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### **The need for marketing management in the management of the company's activities**

Today one of the most topical issues in the management of the enterprise is the use in the management of marketing management, management firms based on the principles and tools of marketing. Marketing has become a vital component of business success. Unfortunately, many domestic companies do not realize the importance to the proper level marketing management in the management of the company. Marketing management – a new science. Marketing management was first used in 1999 by Royal Bank of Canada, as a result of the reorganization of the company. As a result, over the next 3 years of income of the bank increased by 1 billion dollars. Under the influence of a number of important trends and forces in the commercial organizations is the introduction of new beliefs and change. The subjects of the market completely rethink their philosophy and concept. In total there are 14 marketing management major changes implemented far-sighted companies in the XXI century. Success will be those companies that are able to implement these changes in the company.

**Key words:** marketing management, principles and tools of marketing, consumers, needs, 14 marketing management major changes.

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### **Кәсіпорын қызметін басқарудағы маркетинг менеджменттің қажеттілігі**

Кәсіпорынды басқаруда маркетинг-менеджментті, яғни маркетинг қағидалары мен құралдары негізінде басқаруды қолдана білу – бүгінгі күнде кәсіпорын қызметіндегі өзекті мәселелердің бірі. Өкінішке қарай, көптеген отандық кәсіпорындар басқаруда маркетинг-менеджментті қолданудың қажеттілігін жеткілікті деңгейде түсінбейді. Маркетинг менеджмент – жаңа ғылым түрі. Бірінші рет маркетинг-менеджментті 1999 жылы Royal Bank of Canada кәсіпорны өзінің іс-әрекетін қайта ұйымдастыру кезінде қолданды. Нәтижесінде, кейінгі 3 жылда кәсіпорын табысы 1 млрд долларға өсті. Маркетинг-менеджментті енгізу нәтижесінде кәсіпорындар көптеген өзгерістерге кездесті. Осы өзгерістер маркетинг-менеджменттің мәнін, түсінігін, белгілерін, қажеттілігін, кәсіпорында оны енгізу бағыттарын анықтайды. XXI ғасырда маркетинг-менеджментті көптеген кәсіпорындар жүзеге асыру үшін ең негізгі 14 өзгерістерді енгізу талап етіліп отыр. Осы өзгерістерді жүзеге асыра алатын кәсіпорындар ғана маркетинг-менеджментті қолдана отырып, ойдағыдай сәттілікке жете алады.

**Түйін сөздер:** маркетинг-менеджмент, маркетинг қағидалары мен тетіктері, тұтынушылар, қажеттіліктер, маркетинг-менеджменттің 14 көлемді өзгерістері.

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### **Необходимость маркетинг-менеджмента в управлении деятельностью компании**

На сегодняшний день одной из самых актуальных тем в управлении деятельностью предприятия является использование в управлении маркетинг-менеджмента, то есть управлять фирмой на основе принципов и инструментов маркетинга. Маркетинг стал жизненно необходимой составляющей успеха в бизнесе. К сожалению, многие отечественные компании не понимают на должном уровне необходимость маркетинг-менеджмента в управлении деятельностью фирмы. Маркетинг-менеджмент – это новая наука. Впервые маркетинг-менеджмент был использован в 1999 году компанией Royal Bank of Canada, в результате реорганизации деятельности предприятия. Как результат в течение следующих 3 лет доход банка увеличился на 1 млрд долларов. Под действием ряда важных тенденций и сил в коммерческих организациях происходит внедрение новых убеждений и изменений. Субъекты рынка полностью переосмысливают свою философию и концепции. Всего в маркетинг-менеджменте насчитывается 14 крупных изменений, осуществляемых дальновидными компаниями в XXI веке. Успеха добьются те компании, которые смогут реализовать эти изменения в деятельности компании.

**Ключевые слова:** маркетинг-менеджмент, принципы и инструменты маркетинга, потребители, потребности, 14 крупных изменений маркетинг-менеджмента.

## **THE NEED FOR MARKETING MANAGEMENT IN THE MANAGEMENT OF THE COMPANY'S ACTIVITIES**

To date, one of the urgent problems in the management of the market activity of the company is – the ability to manage the company on the basis of marketing management, i.e based on marketing principles and tools. Unfortunately, many domestic companies do not realize at the proper level the importance of marketing management tools in the management of the company, often they use the policy of «closed door-windows», do not examine the changes that occur in the market. But the market at the moment is changeable, the consumer wants and needs change all the time, nothing is standing in one place. You need to know and be ready for these changes, or in the market situation can lose competition and be forced to withdraw from the market loser.

President N.A. Nazarbayev in his recent letters noted the need for Kazakhstan entered the top thirty most competitive countries of the world. In order to address these issues, as well as the goals, which are set in the «Kazakhstan – 2050» Strategy, we must make creative use of the modern business philosophy – the principles and methods, as well as marketing tools. Because the tools and methods of marketing are well adapted to the socio-economic situation in Kazakhstan and for the daily activity of the company in the market. If the company is to efficiently use the modern business philosophy, will be able to increase the competitive advantage over rivals, as well as to achieve considerable success in the market.

Therefore, if we take into account that we have a market economy, for each local company must be very important term marketing management. The use of marketing management in the company – one of the conditions to achieve big profits and desired victory over the competition.

Marketing management – a new kind of science. It was first used in 1999. For the first time in late 1999, marketing management was used by Royal Bank of Canada at the time of the reorganization of its activities. Previously, the company has built its activities around its products and serviced areas. As a result of the reorganization of the bank has developed a number of new profitable products and services. As a result, over the next 3 years, the bank's income increased by \$ 1 billion, and the shares increased in value by 100%.

Marketing management is the case when at least one of the parties to a potential exchange develops and uses means to achieve

the desired response contractors. Marketing management – is the art and science of selecting target markets and attracting, retaining and developing customers through the creation, delivery and promotion of important values for them. For this company, based on market research, carefully identify the true needs of customers; build a loyal long lasting relationship with them; based on that achieves great results from the competition [1].

In the words of well-known expert in the field of management Peter Drucker: «The aim of marketing – to make efforts to unnecessary sales. His goal – so good to know and understand the customer that the product or service will exactly fit the latter and sell themselves» [2].

Marketing management involves producing goods with high value to the customer, thereby attract customers, increase the number of loyal customers, as well as save them from the competition, and on this basis not to lose their market share. Therefore, companies must carefully plan their activities on the market, do not forget to use marketing management and all the time, exploring the market, to introduce all the changes in the company's actions. Even such market leaders as Microsoft, Wal-Mart, Nike, do not allow yourself to relax and watch all the time for all the changes occurring in the market. Jack Welch, the celebrated CEO of GE has repeatedly warned of its employees: «Implement changes, or we're finished». Those companies that are in the management of the company will ignore the methods and tools of marketing management, will lose their positions and eventually will be forced to withdraw from the market.

Under the influence of a number of important trends and forces in the commercial organizations is the introduction of a new set of beliefs and skills. The subjects of the market completely rethink their philosophy, concepts and tools. In total there are 14 marketing management major changes implemented forward-thinking companies in the XXI century [1]:

1. *From the marketing in the marketing department of marketing throughout the organization.* As a rule, for the creation and delivery of value to customers in the company's marketing department is responsible – for this he created. However, as noted by the late David Packard of Hewlett-Packard, «Marketing is too important to leave it to the discretion of the marketing department». Now, companies realize that marketing is not only engaged in marketing, sales staff and employees of the service department; Each employee can affect the customer and must consider the past as a source of well-being company. As a consequence of the company in the

management of key processes are beginning to focus on interdisciplinary teamwork. Special attention is also paid to the smooth management of core business processes, such as the release of new products, attract and retain customers, fulfillment of obligations under the orders.

2. *From the organization to the marketing units of the organization to customer segments.* Some companies are moving to a fully marketable orientation when the «ball» rule managers goods units of issue, to focus on customers' segments. In late 1999, this reorganization took place in the Royal Bank of Canada, earlier builds its activities around their products and serviced areas. After careful consideration of customer segments, Royal Bank of Canada has developed a series of new profitable products and services, such as the first loans to purchase real estate. As a result, over the next three years, the bank's income increased by \$ 1 billion, and the shares have risen in price by 100%.

3. *From independent production to the procurement of a growing number of goods and services.* More and more companies prefer to own brands, rather than physical assets. Some activities also increasingly transferred to contractors. These companies operate on the principle that what others can do better, and cheaper, for outsourcing, it is necessary to carry out the very basic, the most important action.

4. *From working with many suppliers to partner with several of them.* Companies are developing partnerships with key suppliers and distributors. These companies no longer treat as intermediaries to their customers and treat them as partners to provide value to end customers.

5. *From the conservation of the old market position to seek new.* In markets with intense competition companies need to constantly move forward, conducting marketing activities, launching new products and services, keeping in touch with customers and taking care of their needs. Companies must constantly seek new benefits, not just to rely on when it created the potential.

6. *From the priority of tangible assets to intangible assets priority.* The company understands that a large part of their market value accounted for by intangible assets, such as trademarks, customer base, staff, business relations with distributors and suppliers, intellectual capital.

7. *From branding supported by advertising, branding through high performance and integrated communications.* Modern companies are moving away from the use of a single method of communication, such as advertising or personal selling, fa-

voring the use of the entire complex of branding, passing a single image for each contact with the customer brand.

8. *From attracting customers using stores and sales staff to online trading.* Consumers can view product images, examine their characteristics, compare the prices and terms of several online merchants to order and arrange payment with the click of the «mouse». The Internet is gaining momentum trade in goods and services to the business purpose. Personal selling is also increasingly carried out through electronic means, when the buyer and seller can see each other on the screens of their monitors in real time.

9. *From selling products all in a row to turn into the best supplier for well-defined target markets.* Target marketing has contributed greatly to the emergence of a huge number of specialized magazines, television and Internet forums. In addition, the company invested heavily in information systems, seeing them as a way to reduce costs and create competitive advantage. With their help, they collect information on purchases, preferences, demographic characteristics and profitability of individual customers.

10. *By concentrating on profitable transactions to focus on lifetime customer profitability.* Typically, the main thing for us – the profitability of each individual transaction. Now, the company focus on its most profitable buyers, products and channels. Product development and pricing are carried out on the basis of lifetime customer profitability so as to obtain the maximum profit for the whole period of cooperation with them. Modern companies retain customers pay a lot more attention than ever before. Attracting a new customer can cost five times as much of the existing conservation.

11. *From the conquest of market share to the development of «share of customer».* For example, the bank aims to increase the proportion attributable to a consumer wallet, supermarket aims to increase its share of customer «stomach». Development of the «share of customer» comes by offering existing customers an increased range of products. Companies teach their workers to cross and up-selling.

12. *From the local to the «glocality»: global and local at the same time work.* Firms used in combination of centralization and decentralization, achieving a balance between adaptation to local conditions and global standardization. Their goal – to stimulate initiative and internal entrepreneurship at the local level and at the same time maintain the necessary global principles and standards.

13. *From financial performance to marketing estimates.* Many senior managers evaluate the activities of the company, not only in its financial results, i.e. in terms of sales, but also on the marketing situation: market share, churn rate of customers, customer satisfaction, product quality, and other characteristics. They understand that change marketing indicators can predict changes in financial results.

14. *From the shareholders to business partners.* Top managers understand the importance of improving the welfare of all business partners and customers. They develop policies and strategies so as to ensure a balance of interests of all interested people.

These and other concepts are the basis for solving the problems, without which it is impossible to imagine the success of marketing management.

In addition, plus the above it changes the essence of marketing management of the company also depends on other important activities. The content and the usefulness of these measures fully disclosed in Chart 1.

**Chart 1** – Important activities for successful marketing management of the company

The name of activities	The company's actions
Development of marketing strategies and plans	The first problem to be solved managers of the company – is to determine the potential long-term prospects of the business unit. In addition, the company will make a specific marketing plans, describing the marketing strategies and tactics to move forward.
The development of knowledge about the market	In order to assess what is happening within the company and beyond, and to monitor the market, the company's marketers need reliable marketing information system. Internal and external factors directly affect the level of sales and profits in the market.
Improve relationships with customer	Any company, in order to reach high achievements in the market and high profits, should establish with their regular customers loyal long-term relationship. That loyal customers generate 80% of total revenue.

The name of activities	The company's actions
Creating a strong brand	Any company should be your strengths and weaknesses in terms of customers. Perhaps the brand is so strongly associated with the opposite of the brand things, that its use does not seem sensible. Take for example the chocolate company «Dove», the buyers brand name associated with antibacterial soap that does not cause appetite and desire to buy the product, as the market for a long time there is a brand with the same title, which produces soap. It also has a role to position your brand so that customers find and select your product is on the shelves.
Creation of market offers	The basis of the marketing program is commodity – financial offer from the market, which includes product quality, design, features, packaging. Critical marketing decision is price. The Company shall decide on the wholesale and retail prices, discounts, compensations. The price should be commensurate with the perceived value proposition, otherwise buyers will turn to competitors' products.
Providing value	Any company should also reflect on how best to provide value, enclosed in its products and services, target market. Events in distribution channels include a variety of programs aimed at increasing the availability of its product to target customers.
Promoting values	Every company needs to promote the value of carefully enclosed in its products and services in the target market. Marketing communications – is the means by which the company informs consumers, convincing them of the need to make a purchase, and remind us, directly or indirectly, of their trademarks. Also, the company should consider conducting personal nature of communication in the form of direct and interactive marketing.
Ensuring long-term growth	The company must adhere to the long-term approach to their products and brands, as well as an increase in profit. Mindful of the chosen market position, the company must develop, test and produce new products to market. It is necessary to take into account the changing global opportunities and challenges. Finally, the company must organize their marketing resources, and then the execution of the marketing plan and monitoring its implementation. Implementation of the marketing plan is accompanied by a pleasant surprises and bitter disappointments, so we need a sustainable feedback and control of the implementation of the plan.

*The chart was compiled by the author based on [1] literature*

The company must very carefully approach to all these issues, in particular to form a marketing strategy and tactics, as well as to marketing long-term and short-term development plan. The proper implementation of the marketing plan for the future of the company on the market. Summarizing, we can

accurately say that today the role and necessity of marketing management in the company is very high. Management based on the principles and methods of marketing management is an effective means to achieve great success in business, commercial and economic area of the company.

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