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TOWARD SUSTAINABLE GROWTH**

**SPECIFIC MANIFESTATIONS IN THE ORGANIZATION
OF MARKETING ACTIVITIES IN EUROPEAN REGION
DURING THE CRISIS AND THEN**

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***Abstract:** The functions performed by marketing activities and the relations they enter in have the greatest influence in forming the system of their management. Therefore, when considering a specific system of marketing activities, it is necessary to clarify what type of is it, what is typical and how marketing affects business climate and marketing business ecology the functioning and development of marketing activities in order to navigate the complex maze of their action and direction.*

***Keywords:** Marketing activities, marketing management, European boundary.*

The contemporary surrounding of internationalization, globalization, financial instability, as the expanding of European economic boundaries makes business to face new challenges. Microelectronics and the progress of biotechnologies and genetic engineering led to a giant leap in transforming of consumer culture. The technologies based on microchips have already opened the path of unprecedented industrialization of services. The new information technologies form the cyber space and reveal enormous possibilities to increase the productivity. Except of the trends outlined above, another challenge is the transforming Europe in a new economic area where an unite market is under the formation.

Markets globalization since its turn obligatory encourages the global thinking and activities for strategic development of marketing system as an element of the managerial functions of the business organization, it implies new approaches to restructuring and rationalizing of the business organization activity.

Overcoming of the deficits inherent for the business organization activity in contemporary circumstances is directly dependent on the demand and implementation of more flexible and adaptive managerial tools for increasing of marketing activity quality.

In order to reveal the essence of the notion marketing activity and to make it possible further definition and clearing of the meaning we put in the notion as to make an

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attempt to create more extensive classification of marketing activities, we have found the key to definition of marketing activities in the very definitions of marketing.

The R. Gists's definition given during 1971 that implies "marketing activities are those human activities that are directed to satisfying as the conscious so the latent demand of goods and services"¹ is developed further by Svobodka Klasova during 2009. She claims that: "Marketing activities are functions, that are analyzed by managerial point of view and that include all activities of planning, analyses,

Organization and control of the marketing"². It could be added to this definition that the marketing activity is a way of behaviour of business subjects and also the other organizations which is based on certain rulesd."³

The marketing is a managerial process, consequently it is not only a combination of management tools but a complex of activities. If we add to the cited definition the concept that "marketing activities can be **managed through their systematization** in a certain way, whereas they are formed in a logic consequence ..."⁴ it could be seen that the marketing activities are reciprocally influential and systematically organized. On the other hand "activity is only that which man is doing in a specific sector of life"⁵, consequently it becomes clear that this complex doesn't include all business activities.

Only activities that are directed to make easy and to speed the exchange, those "... which embrace the whole process of making business organization resources to comply with market requirements in order to solve the issue of the consumer – satisfying a specific need, and the issue of the company – the profit"⁶, could be named marketing.

Marketing activities are also of various type of scale and priority of manifestation in business namely⁷ (figure 1):

- Of higher level – macro marketing activities - according to their directions they comprise the following activities: political, social, scientific and technical, historical, cultural. As priority activities and issues that result from them we may outline those that are related to selection of policy according to the markets and distribution channels, according to prices and price formation. Next stage that is in accordance with natural laws for number of large and internationally oriented companies is the global marketing. The World market becomes basic goal for the overall and marketing activity of the company as a field to realize the programmed profits, in its quality of a base for preserving and expanding of the invaded market positions⁸.

¹ Gist R., (1971), Marketing and Society, NJ, p.7.

² Класова Св. и колектив, (2008), Маркетинг, УИ София с.25.

³ Диегъл Й., (1991), Кореспондентски курс I модул, София, с.28.

⁴ Янков Н., (1998), Маркетинг и маркетингов мениджмънт, Ямбол, с.243.

⁵ Андрейчин Л. и колектив, (1976), Български търговен речник, София, с.143.

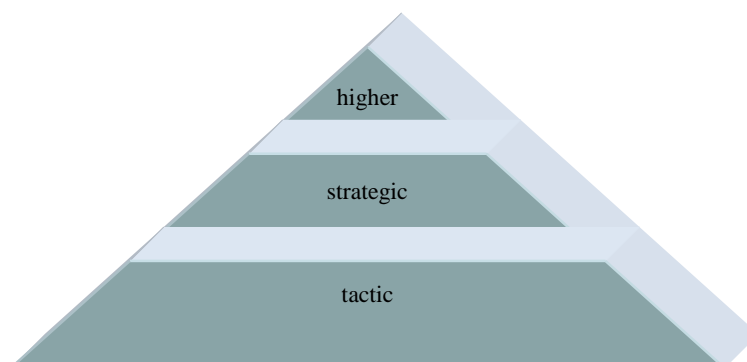
⁶ Маринова Е., (1996), Маркетинг, Варна, с.16.

⁷ Узунова Ю., (1992), Маркетингов мениджмънт, Варна, с.18.

⁸ Каракашева Л., (2000), Международен маркетинг, ВСУ, с. 16.

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Figure 1: Levels of scale and priority manifestation of marketing activities in business



- Of strategic level – the following activities are concerned as a priority to this group: analysis of socioeconomic and government circumstances, user's and trade activities and analyses, related to market segmentation and determining of marketing effectiveness, analysis and selection of goods and services;
- Of tactic level – micro marketing activities – priority is given to the activities that are related to determining of user's behaviour and preferences; market and marketing research; activities related to marketing mix: development of business portfolio – product, services, ideas, financial operations; activities that are related to maintenance of relations to the user; distributive channels organization; marketing inquiry; management of the marketing activity and specific for the business organization marketing activities⁹.

Determining of marketing activities to be fulfilled by business organization (i.e. such activities, that are needed to) business organization, is a task of marketing management. The restrictions in this sense result mainly from the business organization ecology, business organization climate, the subject of activity and the scale of the company.

Another characteristic of marketing activities is that they are creative, sometime intuitive, sometime of prospective activity.

Marketing activities make marketing¹⁰ decisions specific and in that aspect we could discern:

- Main (strategic) marketing activities – they are related to overall development of marketing function. Without them business organization can't realize its functions normally. Their exemplar list comprises processing of inquiries for behaviour of users to company products; innovation product activities; creating of documents where comparisons are done with the competitor's (leaders) achievements are done for specific markets, of documents of market signals for losses by competitive products, for claims. Activities related to marketing mix are also among the main activities. These are developing of product forecasts and according to the type of market and overviews of

⁹ Янков Н., (1998), Маркетинг и маркетингов мениджмънт, Ямбол, с.243.

¹⁰ Янков Н., (1998), Маркетинг и маркетингов мениджмънт, Ямбол, с.245.

their condition, service activity, price formation, setting up prices, creating of price offers, developing of system to count price trends for specific types of markets and which offers decisions that are adequate to the conjuncture, volume and structure of the sales reporting, storage, processing of orders and materials, inventory and transportation management, creating and optimizing of distributive channels for the products. What concerns the communication mix, disclosure of products, advertising, realizing of public relations, realization of personal sales, sales promotion etc.

- Optimizing of channels for products distribution. What concerns the communication mix, Disclosure of products, advertising, realizing public relations, making personal sales, encouraging of sales etc.;
- Additional (d serving) marketing activities – they are related to observation of the status of separate products for prices, sales of type and regions, contribution, total and net profit for each product of the product line.

Tracing the logic of invariant model of marketing planning process we discern the following types of marketing activities:

- Marketing activities dependently on their position in the planning process:
 - ✓ Marketing pre planning activities;
 - ✓ Real marketing planning activities;
 - ✓ Activities of realization of marketing plan (ensuring of realization of the plan);
 - ✓ Marketing survey;¹¹
- Marketing activities that imply the following configuration¹² as they are determined by the sequence required by the marketing planning process:
 - ✓ Analyzing – related to current, present situation; market dangers and possibilities; future trends;
 - ✓ Decisions within the frames of marketing plan – relating to marketing goals (mostly for market share, market penetrating, incomes from sales during the planning period, contribution and/or profit of sales during the planning period etc.); marketing policy and strategies;
 - ✓ Marketing planning;
 - ✓ Marketing budgeting;
 - ✓ Activities for realization of the marketing decisions made;

Performing of marketing functions implies the following groups of marketing activities:

- Activities to the market as an object of the marketing. Such are marketing research, quality and quantity characterization of the markets, segmentation, selection of target market, analysis of the character of sales etc.;
- Product activities – analysis of product life cycle, the product, product profitableness, activities to the product portfolio, product renovation, promoting of new products, activities on the occasion of the product diversification etc.;

¹¹ Armstrong M., A (1986), Handbook of Management Technoiques, London, p.92.

¹² Armstrong M., A (1986), Handbook of Management Technoiques, London, p.86.

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- Communication activities are related to announcing, advertising, public relations, personal sales and encouraging of sales in business organizations, selection of communication channels, building of integrated system of marketing communications etc.;
- Activities of the price mix are building of price policy in the business organization, development of new price strategy etc.;
- Activities, related to marketing back areas are ensuring of reserves, stock securities, ensuring of a system for maintaining of optimum stock, transportation etc.\

Invariant model of marketing process permits to use various points of view at differentiation of marketing activities in groups. For example according to Michele Armstrong the process of marketing is based on the goals of business organization and of the strategies which are put in its corporate plan. According to the same author the marketing is very extensive process of considerable contribution to the research and preparing activities. Plans lead to actions directed in such away that it guarantees the results wished. Mutual relations between main activities of the marketing could be generalized in the following way:

- Activities related to marketing planning – they should be guaranteed that business organizations goals are to be achieved through putting of preliminary goals for sales, through development of budgets and preparing plans for actions in order to achieve the results. Logistics support of the group of activities in question is to be achieved through use of results that are obtained through market research, forecasts for sales and analyses of the market, whereas they comprise analysis of life cycle of the product, analysis of insufficiency (disparities) and analysis of competitive activities. These data gives the company an opportunity to concentrate its attention tot analysis of market opportunities, selection of pre-identified markets i.e. activities that are related to identifying marketing objectives and their bounding with the activity and resources of the business organization;
- Development and planning of new products – Armstrong includes in this grope searching for ideas and conceptions for new products and the process of their selection (screening) and testing in order to guarantee that they comply with the user’s needs and are and are potentially profitable;
- Planning of sales – activities related to elaboration of detailed, preliminary set objectives for the sphere of activity or for the market of the business organization and the plans for their achievement; preparation of a budget of expenditures and determining of overall preliminary objective for the ratio of sales to the total sales; evaluation of the existing opportunities for sales by region and areas, in order to establish on the ground of fulfillment of marketing activities during the past periods, what results of the sales could be achieved in future periods, if optimize the marketing activities, i.e. through analysis of the results of sales to establish if additional marketing resources or efforts will lead to better results; analyzing of the product profitability, in such a way that marketing activities to be directed through planning of the visits or stimuli to that direction where the best return of expenditures for sales, achieving in that way more profitable combining of product;

- Media planning (planning of the appearances in mass media) – selection of means of information, which will be used in the advertising companies, specifying how they will allocate the budget for advertising in mass media in order to achieve the most effectively the target market;
- Activities related to marketing research – mainly these are activities such as collecting information for the present and potential markets of the business organization, registering of market shares, that ensure the base for investigation of the sphere of activity or for other marketing activity; reactions to conceptions; collecting of basic information for the models of users behaviour etc.;
- Forecasting of sales, estimation of the sales potential and market trends for the products, for which the business organization performs marketing activities;
- The analysis comprises:
 - ✓ Analysis of life cycle of the product purposing to describe and to forecast the character, peculiarities of the sales for certain product during a specific time period;
 - ✓ Analysis of the market is purposed to reveal the peculiarities of the consumers, what is their number, what are their needs, habits, budget, attractiveness of the market etc.;
 - ✓ Analysis of the overall activities of the competitors embraces analysis and the character of competitors, competitive status of the business system, creating of a file of competitors etc.;
- Marketing of the objectives – detailed determination of various groups;
- Developing of marketing mix – this group is related to determining of a sequence , configuration of controlled variables, which are mixed by business organization, combined them to cause such response of the selected market what it desires;
- Marketing sales activities comprise in their essence applying of marketing plans through means of advertising and promotion campaigns, promotion of new products, sales operations and campaigns in the distribution sphere;
- Marketing control is controlling of marketing activities, in order to guarantee that the objectives will be achieved in the frames of the expenditures that are forecasted in the marketing budgets;
- Feedback requires an amendment in marketing plans when it is needed in the light of the results achieved.

Following the logic of marketing process N. Yankov suggests another point of view to differentiate the groups of marketing activities:

- Activities that prepare marketing decision making of marketing and business organization are scanning, survey, analysis of marketing and business organization ecology; determining of marketing objectives; creating of markets; monitoring of already created markets; examination of the specificity of users demand; market segmentation; specifying of the needs to be satisfied; study of user including observing of user's satisfaction; creating of file of competitors; obtaining and processing of information; market-product researches; determining of the type of materials needed; research of the future resource markets and resource situation; analysis of resource

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market; marketing design; generating of ideas; monitoring and research of market tests; the market of marketing specialists; determining the need of these;

- Activities of the real marketing process – such are the activities of marketing institution concerning the consumer; product systematically observed, including renovation, diversification, modification, differentiation, development of the product; product portfolio; creating of product conception, specification; market tests; proclaiming; advertising; realizing public relations; making personal sales; encouraging of sales; price formation and price strategies; forming of a strategy, that ensures logistics support of marketing including activities related to processing of materials, storage, inventory management, transportation, service activity; developing of strategies, planning;
- Activities for realization of the marketing decisions made – designing and creating of marketing documents; recruitment, creating, training of marketologists and marketing managers;
- Activities such as audit of quality of marketing and its management – establishing the extent of consumer's satisfaction; collecting of comparative information for examination and establishing of the market quality and market estimation of the quality of product, price, communicative, logistics structure: determining of the effectiveness of marketing activities;
- Activities for management of the above mentioned groups – after sales control; marketing activities for improvement of functioning of marketing institution; consulting; marketing project management; determining of profile of marketologists; management of the relation manager/marketologis; organization of the work, creating of marketing teams.

Namely the comprehensive examination of these groups that are separated by invariant model of marketing process will serve to form the system of marketing activities. Achievement of marketing objectives as a result of development of marketing activities as a result of development of marketing activities has its material base marketing process; consequently the usage of invariant model of marketing process as a base for differentiation marketing activities in groups would be the most appropriate for the needs of the present research. For that reason an important part of marketing activities management is related to proper planning of the way of their realization, regulating of their conduct and the relations of the system of marketing activities with their environment for rationally usage of the resources available when achieving the ultimate goal.

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The analysis of marketing activities demonstrates that they couldn't be observed as randomly organized set of internally connected elements. Marketing activities are special group of those elements that possess new qualities, whereas the requirements are counted for achieving of the objectives put, they are organized for. They are behavioral systems that are comprised of activities working in a coordinated manner to achieve any goals.

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SPECIFIČNE MANIFESTACIJE U ORGANIZACIJI MARKETING AKTIVNOSTI U EVROPSKOM REGIONU TOKOM KRIZE I NADALJE

Rezime: Funkcije koje obavljaju marketing aktivnosti i odnosi u koje ulaze imaju najveći uticaj u formiranju sistema njihovog menadžmenta. Stoga, kada se razmatra specifičan sistem marketing aktivnosti, neophodno je razjasniti o kom tipu se radi, šta je tipično i kako marketing utiče na poslovnu klimu i tržišno poslovnu ekologiju, funkcionisanje i razvoj marketing aktivnosti da bi se upravljalo složenim lavirintom njihovog delovanja i pravaca.

Ključne reči: marketing aktivnosti, marketing menadžment, evropska granica.