

Managerial Perspective on Marketing

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ABSTRACT

In earlier days selling concept is the main concept of every firm. Now-a-days Perspective on what constitutes marketing and firm has many changes in recent years. In selling concept firm's motive is to sell or dispose the products immediately and earn the profit. In the marketing concept was carefully analysis of markets to understand needs, selection of target groups of customers and also to satisfy the consumers or customers. These policies are important keys in marketing tasks but usually involve the support functions. Many problems are involved in the marketing concept, a planning approach should be adopted that is conducting situation analysis and setting objectives before developing strategies and programs improve the chances for choosing the best policies. This paper is fully deal with managerial perspective on marketing.

INTRODUCTION

Marketing orientation is an important business model in every company; it focuses on designing products and delivering products according to customer desires, needs and wants, in addition to product functionality and production efficiency. In selling concept after the production only begins with this concept to deliver the products to earn money. The essential elements of the marketing concept begin with before production and end with customer satisfaction. In the ancient period, marketing is not much different from selling. Many companies concentrate on sales and spent more amount on advertising. In this effect of selling concept implied that marketing's role was to help dispose of whatever the factory decided to make. Increasingly, many of the successful firms became those who adopted the modern marketing concept as a guiding philosophy in the business field.

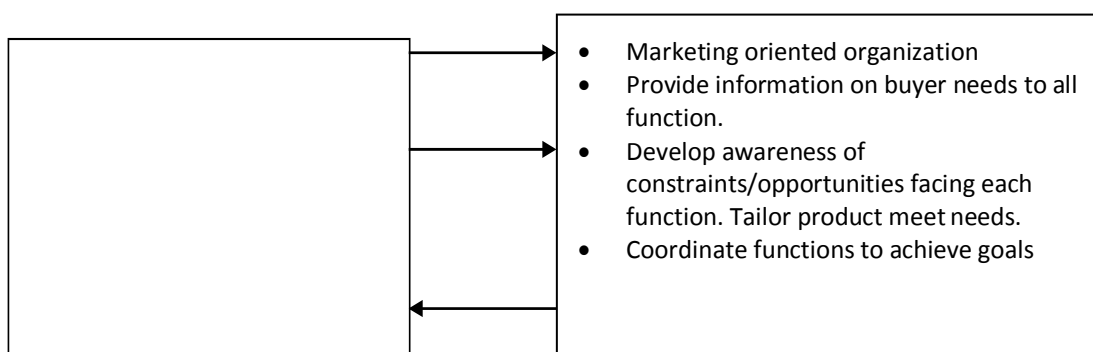
OBJECTIVES

1. To understand the needs of the consumers.
2. The selection of target groups of customers who needs fulfilled with the firm's capabilities.
3. To enhance the product offers to achieve a customer satisfaction.

MARKETING CONCEPT AND MARKET ORIENTED ORGANIZATION

Accordingly, marketers have recognized the organizational dimensions that enable a firm to be market oriented specially. Harvard professor Benson Shapiro has identified the features of a truly oriented company.

1. Buying influences permeates every corporate function and the manufacturing research, development, and finance and also to understand the needs and problems of the buyer.
2. Marketers make the decisions inter functionally and interdivisional to do each organizational unit, it should be aware of the constraints and opportunities facing those units with whom and which persons can be coordinate.
3. Marketer's functional goals support the common goals of customer satisfaction and profitability.



The marketing concept and the market-oriented organization.

The most important concept of the marketing is being market oriented revolve around their applicability to not - for - profit organization such as colleges, arts organization, political groups and social - action causes, hospitals, for example, have to recognize that patients expect, more than just basic health care.

BACKGROUND LITERATURE

Marketing concept requires a consumer or buyer orientation, middle manager's activities focus one specific customer needs and also to adopt firm's products, prices, promotional effort, and other activities to meet the needs of the customers. It is a philosophy that provides long range direction and purpose for the organization, and in market oriented organization marketing must be coordinated for all other functional activities.

Marketing decisions are taken by the top level management, it emphasizes that the distinction between top management and middle management, it can be found in types of decisions they make, not only for job titles. Small and medium size companies or organizations, one individual may have both hands of responsibilities.

Both top level and middle level marketing personnel focus on different decisions, their activities are equally released to the marketing concept. Top level management must identify general long- term positions to ensure customer satisfaction in an expected future environment.

Middle level management persons responsibility is to identify specific, short-term actions can be taken to achieve customer satisfaction, for example, in the automotive Industry, many of companies top level management has identified fuel efficiency and product quality as priority long-term position, where as the designing and marketing of specific products and features to meet current preferences are the responsibilities of middle level management.

In general rule, middle level management decisions are focused on sales and profitability of individual products, brands, etc., it can also be closely related products marketed as group. Implement many action oriented programs such as advertising campaigns, sales promotions, product development, as well as sells-force activities directed at buyers or distributors, they are generally the responsibility of middle managers.

Decisions are taken by top level management, these decisions which provide the long-term direction of the organization regarding the markets and needs can be served and the kings of goods or products that will be produced.

They have many implications in functional areas because they influence for additional financial needs, research and development (R&D) production planning, and also in personal development.

The basic purposes of top-management decisions are as

- Establishing a basis for resolving confutes among the marketing, finance, and production functions by providing general and companywide objectives.
- Providing a basis for allocating scarce financial and human resources for major products or product lines
- To identify the unique role of each product line is expected to play in achieving corporate sales and also to achieve profit Objectives.

Although top level management and middle level management marketing personnel focus on different decisions, and their activities are interrelated. First, middle level managers provide to management with information on sales and profit trends and on problems and opportunities existing in the market place for each Product. This Information is useful to top level management can develop the overall corporate techniques, second the decisions made by top level management can be influence the difficulty of the tasks faced by middle level mangers.

MAJOR OBSTACLES FACED BY MIDDLE LEVEL MARKETERS IN THE MANAGEMENT

First, selecting the correct marketing action is not an easy task because customer needs are not easily to identify because the consumers or customers needs are differ from period to period.

All customers are not potential customers will respond in the same way to such marketing variables a price, online advertising campaigns and product alterations consequently, manager need to know the characters of buyers and which group of buyers to focus their effort on in attempting to create customers.

Secondly, marketing expenses such as cost of advertising, product-development investments sales salaries, and also more financial resources are required to serve the customer satisfactorily thirdly, it is often difficult to evaluate all the possible modifications because many possible combinations to test or consider for example, a producing of personal computers might easily consider five alternative designs, two possible advertising themes, and four level price in the market. Alternative combinations to access and it can be only a tiny number of possible decisions and variations that can be considered.

Fourthly, the various marketing decision areas are independent but are interrelated with one another for example, a cut in price may reinforce new advertising campaign, or it may undercut the campaign if the advertising was designed to attract the buyers and also to build on image of quality.

Fifthly, marketers have limited control over outcomes of environment factors such as in the cost or availability of components of raw materials or changes such as inflation or deflation or employment rates which may influence the level of demand.

MARKETING PLANNING PROCESS

Planning is merely a systematic way for an organizing to control its future. A plan is essentially a statement of what is the goal of organization to achieve, how to achieve it, and when it can achieved.

Each and every marketing manager has knowledge about the importance of planning, because the logic behind it is not deniable. One of the reasons of planning is that results of planning can be often long term and top level management places a premium to get immediate results. Because they are under considerable time pressure, the middle level managers are take action oriented than planning oriented. Some of the companies still lack a decision- making structure that facilitates planning.

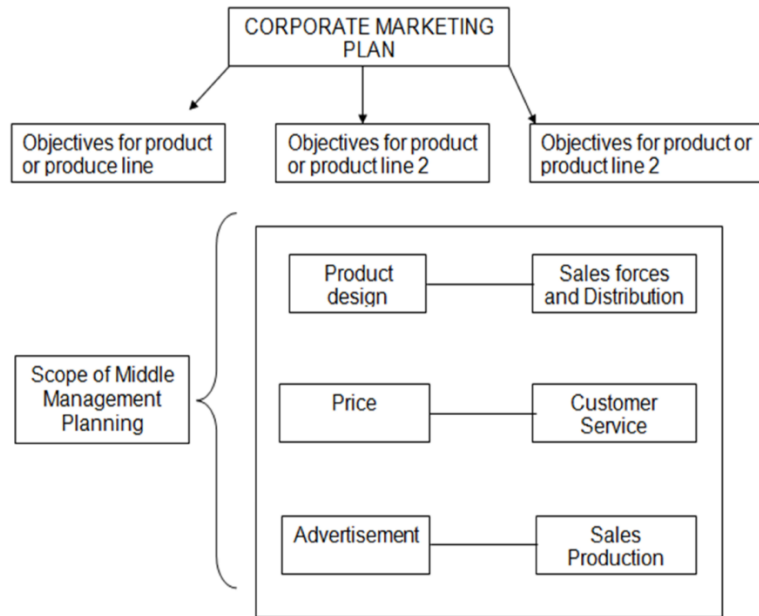
In other companies or organizations, however, planning is the primary and basic of the management process, in general, these organizations believe about the future.

- To encourage the systematic thinking about the level of future,
- To improve the co-ordination.
- To establish the performance standards for measuring results.
- To create a logical basis for decision making.
- To develop the ability to scope with change.
- To identify marketing opportunities.

Marketing planning is the basic process for improving and coordinating marketing decisions.

Because marketing decisions are taken by top level management and middle level management. The marketing planning process can be operate in two levels corporate marketing planning provider should take overall direction for the organization by specifying the products the organization, it make and the markets it coule be pursue and by establishing the objectives to be achieved by individual products. Often, firms use the term strategic business units or (SBUS) to represent and reflect these basic planning units. Middle-management planning specifies the details for implementing the corporate marketing plan on a product basic. Marketing decisions should be made in the context of marketing plan. Only in this way can a firm coordinate the unique roles and also to achieve its objectives.

CORPORATE MARKETING PLAN



BASIC STEPS IN PLANNING

Marketing planning takes place at both corporate level and the middle level management; basic steps are involved in each level.

CONDUCTING A SITUATION ANALYSIS

Firstly, developing any action plan, decision makers can understand the update of current situation and market trends affecting the future of the organization. In particular, marketers must access the problem and opportunities ordered by buyers, competitors, cost, and regulatory changes.

ESTABLISHING OBJECTIVES

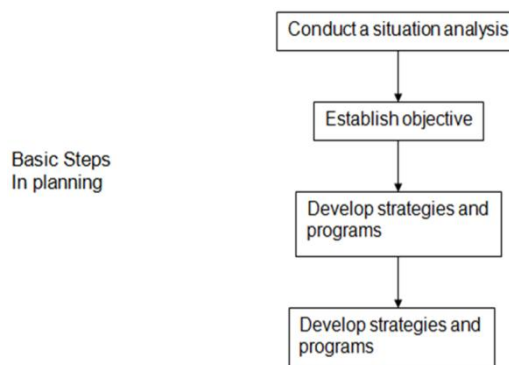
After the completion of situation analysis, decision makers must establish specific objectives. Objectives can be identified the performance of organization and also to achieve at some future date, given the realities of the environmental problems and opportunities.

DEVELOPING STRATEGIES AND PROGRAMS

In order to achieve the planned objectives, decision makers could develop marketing strategies like long term actions to achieve the main goals and programs for short-term actions to implement the strategies.

PROVIDING COORDINATION AND CONTROL

Marketing plans can be comprehensive often include multiple strategies and programs. Each and every strategy and program may be the responsibility of a different type of mangers. Thus, some mechanism must be developed to ensure that the strategies and programs can be effectively improved and implemented.



Organizational structures and budgets are the primary means for coordinating action plan to control and also essential because the success of strategies and programs cannot be predicted with certainty. The purpose of control may be made and to pinpoint the causes of any failure to achieve objectives so that remedial actions can be taken.

Further planning is a process organizations operate in complex and dynamic environments. Therefore as the situation changes, managers must be prepared to alter the purposes and strategies to deal with those modifications.

Marketing management encompassed all of the decision involved in the designing and executing marketing plans in order to implement the marketing concept. As middle level managers making decisions are made by these two levels are interrelated.

RECOMMENDATIONS

Top level management persons must identify general long term positions to ensure expected customer satisfaction in the future. The responsibility of middle managers is to identify more specific short term actions to achieve the objectives of organization and also in customer satisfaction.

It is important to recognize, however, that market organization is one that takes its leads from the market, not necessary from the marketing department. Organizations cannot continue to pursue all possible buyers and all possible marketing action cannot be taken because human financial resources are usually limited and do not permit such extravagance.

In order to deal with problems in evolved in implementing the marketing concept, a planning approach should be adopted. Marketing is helpful for the management to conduct a situation analysis and setting objectives before developing strategies and programs.

It is also to improve and follow the chances for choosing the best marketing policies.

CONCLUSION

In an ancient day, marketers only concentrate on selling and profit. Now-a-days marketers are fully concentrated on buyers need and wants and also to achieve the customer satisfaction. Customer satisfaction is an important role in marketing. The marketing concept serves our point for examining marketing management because the concept reflects the basic purpose of a business without given effective attention to customer needs, marketing and the other business functions can be lack the direction need act for success. Even in a marketing concept organization, it is not simple task to satisfy the customers. Many organizations are taken many alternative policies and programs for meeting customers' needs. Buyer's needs are differ from certain term to term. Hence the marketer plan, make research and to collect the information about buyers in up to date level and also to satisfy a buyers needs. Once buyers are satisfied the organization stand in a good position in the market. So, perspective marketing plan is very important in an every organization.

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