

MARKETING AS AN INTEGRAL PART OF BUSINESS ACTIVITY

Карачова І. І.

студентка

Київського національного університету технологій та дизайну

м. Київ, Україна

Роєнко Л. В.

старший викладач кафедри філології та перекладу

Київського національного університету технологій та дизайну

м. Київ, Україна

Many people wondered what marketing is and what businesspeople use it for. It is well known that it is generally about sales, the study of world markets and product promotion; some people consider that it is similar to management or entrepreneurship, but this sphere of business activity combines many aspects and creates its own improved version.

The aim of the given research is to analyze the basis of marketing and all its stages, define the goals and essence of marketing.

Some use the concept of «marketing» as a fashionable analogue of the word «sales». Selling is by far part of the marketing process, but marketing is much broader concept. Others understand this word as activities to promote and advertise goods and services. Again, these are all components of marketing, which it is not limited to.

In fact, marketing is a much deeper and broader concept than just promotion, advertising and sales. In the broadest sense, marketing is a generalizing concept that, among other things, determines the place of an enterprise in the market in relation to competitors, its competitive advantages, as well as the choice of promising market segments by the enterprise that it plans to serve. Marketing, in addition to allowing us to identify promising market segments (and deliberate rejection of those market segments which we are not going to cooperate with), also includes the relationship with customers – participants in those market segments that we have selected for ourselves.

Such communication, as a rule, should take the form of a dialogue, not a monologue. In other words, marketing is about “listening to the customer,” or market research.

The main question in relation to marketing is what it gives, what opportunities it provides for successful and profitable work in a competitive market; another, even more important question is what benefits it brings to buyers (consumers), what problems it allows them to solve.

The main thing in marketing is the target orientation towards the consumer and the complexity of solving market problems, in which all the activities of the manufacturer are merged into a single «technological» process.

Marketing is aimed at the future, therefore it is so important not only to know the current market situation, but also to foresee how the market will develop in the future. Here we understand the importance of both short-term and medium-term and long-term forecasting.

Marketing teaches how to combine the most complete consideration of the needs and requirements of buyers with a targeted impact on them in the interests of the manufacturer.

Marketing is based on the following: need, request, product, exchange and deal. The marketing mechanism is very simple. First comes the need, it can be called as a trigger to everything, if an unsatisfied person does one of two things: either he searches for an object that can satisfy the need, or tries to drown it out, then he goes to the so-called second stage, and this is our need, then there is what exactly and what is the essence. As society develops progressively, so do the needs of its people. People's needs are practically limitless, but the resources to satisfy them are limited. As a result a person will choose those goods that will give him the greatest satisfaction within the framework of his financial capabilities [1, c. 219].

Now we come to the third stage, and this is a request. The society could plan production volumes for the next year, based on the totality of the previous year's requests. However, queries are not reliable enough. Therefore, a person chooses a product, the combination of properties of which provides him with the greatest satisfaction for a given price, taking into account his specific needs and resources.

We pass to the next stage and this is the product itself. A product is everything that can satisfy a need or needs and is offered to the market in order to attract attention, purchase, use or consumption. The more fully the product corresponds to the wishes of the consumer, the more success the manufacturer will achieve. The moral is that manufacturers must find the customers to whom they want to sell, find out their needs, and then create a product that satisfies those needs as fully as possible [3, c. 34].

Marketing takes place when people decide to satisfy their needs and wants through an exchange. Exchange is the act of receiving a desired object from someone with an offer of something in return. Exchange is one of four ways in which individuals can obtain a desired object.

The main peculiarity is that as a result of the exchange, all its participants receive benefits (or at least do not suffer damage), since each of them was free to either reject or accept the offer. If exchange is the main concept of marketing as a scientific discipline, then the main unit of measurement in the field of

marketing is the transaction. A deal is a commercial exchange of value between two parties. Then now you can ask the question about are the goals of marketing. The essence of marketing lies in a certain sequence and it consists of customer orientation, complexity, flexibility and adaptability, concentration of efforts, focus on the future, a combination of adaptability with impact on the consumer, program-targeted course. The fundamental (initial) principle is a firm focus on the consumer that is always present in any combination. It is this principle that ultimately determines the emergence of other marketing principles subordinate to it, i.e. principles of «second order». At the same time focusing on the consumer in no way means passive adherence of marketing to the consumer, to his needs which are often implicit in nature. It can be argued with good reason that marketing «creates», or rather, shapes the consumer. The goals of marketing can be described as achievable, measurable, understandable, mobilizing focus.

Thus, we must understand that marketing has a broader meaning than promotion or sales. This is a general vision of the company's activities in relation to markets. Using the whole range of marketing tools, we can achieve significant success, skillfully outplaying our competitors and providing quality service to our customers [3, c. 124].

For any kind of business to be successful, all aspects of marketing must be taken into account: strategic marketing, competitor analysis, market positioning, market research, and finally, communicating marketing messages to consumers.

References:

1. Л. П. Науменко Business English course K.: A.C.K., 2005. 448C.
2. Cotton D. Keys to Management. Walton-on-Thames: Nelson. 2nd, 1989. 224 p.
3. John M. Marketing. Hempstead: Prentice Hall International Ltd., 1992. 92p.