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# CONTEMPORARY DEVELOPMENTS OF THE MARKETING ORIENTATION AND ACTIVITY

Essay

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## Keywords

Strategy,  
Goal,  
Outlook,  
Marketing

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## JEL Classification

G10

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## Abstract

*Marketing is a new activity, whose premises for emergence must be sought at the very beginning of the 20<sup>th</sup> century. It had a slow development, localized within a country with a strong market economy. The term 'strategy' represents the title of one of the ten supreme magistrates, who used military force during the time of confrontations. Currently, 'strategos' means the planning of the enemies' destruction by using resources, and the term 'strategy' is limited to the phrase. A more thorough analysis of the notion may be summed up in five key factors: plan, strategy, behavioural model, position and perspective. After the 1950s - 1960s, marketing experiences an explosive growth, being included among the preoccupations of companies from economies with different structures and degrees of development. ([http://www.academia.edu/11461407/Bazele\\_...](http://www.academia.edu/11461407/Bazele_...))The USA is where strong favourable factors, such as the industrial revolution, the division of labour, the increased distances between producers and traders and the population explosion etc., appeared.*

## 1. Marketing management outlooks

**Marketing management** – is the assessment, planning, implementation and control of the measures necessary for the establishment, strengthening and maintenance of favourable exchanges with the target consumer in order to reach certain targets of the company, such as profit increase, growth in sales, market share increase etc. During the evolution and development of marketing within the company, several marketing management outlooks have emerged and evolved:

1. **The production improvement outlook** – based on the idea that consumers will behave kindly toward goods that are on the market at an affordable price;

2. **The improvement of goods outlook** – the consumer will act kindly toward goods at the maximum level of quality, with the best characteristics and exploitation qualities;

3. **The intensification of trade efforts outlook** – buyers will not purchase the goods of an organisation in a larger quantity unless it makes efforts for the distribution and promotion of goods;

4. **The in-house marketing outlook** – to reach the goals it is necessary to determine the needs and requirements of the target market and to satisfy them more productively and more effectively than the competition;

5. **The social-ethical marketing outlook** – the goal of the organization is to determine the needs of the consumers and the interests of the target market and to satisfy them through more effective and productive methods compared to those of the competition, while maintaining and improving the wellbeing of the consumer and of the whole society (Anastase I. 2012).

Marketing has undergone a series of consecutive stages to reach its modern form of today.

- Planning consciously forms an orientation of the course of the action of approaching a situation, having the purpose of premeditating and pursuing a purpose.

The strategy is made up in view of obtaining an advantage, of discouraging the competitor in the development of an action which would hinder the personal action.

- The model of behaviour in a given context is a consistency which sets the strategy, and the position is a means of localizing the organization in what is called the environment. The strategy ensures the harmony of the internal environment of the organization with the surrounding environment, provided there are possibilities of confrontation or cooperation in a certain form, which is specific to games.

- Strategy designates a way of reflecting the external world of the organization, which stresses on the value of the organization, which is generated by the sum of its members, and not by a certain person or by a leader with a remarkable personality.

This approach of the notion is all the more useful as dictionaries do not offer a satisfactory and complete explanation, adapted to the theory of strategic marketing, which includes the sense of adequate, opportune or the art of coordinating actions.

The process through which long-term objectives and strategies are formulated, for the whole company and for the strategic activity unit, and through which resources are connected to the existent opportunities represents strategic planning. The goal is to help the company define and attain realistic objectives and to attain the desired competitive position, within a well-defined timeframe. (<http://referat.referate.blogspot.com/2013/02/evolutia-marketingului.htm>

<http://www.stiucum.com/marketing/marketing-strategic/182/procesul-de-planificare-strate54398.php> )

- From the beginning there are observed the place of emergence and the conditions of marketing, the abundance of products, the manifestations of marketing in countries which are different in terms of economic structure and development level, thus demonstrating that the economic-social dynamism accounts for the emergence of marketing in the practical activity. Strategic planning reduces the risk of occurrence of errors and places the company in a position in which it can anticipate change, react to change and produce changes in its advantage.

## 2. The marketing management process

**1. Marketing management** – is the assessment, planning, implementation and control of the measures necessary for the establishment, strengthening and maintenance of favourable exchanges with the target consumer in order to reach certain targets of the company, such as profit increase, growth in sales, market share increase etc. The process of marketing management includes the following steps:

1. Analysis of market opportunities
  - Analysis of the market environment
  - Consumer and organizations market research
2. Selection of the target market
  - Establishing the volume of the demand
  - Market segmentation
  - Choosing the target segments
3. Development of the marketing mix
  - Development of the goods
  - Establishing the price of the goods
  - Establishing the methods of distribution of the goods
    - Stimulating distribution
4. Implementing marketing measures
  - Organizing the implementation of marketing measures
  - Control of implementation

**The marketing mix** – the sum of elements, which are influenced by external factors, and which the company uses in conjunction for an adequate reaction from the target market. The marketing mix is made up of the **4P = Product, Price, Placement, Promotion** (Kotler Ph. 1997 ). (Figure No 1 .4 P)

**Product** – the product or service presented to the target market (the sum of products and services, their quantity, quality, design, characteristics which attract the consumer of the target market).

**Price** – is established in correlation with the compliance with the customer requirements, the level of the demand, the cost of production and distribution, the income of the population time and place of the sale and the unique characteristics.

**Placement** – the activities which make the goods accessible to the consumer of the target market.

**Promotion** – the activities of distributing positive information in the company and the goods in order to convince the consumer to purchase the given goods (Kotler Ph. 2003).

**Table 1 Determining new market opportunities based on the marketing mix**

### 3. Organizing the marketing function

For the efficient functioning of the marketing department, it is essential for it to be organized in function of the needs and characteristics of each company. There are several types of organisational structures, which can be implemented separately or combined, depending on the specificity of the company (Kotler Ph., Armstrong G., Saunders J., Wong V. 1999).

1. Functional organization – the most widely used, within a functional organization specialist manage different marketing functions; it is easy to manage, but with the increase of product types it becomes inefficient.

2. Organization in accordance with the geographical principle – it takes into account the geographical distribution of the target market; employees serving a certain area may live in it.

3. Organization in accordance with the principle of the product – is used in companies with a very wide variety of products, where products are different from one another and each has its specificity (Anastase I. 2012).

There are four main stages in the practice of marketing:

1. The orientation towards selling of 1930-1950 was based on the idea of the promotional activity, which was meant to determine the potential consumer to buy

the product. (<http://www.referatele.com/referate/marke..>  
<http://www.stiucum.com/management/manage...>) Following the decrease of the purchasing power of Americans after the economic crisis and the opening of large stores, which led to the change of the way business is conducted, marketing becomes the instrument for boosting sales.

(<https://mihaelas.files.wordpress.com/2011/10/mk-1-2011-m1.ppt>)

1. The orientation towards production in the period 1900-1930. It characterizes the existence of an unmet demand and a period of the good product that sold itself. The concern of the company was to produce large quantities of products, but failing to take into account the desires of the consumers.

2. The orientation towards the modern concept of marketing was the period characterized by social and economic dynamism, in which the consumer was the one making the decisions. It lasted until the years 1970-1975, when the first social movements and petrol shocks took place, leading to the change of modern marketing. The consumer was considered the main source of income of the company, profits being directly proportional to the consumer satisfaction degree.

3. The orientation towards marketing, after 1975, is specific to the current year and is characterized by a wide variety of opinions on the priorities marketing must consider and the contributions which enhance the aspects of marketing without essentially changing it. The intensive development of marketing is made by rethinking the content and development of its classical activities and by promoting the idea that the long-term relationships with clients are the best in ensuring success (Anastase I 2012).

**In conclusion**, the conceptual elements which characterize modern marketing are: societal marketing, relational marketing, and strategic marketing. (<http://www.stiucum.com/management/manage...>) Marketing people hope to discover a substantial, unmet need which may represent a profitable market opportunity. After identifying a set of segments, marketing people have the options of concentrating on one segment or on two or more segments, each of them receiving a certain offer (Anastase I . 2012).

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**ANEXES**

**FIGURE**



**Figure No 1. 4 P**

**TABLE**

|                  | Existing goods  | New goods   |
|------------------|---|---|
| Existing markets | Better market penetration:<br>➤ Price reduction;<br>➤ Broadening of the distribution network;<br>➤ Activation of advertising.     | Development of goods:<br>➤ Developing the new packaging;<br>➤ Modernizing old products;<br>➤ Improving old goods. |
| New markets      | Broadening of the market:<br>➤ Demographic market research;<br>➤ Geographic market research;<br>➤ Organizational market research; | Diversification:<br>➤ Starting new production processes which are not connected with the traditional market.      |

Table 1. Determining new market opportunities based on the marketing mix