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MARKETING MANAGEMENT AS THE LATEST TOOL OF ORGANIZATION ACTIVITIES

Effective business development requires the use of marketing tools. To use these tools in the right direction you need to understand the concept of marketing management. The formation of such process as marketing management in the organization took place within the development of the marketing concept which is currently undergoing structural changes. Marketing has become more diverse. The companies that work together use marketing in many functional areas.

One of the driving forces of the organization development is its innovative activity. New approaches to business management such as marketing management have emerged under the influence of external changes in science, economics, competitive environment as well as the internal desire of the organization to grow, increase sales and profit [3, p. 300].

In the process of defining the concept of marketing management, the scientists often interpret this concept as a method of managing the entire organization on a marketing basis. In this sense, marketing is management philosophy where existing divisions of the company perform their functions based on the principles of marketing. At the same time, marketing and management do not contradict each other. The organization uses marketing and management comprehensively [1, p. 11].

One of the main goals of marketing management in the organization is to determine the market efficiency, to reveal the essence of how well the needs of people are met and how the company services can be useful for customers [4, p. 463].

In addition, it is very important to consolidate the position in the desired market segment creating various benefits for consumers, competitiveness through the ability to give consumers services that no one else can give [2, p. 70].

As an approach to managing an organization, marketing management encourages managers to work primarily to meet consumer needs because it guarantees the organization profit [5, p. 7].

Thus, the marketing approach to management is considered to be the way to improve the organization relying on the principles of marketing in conjunction with management. Strategic use of various functions of marketing and management helps to systematize and specify the activities of marketing substructures in the organization promising long-term existence of the organization in changing environment.

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