING IN THE COMMERCIAL ACTIVITY OF THE ENTERPRISE

On the economic front, Russia is experiencing a complex and contradictory period. Modern conditions of reorganization and formation of all forms of ownership, the increasing role recruitment of qualified staff, increase and figuration of external relations on the economic front has demanded new ways of management. Practical activity demonstrates that innovations are hardly rooted in practice, due to the existing foundations, traditions and barriers of the established administrative guidance of the management concept. But, increasingly, management recognizes the need for fracture retrograde management system and follows the course of the application of initiative, enterprise, creativity, etc. the process is long and multifaceted. Concerning the new ways to manage acceptable methods for the promotion, coordination, orderliness and deliberateness.

Towards a new approach, a positive effect will be observed in the promotion of employees, workers, managerial staff of the organization. The potential of this new system of market relations, of course observed. Obstacles the modern course are the miscalculations and failures in the economy. First of all, this problem relates to the management of commercial activities. Today, the main error is the maximum orientation of entrepreneurs on imports and not on domestic products, and speculation and fraud in the financial sector.

Commerce – in the narrow sense of trade and intermediary trade activities, assistance in implementation or support in the implementation of products and services; the spacious importance of entrepreneurial activity. Commerce – the activity of man, which is usually associated with sales. Commercial activity focused on the formation of contracts of sale for profit (Pankratov, 2005).

Commercial activity is part of the business activities in the market of goods and services and is characterized in that it does not affect the whole process of production of goods (services) (Evans & Berman, 2001). In a global sense, any company promoting to market their goods, taking part in the process of exchange (commodity money), refers to categories of subjects of sale. Note that, if the company is in the process of the activity makes a profit, and this is its main purpose, such activity qualifies as commercial.

In Russia, there are two types of business activities: commercial and non-commercial, it includes all organizations and enterprises. Commercial organizations include almost all enterprises of sphere of production of a material nature (plants, factories), the majority of enterprises of production infrastructure (transport and trade-intermediary enterprises, communications) and service sector (personal services, entertainment, food, education, medicine, etc.), most of the participants of the securities market. The structure of marketing can be applied at the enterprises of both commercial and non-commercial nature.

In modern conditions of economic development of Russia on the way to reorganization and improvement of economic activity particularly significant event becomes mastering the marketing skills of domestic specialists and managers of Russian. Since the release of Russia into the world economic space is practiced, the conditions of application of separate elements of marketing, and a whole range of activities of the market management. enterprises.

Market research, study consumer preferences, analyzing the activities of competitors and their goods, properties and advantages, is an important element of marketing activities for the organization of effective activity of purchasing goods. Marketing management has a number of methods and tools for detection and forecasting of consumer demand, to be applied in the organization of wholesale purchases of goods (Novikov, Klochko, Yarushkina, Zhukov, & Dianova, 2015). Bulk purchases, you need to begin with a study of consumer demand, customer needs for specific groups of goods, buyers' intentions and other factors that shape demand. Base, specializing mainly in wholesale sales, are commercial enterprises and service allocated territorially-economic region. To do this, warehouses use different methods of studying and forecasting of consumer demand. Such techniques primarily include operational accounting for the sale of goods (services) and the movement of inventory for the past period of time, study and generalization of enterprises' requests and orders retail trade enterprises to the needs of the supply of certain goods, accounting and analysis of demand of wholesale buyers.

All activities of a commercial enterprise are mainly determined by the state of the economy, both domestic and foreign markets. Flexibility and adaptability commercial activities should occur mainly in the modern market requirements, it is necessary to analyze and predict the markets of goods and services, to develop and modernize the advertising sales and to introduce commercial activities innovations, and if necessary, change the orientation activities, change the structure of business.

It is worth noting that an important function of marketing is obtaining and processing information about the market, about what your customer wants, their preferences and opportunities aspect of the price, on which product in which region of the country will demand, where will be extracted the maximum profit. Such issues arise for commercial workers and entrepreneurs. Also, thanks marketing you can identify in which sector to invest money and in what quantity, where possible in the shortest possible time to make a profit.

When the debugged work of all related entities of the enterprise to organize the process of effective sales of products (services) to conduct a qualitative and directed a campaign to promote new products on the market, build an advertising strategy. Marketing allows you to calculate all possible variants of efficiency of expenses for production and realization of goods and services, to determine which types of products sold to the final consumer in a particular region of the country, can bring the greatest profit per unit of costs invested in production, logistics, warehousing, advertising, marketing.

Marketing is the main function that builds the technical, production policy of the enterprise, as well as the style of business management. The goal of marketers to communicate to each employee of the related entities (engineers, designers, Manager, seller, etc.) what product wants the consumer (its properties and functions), how much he is willing to pay for it, where and when to buy it.

Close cooperation of marketing Department with other departments will allow you to avoid the costs, delays, lack of materials (raw materials), improper operation of the logistics service etc.

5. CONCLUSION

How much would not exist in the market types of enterprises, none of which in modern conditions cannot do without the marketing service. Today there are many ways to increase sales and profit, to promote a product to bypass the competitors, but marketing is becoming on the list of methods of promotion. The main objective here is the research function which helps you to analyze the market of goods (services), competitors, market situation, economic situation, consumer ability and preference etc. This helps to avoid costs and to have complete and accurate information about the market.

In addition to research, the marketing operates at all stages of a product (service), from the stage of idea to the sales stage and the subsequent analysis and modernization. The marketing Department allows to be pricing policy, to identify those factors that affect the price, and to minimize financial risks and losses. Definition of distribution channels and marketing promotion, is another important function of marketing.

The authors offer the following practical methods of transition to marketing in the enterprise:

1. formation of a permanent and effective relationship and consumers and suppliers;
2. organization of modern forms of government;
3. orientation and attention to global strategic objective of the organization;
4. precise control over the informational component of the organization;
5. coordinated work of related businesses.

The current economic situation has led Russian companies to the findings of the use of marketing information in the formation of strategic production plans. Structural implementation techniques of marketing planning provide the prerequisites for the transition to marketing management principles. The main feature of marketing is that the company, which operates in the market, can secure a long-term existence and permanent income only while meeting the needs of consumers. The production of goods (services) can be best only when it is based on the principle of orientation.

In the conditions of rigid competitive struggle, where the buyer has a choice of a product, that is, commitment to a particular manufacturer, the manufacturer cannot affect the selection condition. The company's management should conduct preventive work to attract consumers with benefit for themselves.

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