

## Approaches in complex evaluation of the marketing activities results

Mihaela GROSMAN<sup>1</sup>

**Abstract.** Development of marketing at the present stage is characterized by amplification of influence of market factors on activity of the company. Interest to a rating of results of marketing activity raises in all branches due to expansion of scales of marketing activity, development of technologies, expansion of opportunities of a data access, innovations in the field of marketing and to researches.

### 1. Introduction

An important tool to enforce any company goals and objectives is the organization of marketing.

Acceptance by the company marketing orientation implies a new organizational vision that creates the entire positive subordination activities aim to satisfy consumer demands optimal conditions. This implies that the attitude of both management and all staff, to reflect the acquisition of optical marketing, the manner in which the principles of modern management at all levels of the organization and marketing activity. The management of marketing activity involves predicting, organizing and coordinating them with other activities taking place within the training of all staff in learning and adopting marketing optics and control of the achievement of policy drawn up in business marketing.

The complex process of marketing-management is first of all, anticipate possible developments under certain conditions phenomena likely market for a period longer or shorter, because the result is to provide.

Marketing projections are estimates of levels of marketing alternatives for future periods, based on changes in endogenous and exogenous factors influencing them in order to reduce risk, uncertainty avoidance and employment activity present in along-range vision, which allows performance important functions: providing information on possible trends of market phenomena of the effects to be generated by future decisions and actions present, development and possible strategic alternatives for choosing the optimal strategy.

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<sup>1</sup> PhD student at Free International University of Moldova

Second driving marketing activity involving the provision of an adequate organizational regardless of position and position they occupy, to take appropriate action marketing vision.

Thirdly, decisions on optical media and marketing calls for the design and operation of an information system capable of ensuring the collection, storage and processing of information as necessary to support appropriate decisions.

Fourthly, in order to correlate, formalization and anticipating decisions is necessary to develop marketing programs, which coordinates marketing strategies and opportunities by achieving economic activity is improving the efficiency of the organization.

In conclusion, management of marketing aimed at: planning and organization of marketing, design and operation of marketing information, the adaptation of marketing decisions and developing marketing programs, which constitute an essential tool in efforts to coordinate and optimize the organization, control and evaluation marketing activity. The extensive process of carrying out global marketing policies, strategies and tactics that define a particular role is the organization of marketing.

## **2. Approach**

Organization of marketing must be seen both as a process and structure.

As a process, the organization aims of the actions taking place in order to achieve the objectives set by allowing the defining and marketing function and its components: activities, duties and tasks. The structure, organization seeks group activities, duties and tasks based on certain criteria and their distribution in order to act upon them, by groups and individuals working to ensure the best conditions of objectives. The result of the structural organization is the organizational structure that allows the deployment of all marketing activity according to the vision, quality and perceived at all levels.

The organization reflects the conduct of marketing activities and the role of which is attribute able to the company's marketing function and the degree of incorporation of optical marketing.

The organization of marketing activities expressed in the marketing department is only one component is variable control able marketing company "has a role in carrying out the functions of marketing, in establishing its position within the environment," an essential component falling within the scope of many endogenous and exogenous factors, which require its continuous adaptation to the specific conditions of each organization, at every stage of its evolution. The companies operating in the optical marketing, marketing function plays a leading role, becoming one of their basic service, which is the mutual inter-relationships with other functions.

In the past, the marketing function was subject to commercial functions, which in turn lies at the periphery, whereas the production function have the decisive role, which characterize the orientation towards production.

As the basic operation of the company marketing function has a relatively equal position with the other: research and development, manufacturing, commercial, and personal accounts, there are relationships between these many and varied areas of interference, forming an integrated system that behave homogeneously from any influence of the environment. The role and position of marketing within the

organization, depends on the degree to which it espoused orientation towards satisfying customer demand.

Marketing concept involves a unique vision and overall, which makes their work each compartment being structured the latest functions of the categories of customer groups, products, etc.. Marketing function includes activities that provide most of the company's links with the outside world: market exploration, product presentation and service, promotion, advertising, distribution, providing after-sales services, product tracking consumer behavior, etc. All of these activities, providing the company with market relations, as well as preparation and adoption of decisions within the scope of these relationships are generally conducted in the marketing department, depending on the specific way in which the structural organization, reflected in the organizational structure. Structure, reported the need to implement marketing practice guide lines emphasize economic authority, communication and distribution of tasks and responsibilities of serving out a framework ensuring the orderly conduct of business marketing. It is defined by:

1. complexity that comes from the degree of geographic dispersion and the horizontal and vertical differentiate on activity;
2. form, which corresponds to the way work is allocated to posts and positions of employment;
3. interlocking vertical or horizontal, which reflect the decision-making.

A well-organized marketing activity must meet the requirements of decision-making processes and provide a frame work for the adoption of strategic decisions such as and operational. Therefore, great importance has particular knowledge of the factors that directly influence the organizational structure of marketing activity, whether objective or subjective in nature.

The main factors that put their stamp on the organization of marketing activities are:

1. basic principles of organization - are the principles on which modern management practices are applied successfully in modern companies and are recommended for any kind of organization. They are meant to guide the organization, they must adapt to the specifics. Eleven principles were formulated into four basic classes:
  - a) objectives - to be defined and formulated to be properly understood and appropriated by those who apply.
  - b) activities and groups - to be distributed according to criteria to streamline the business. Thus, the responsibilities of each item of work should be limited as far as possible from a single main service and operational services for departments to allocate organizational goals based on homogeneity.
  - c) Authority - directed from the top down, must be exercised in accordance with clear and well defined lines. It should also be clarified and liability levels, from the bottom up, and for each item should be defined - clearly and in writing - the levels of responsibility and authority. Authority to take or initiate action should be delegated as close to the action arena and the number of levels of authority should be minimal.
  - d) human relations - must respect several principles: one person can supervise a limited number of items (the weight must be optimal tree)and every member of the organization to have a single boss (supervisor) to whom the task and receiving report

how to comply. Liability of persons in a position of authority over the actions of subordinates is absolute.

2. features of an organization that P.Spillerd (Organization and Marketing, London, Crow Helm, 1985) has systematized as follows:

- a) people;
- b) a mission and a set of goals along with defining their duties;
- c) a separation of the specialization and skills;
- d) a hierarchy of authority, as a means of exercising the power;
- e) a system of control over resources and results;
- f) information flows to enable decision-making;
- g) procedures for carrying out the tasks defined;
- h) a system of rewards and penalties designed to ensure compliance with human;
- i) a set of values underpins all activities;
- j) a boundary between the organization and its environment;
- k) liaison mechanisms with other organizations;

3. environment - greatly influence the choice of organizational alternative, that the market position that the market is moving towards a certain structure, and business and customer requirements. Thus, if the company operates on relatively small number of markets, usually adopt market- oriented organization, the management or a functional market. If the number is big market -without any of them to be very strong - is given an orientation towards product and product management system. A market dispersed in space – in particular, one that includes foreign markets - involving some form of organization or geographic criteria, however, combined with the product or market management. In such a situation, instead of market orientation is more appropriate to a customer especially since they are few, if sales are made through negotiation and/or are alleged high levels of after sales service.

Business involved the company shape the decisions on the organization of marketing. Thus, the organization varies by type of activity, whereas in the consumer goods and means of employment generation are significant differences in terms of communicating with the client, for example, and in other areas. The speed of evolution of the market leaves its mark on flexibility and responsiveness, since it causes an unstable environment, puzzled.

Customers purchasing their conduct will guide the organization towards a certain type of structure. For example, if the customer is the government or big companies that buy through whole sealers or retailers, it requires a market orientation.

4. organization's internal environment will influence the type of organizational structure through: leadership style, the product policy and people(employees) of its. Leadership - implicitly or explicitly determines to a certain extent, by their management team, the type of individual and group actions and the tendency toward centralization or decentralization.

Politics on the product - has a direct influence on the organization, which usually goes to market with increased product and product lines.

People living transposing targets a certain mentality, which in most cases does not change only very slowly. Adopt a new conception, requires a market-oriented

organizational structure centered around the major markets, but people are in leadership positions who will apply these requirements only if they will understand. Otherwise, it will hamper the development organization and will therefore be removed from the organization. For all these factors and others, must take into account management team, which will select the alternative organizational structure as it deem best and on which its future success.

Marketing activities are an integral part of company management in competitive condition. With the increasing complexity of business dynamics and increase the role of marketing planning activities, training of marketing information flow and assessment of marketing activities. Lack of necessary information, the lack of evidence of factors influencing the evaluation of marketing activity, led to an error of future marketing decisions.

Marketing Planning involves setting targets and goals. Marketing purposes have a structure and hierarchy, which influences the distribution of financial resources. The hierarchy is built for marketing purposes so that the marketing budgetary costs related to corporate financial goals. Some marketing objectives must be quantified so that they can be compared with the value of efficiency results.

Marketing decisions are subject to Main Station depending on which results of marketing activity contributes to a certain amount of planning and coordination of marketing efforts marketing.. For example, if the promotion is the key to achieving a particular market on a should have a direct impact on achieving corporate objectives.

Develop methods for evaluating complex marketing activity is an evolutionary process in marketing development, and currently relevant, both in theory and in practice marketing. For example, marketing activities focused on sales and advertising, does not involve a comprehensive assessment of the achievements of companies, but only takes into account individual performance sales, marketing and other expenses. In such cases it is approved any increase in sales or market share. Setting marketing objectives must relate to the ability to measure performance and impact of advertising on consumer behavior.

The marketing strategy can be implemented and if the performances of marketing activities can be managed and monitored. Inevitably therefore necessary in marketing priorities, based on market values and financial performance.

Formation of evaluation methods of marketing activities involving processing and analysis of financial resources in the marketing function.

## **5. Conclusions**

With increasing global competition, cost of marketing activities continue to grow, occupying the second rank in terms of training the necessary funds for production costs. In a competitive environment where innovation and reduce scoping costs, increase product quality. It is necessary to clearly understand the structure of marketing costs associated with developing a product or service and pricing.

Evaluation of certain marketing expenses as part of the marketing function is important for making management decisions about the appropriate ness of raising funds. The

costs of marketing activities have to be the capacity to achieve marketing goals that are set for each area of marketing activity. Any economic activity must be in accord with economic requirements, which are reflected in two main categories of the economy - the cost and value. In marketing there is not only a lack of evaluation of results, but further evaluation of the costs, so the only way to implement an important principle of management - cost control, cost management is more likely.

In the process of change management approaches has been expanding not only the marketing function, but it changed the attitude to the concept of marketing costs. The company applies accounting for expenditure planning and control of their coverage, so that management tools have been adapted to these requirements.

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