

**MANAGEMENT OF MARKETING ACTIVITIES IN MANUFACTURING ENTERPRISES**

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ABSTRACT

The main purpose of this article is to assess how the new concept of marketing mix affects the delivery of value to customers and the benefit of the enterprise. The task of marketing management is to ensure the availability of goods and services when the customer is ready to buy. The enterprise needs accurate and relevant information about customers, competitors, the country and new socio-economic trends in the world. First of all, the analysis of the marketing management paradigm and the creation of value-based management are carried out. Then, the concept of marketing strategy and SWOT analysis is considered. Finally, the impact of information technology on marketing management is assessed.

Keywords: paradigm, values, strategy, SWOT, information technology.

Introduction

The article analyzes the factors that shape the marketing management of the enterprise by applying descriptive, random and comparative research. Marketing management aims not only to make a profit, but also to attract customers and business partners, as well as to protect value, society's well-being, and the natural environment. During the act of buying or selling, individuals or groups obtain what they need and want by freely exchanging valuable goods or services with each other. Every enterprise needs competent management and good management. Decision-making requires extensive and solid knowledge, up-to-date information, and advanced technological and marketing skills. Discovering customer insight and understanding its meaning can often lead to a successful product launch or growth spurt. Good marketing research is characterized by creativity, multiple scientific methods, accurate monitoring, cost-benefit analysis, healthy skepticism, and ethical consideration.

New aspects of the marketing mix.

Knowledge of marketing mix in marketing theory and practice is expanding and increasing. Along with goods, services and ideas, a new symbol, image, event, information, place and non-profit organization emerged for the product. A marketing mix strategy focused on the target market consists of four parts: offer (product, service and price), information (advertising, sales promotion, sales force, public relations, direct marketing), distribution channels and target markets. A company can change the price and communication medium



at each stage of marketing in a short period of time. New product development and modification of distribution channels takes a long time. A meta market is emerging. It is a cluster of complementary products and services closely related to the mind of customers. The automotive metamarket consists of automobile manufacturers, new car and car dealers, financing and insurance companies, mechanics, parts dealers, service shops, auto magazines, auto newspaper ads, and auto websites on the Internet.

The concept of marketing management

Marketing management is the art of selecting target markets and retaining customers by acquiring, creating, delivering and communicating with those markets. The first task before the enterprise is to determine its long-term perspective given its market experience and core competencies. To understand the events happening inside and outside the enterprise, it needs a reliable marketing information system, this system closely monitors the external environment. The marketing decisions made can be collected and expressed in the marketing management paradigm. The paradigm presented in Table 1, like any other model, involves the simplification of real marketing management. The paradigm consists of six characteristics: knowledge, know-how, motivation, conditions, responsibility and courage. Six characteristics make up the paradigm: knowledge, know-how, motivation, conditions, and responsibility.

Paradigm of marketing management Table 1

Characteristics	Distinctive features
Knowledge	Knowledge acquire during the studies, data-gathering and analysis of marketing research findings, which facilitates election and implementation of marketing decisions, challenge and throw down the competitors.
Know-how	The ability to make good use of employ's competence, develop their skills from own and competitors successes or failures
Motivation	Initiate new stimulus to influence on employ attitude towards activities and customers; that be inclined to initiatives, the entrepreneurial spirit and innovation.
Conditions	Create favorable atmosphere for taking effective decisions, implement modern information technology, remove barriers and restrictions hinder progress and sensible manage marketing activities.
Responsibility	Responsibility for obey the law and business ethics; contribute to the well-being society, environmental protection and abandon unfair competition.
Courage	Confident and conscious support and insist on the realization of the appropriate marketing decision, take sometimes risk despite the shortcomings.

Value-based marketing management is the establishment, promotion and implementation of common enterprise values used by managers. A company's values reflect what it stands for and what it believes. Values come from the enterprise and influence the culture and the way employees and customers behave. The company embodies a commitment to

excellence, respect for the individual, citizenship, fairness and honesty. Marketing activities are successful if they create value and satisfaction for target customers.

Value based marketing management Table 2.

Profitability	Cause-related marketing links business profit to customers' concern and improve marketing efforts, at the same time.
Respect	Recognition for every employ, customer, supplier, and other participant in market; increases the authority and responsibility of those closest to customers.
Involvement	Employs are engaged in finding and solving essential issues of development an enterprise; increase share in the market and profit; strive after perfection.
Dedication	Employs are assessed by directness, openness to influence, commitment to success, willingness to acknowledge own contributions to problems, teamwork and trust.
Existence	Provide an enterprise continuity in economic crisis a stability development in turbulent environment.

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