

## **THE ROLE OF MARKETING IN MANAGEMENT SYSTEM**

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The term “marketing” comes from the English word “market” and means market orientation, market activities, sales. However, the most important element of marketing is not sales. There are a number of other components of marketing that constitute the essence of marketing – identification of consumer needs, development of goods, setting the appropriate price, formation of the distribution system and incentives.

Marketing is the process by which goods and services that provide a certain standard of living are developed and marketed, which involves and includes such activities as market research, product development, organization of distribution, pricing, and communication.

Marketing plays an important role in different spheres of society. The reorientation of production to the consumer, his interests and preferences is possible only if the market is saturated and competition is healthy. The task of marketing is to formulate the customers' requirements to the organization and to try to fit them into the organizational, financial, production and administrative possibilities. It should be understood that it is a system of actions and activities that manage the work of organizations.

Marketing in the enterprise can be demanded at the stages of forecasting, planning and control. The management process in the enterprise begins with the analysis of internal and external conditions of its functioning. Marketing plays a leading role in providing high quality products that meet the requirements of consumers.

Marketing activity as a whole is aimed at improving the competitiveness of products and production and ensuring effective sales activities. Integral spheres of marketing are also advertising, packaging, promotion of products on the market, service of its products, personal contacts with consumers, etc. Thus, planning of marketing activity is coordinated with the general system of internal planning of the enterprise.

In our opinion, the successful activity of any organization consequently intersects with marketing activities. After all, it is exactly the same model of “buyer and seller”, when it is necessary to manage subordinates in a friendly climate, satisfying their needs [1].

The role of marketing in the management of the organization can be understood as a function of the connecting type between the organization and the environment of its self-realization, performed in the process of activity of its subjects.

Being the first stage of the product life cycle, marketing also functions in all its other stages and, what is particularly important to emphasize, including the stages of this cycle relating to the circulation and consumption of products. Thus, already at the initial stage of preparation of production, the enterprise is obliged to focus only on such products which will find its solvent demand in the market. From the position of marketing when forming the management system it is necessary to go from the final goal to what should ensure its achievement. Marketing as a management concept in this case means the orientation of the organization as a whole and all decisions made.

## **References**

1. What is marketing management? [Electronic resource]. – Mode of access: <https://www.economicdiscussion.net/>. – Date of access: 31.03.2023.