

Managementul marketingului

□ Introducere

Managementul marketingului reprezintă activitatea de analiză, planificare, implementare și control a programelor care vizează crearea, promovarea și menținerea avantajelor rezultate în urma schimburilor menite să satisfacă obiectivele organizației.

Managementul marketingului vizează atingerea obiectivelor de marketing, având în vedere resursele organizației și situația pieței, precum și planificarea și execuția activităților necesare pentru atingerea obiectivelor. Dacă acestea sunt îndeplinite corespunzător, nevoile consumatorilor sunt satisfăcute în condiții superioare, având loc totodată și eficientizarea activității organizației.

Pe lângă cele două funcții de bază ale managementului, organizarea și execuția, managementul marketingului are două funcții distincte- vânzarea produselor și dezvoltarea și implementarea noilor produse. Ambele sunt importante, dar pentru ca organizația să desfășoare o activitate profitabilă, cele două funcții trebuie să se dezvolte simultan.

□ Rolul cercetării de marketing în procesul decizional

Întregul proces al cercetării de marketing urmărește să răspundă problemelor cu care se confruntă managerii în privința alegerii celei mai adecvate variante de acțiune.

Cercetarea de marketing vizează identificarea variantelor decizionale și evaluarea fiecăreia prin prisma obiectivelor firmei, a posibilităților de creștere a profiturilor și a gradului de satisfacere a necesităților clienților.

Efectuarea cercetărilor de marketing nu garantează totuși, adoptarea celei mai profitabile decizii.

Cercetarea de marketing constituie un input pentru activitatea decizională. Totuși, ea nu substituie elaborarea deciziei. Responsabilitatea deciziei și asumarea tuturor riscurilor revine în totalitatea managerului care își fundamentează alegerea pe rezultatele cercetării. Rolul cercetării de marketing este de a prezenta soluțiile posibile și de a formula recomandări, managerul este cel care va trebui să adopte decizia finală.

Cercetarea de marketing poate fi un mijloc de actualizare a informațiilor referitoare la caracteristicile mediului în care organizația acționează. Funcția de control a conducerii presupune

Managementul Marketingului

David Kirk



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