

MODERN MARKETING, DETERMINANT CONCEPT IN THE REAPPRAISAL OF BUSINESS AND ORGANIZATIONAL PROFESSIONS AND OF TRAINING PROFESSIONALS IN THE NEW ECONOMY

**Professor PhD Valerică OLTEANU
Academy of Economic Studies, Bucharest**

Abstract:

The content of marketing is continuously redefined and reflected in new concepts, therefore leading to the development of a new concept the modern marketing. The modern marketing has as orientation and tendency the concept of internal marketing, understood as an extension of the vision, marketing philosophy on persons and networks within companies. The concept, at large, is reflected by the apparition and development of specific instruments: integrated marketing, integrated marketing communication, management of the supply-sales relationship. Integrated marketing is the concept that is based on defining marketing as a philosophy, optic, vision on all activities of the company and especially the difficulty and inefficiency of cooperation as a modality to implement this concept. This assessment raises the problem of using the modern marketing in education, as a necessity to modernize the management system and also the educational system.

Key words: marketing evolution, marketing capabilities, marketing education

The period the human society is going through is now reflected in various specialized works by names that express its traits (characteristics) in comparison with previous periods: the new economy (Ph. Kotler, 2005), knowledge-based economy (O. Nicolescu, Nicolescu L., 2005), the knowledge economy, etc..

In the new economy, each science redefines its object, method, and scientific tool. Marketing is no exception to this trend, its contents being continuously redefined and reflected in the framework of some concepts, that reported in previous stages of marketing development are grouped in a new concept, called modern marketing. In most works, modern marketing is presented as guidelines and marketing trends in the new economy (Balaure V., and others, 2005).

a) Some concepts have in the highlights the classical subject of

marketing, enterprise relationships with the external environment. Among the concepts already recognized are included: "customer-oriented" marketing, relational marketing, external marketing, network marketing. [4, 6].

Many of these concepts, in the context of globalization and European integration, are taken into practice by institutions and organizations, without being clearly understood and correctly applied.

The incorporation of these concepts involves first their acquiring, and their assimilation can be done only within the educational system, system that is required to find the appropriate formula for inclusion in the *programs of study*.

As the case stands, one must find the explanation for the tremendous explosion of marketing in the framework of the university programs of study for master's degree from the Faculty of

Marketing at the Bucharest Academy of Economic Studies, and from what we know, in the entire country.

The origins of the respective concepts included at the present day in the object of marketing stand for the traditional relations of the enterprise with the external environment that are the subject of other branches of science (Figure 1). For example, relational marketing concepts are based on management relationships with customers and customer relationships concepts. Banks, trade, tourism services in general have in their portfolio such activities as reflected in theory, in separate chapters specific to the management of these activities. Even today, this concept is met in specialized works, treated and developed from the perspective of these branches of science.

In similar position are many other concepts: communication, public

relations, online marketing, electronic commerce, etc.

Most times, these concepts are contested by several branches of science: IT, communication, marketing, trade, etc.

In our opinion, interference is natural, normal, progressive, only exclusivity and required property, even in the educational system, can be damaging.

In the same time, their submission from all these angles, either distinctly by related disciplines or classically to one of the disciplines, by a single person, the holder of course, is difficult and even ineffective.

For this reason, a different approach is necessary, in a manner that implies rethinking elaboration system for the programs of study, in a formula, seen and used with good results in Western Europe countries.

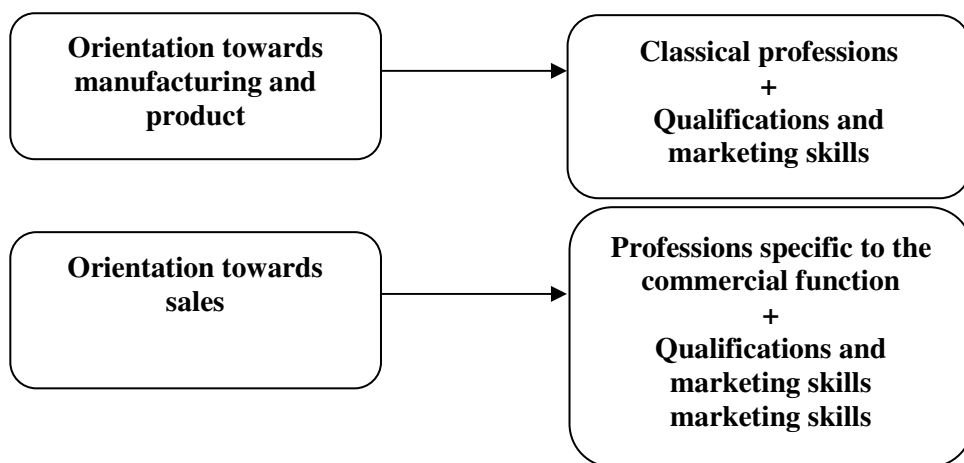


Figure 1. Evolution of the marketing concept and occupational professions
The old marketing concept

b) Modern marketing has as orientation and trend the concept of company integrated marketing, understood as an extension of marketing view and philosophy on people and relationships inside the company. The concept, in the broad sense, is reflected by the emergence and development of some specific tools:

integrated marketing, integrated marketing communication, supply-outlet chain management, etc. (V. Olteanu, 2005).

They originate in the relations between the marketing function and the other functions of the enterprise.

Classical marketing resolves these concepts through cooperation and a

certain position of marketing in the organizational structure (Figure 2).

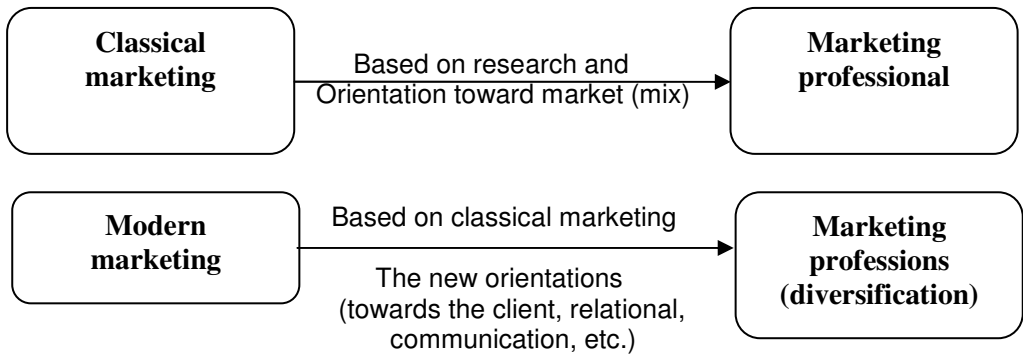


Figure 2. Evolution of the marketing concept and occupational professions. The new marketing concept

Integrated marketing is the concept based on the definition of marketing as philosophy, perspective, vision of all activities in the enterprise and especially the difficulty and inefficiency of the cooperation as a means of implementing it. For this reason the concept of integrated marketing includes a large number of specific tools both placed throughout the company or the other functions of the company. The nature of these tools is both strategic and operational.

Both the strategic and operational natures involve marketing specific knowledge, in the development of the so-called processes.

By their content, activities developed throughout the company and the non-marketing functions are activities that can be carried out, according to traditional classical view, usually oriented towards production or product, and according to the marketing view, oriented towards the market, towards the client, etc.

The marketing view involves either assigning them to some marketing professionals, in which case they need the knowledge specific to the traditional content of the activities, or assigning them to professionals in the traditional fields possessing marketing knowledge (Figure 3).

In both cases it is more than obvious the approach of their professional training in another way that confers some of them appropriate skills and abilities.

In the same position stand other marketing concepts which include: supply - production - sale chain management and company internal marketing.

The object of the supply-sale chain management are activities that through their nature and content aim, above all, at activities specific to the commercial and production functions in the company.

Classical marketing has adjudged the outlet, that he enriched and developed by placing it within the distribution concept.

Distribution managers have found relatively quickly that serving the market is dependent on production, its influence and orientation towards the market being made through the function of marketing of adaptation to the customers' needs and requirements, which often appears to be extremely difficult because, in turn production depends on supply.

Consequently, the optimum formula for achieving the orientation towards the market relies on the approach of the global supply -

production - sale process as a whole and the appropriate resolution by designing a new management system, which regarded from the marketing positions appears market-oriented.

In this case too, the specific supply chain activities are by nature and content marketing specific activities, but which through its contribution appear as amended in relation to the traditional ones.

And the key question is: what skills and abilities the executives should have? The answer is more than obvious: marketing professionals need complementary knowledge specific to other specializations, while non-marketing professionals need marketing knowledge (Figure 3).

How should the educational system meet the requirements of such a situation?

The most spectacular concept is, however, that of internal marketing, aiming at processes specific to the personnel function, found under human resources management. Initially, the

concept has emerged and was developed in services, where we come across a category of personnel coming into contact with the customer, the approach from the marketing point of view in this stage of the processes within the firm being the object of the internal marketing. The need to use a staff able to provide customer-oriented activities imposed the approach of its problems and of the relations of internal communication (component of the management system) in view of marketing, which is why the issue of human resources was placed in a new concept called internal marketing of the firm.

The concept basically revolutionizes the human resources management. As a practical activity it serves the personnel function. As a consequence, the working places belonging to this function include competences and abilities common to the marketing and human resources management, with specific issues in specialists building (figure 3).

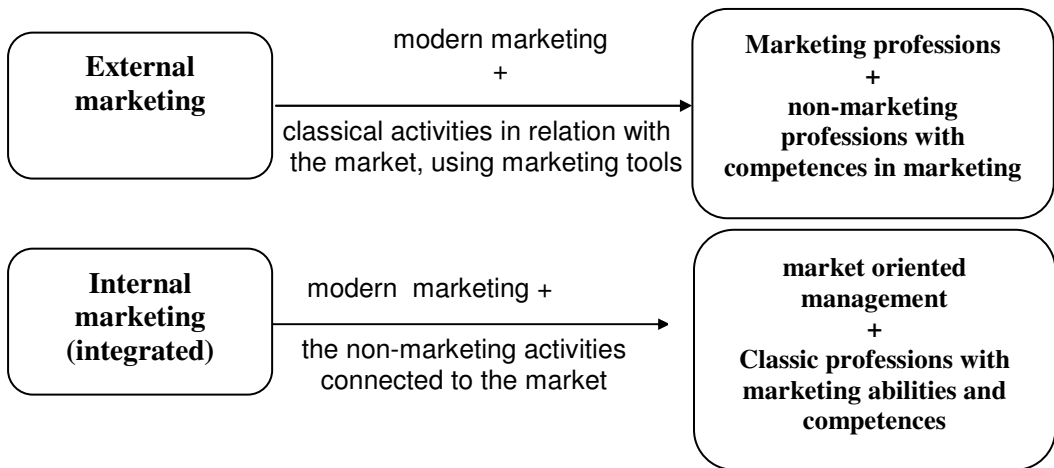


Figure 3. The evolution of the marketing concept and the lucrative professions. Marketing in the new economy

These considerations regarding the evolutions of professions from the enterprise, by comprising competences and abilities that ensure the orientation of the activity of the enterprise toward

marketing, justify the point of view according to which in the new economy the marketing practices become new and also **the educational programmes must be oriented toward marketing.**

This conclusion raise the problem of using the modern marketing in education, as a necessity to modernize the management system and also the educational system.

The evolution of the educational management systems, in the developed countries are framed in this tendency of marketing development (figure 4).

A series of specific instruments, used more and more frequently in the design of higher education programs in the Romanian educational system are an expression of this tendency. Understanding how it works require the understanding of marketing.

The establishment of **higher education cycles** is the first and most important instrument that ensure the formation of specialists, by offering

them competences and abilities in accordance with the evolution of professions in the enterprises.

The correct understanding of the role of each cycle in training the specialists represents the key to orientate the content of educational act toward the lucrative professions of the modern enterprise.

The problem is difficult due to the fact that the educational activity is a service activity, and the services characteristics complicate the situations. There are discussions concerning the name of the specializations, faculties, study programs with implications on the labour market, on the educational market and the content of educational plans.

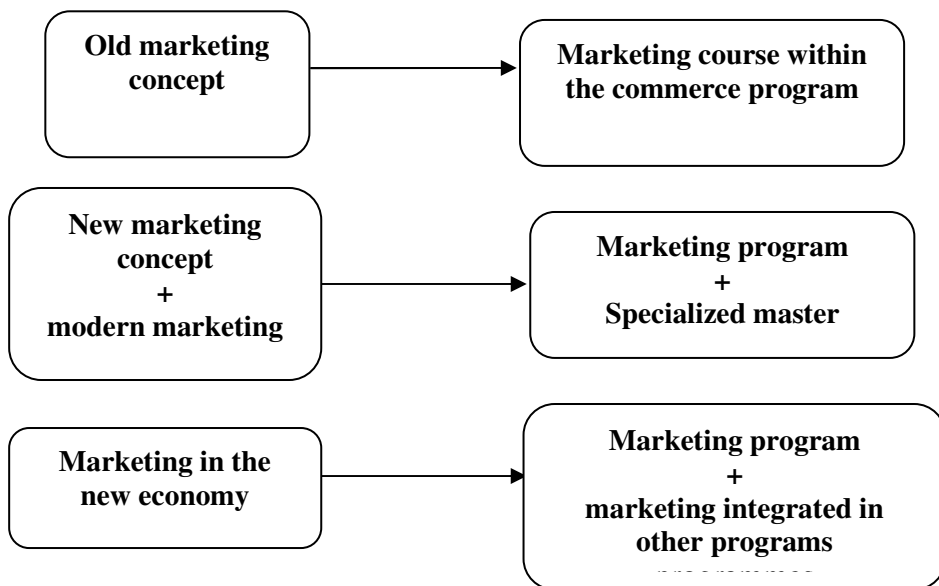


Figure 4. The evolution of the educational system

Using the packs of compulsory courses and optional courses represents another modern instrument to structure and to orientate the study programs toward the market and marketing.

Correctly understood and implemented, they represent a form of orientation toward the client of the educational activity. At the moment,

using this instrument is in the stage of desire in our country, because it does not goes beyond the formal and simple stage. Using it with efficiency require the optimization of the ration between the number of compulsory courses and the optional courses and to modify the mechanism (including legal) of

functioning of the educational system by promptly making it more flexible.

The system of the transferable credits represents a modern tool that solve the problem of ensuring a greater flexibility for the study programs offering unlimited possibilities to adapt the program studies and the disciplines to the market requirements. By its content, the system of transferable credits is not compatible with the rigidity and conservatism of the classical educational systems.

In the same respect is the educational process of continuous, permanent learning. It represents the expression of the necessity to prepare and to learn as long as our active life.

Also this problem is sometime very complex, because it does not represent just a component of the educational system reform, but a reform of the whole society, that must internalize that ensuring the adequate human resources with competences and abilities corresponding to the new economy it is not possible without continuous learning, using adequate training techniques: formation, postuniversity training, professional associations, etc.

The professional associations have developed as an expression of the necessity of those who perform

activities in a certain professional field to organize and perform activities ensuring information, documentation, debates, clarifications and numerous aspects specific to those professions.

At the moment in the acknowledged professions is also the profession of marketing specialists also known as the marketer.

In the world there are a series of association that act in this sector, usually one in each country, the most prestigious being the American Marketing Association.

The national associations are affiliated to international associations. In our country, years ago it was established the Romanian Marketing Association (AROMAR) which played an important role in the development of Romanian marketing.

At the moment, AROMAR basically ceased its activity, the necessity of a professional association is resembled by more and more specialists, the activities performed by the universities and companies are not sufficient, undirectionated and not-specialized.

From this reason it is a historical necessity to reestablish an organization with the statute of association which must be connected to the Romanian economic realities and at specific evolutions on the world market.

REFERENCES

- [1] Balaure V., (coordonator), *Marketing*, Editura Uranus, București, 2005.
- [2] Florescu C., (coordonator), *Marketing*, Editura Didactică și Pedagogică, București, 1975.
- [3] Florescu C., (coordonator), *Marketing*, Editura Marketer, București, 1992.
- [4] Kotler Ph., *Managementul marketingului*, Editura Teora, București, 2005.
- [5] Nicolescu O., Nicolescu L., *Economia, firma și managementul bazate pe cunoștințe*, Editura Economică, București, 2005.
- [6] Olteanu V., *Dimensiunile conceptului de marketing: de la marketingul vertical la marketingul lateral*, Revista de Marketing-Management nr.4/2005.
- [7] Olteanu V., *Marketingul în economia bazată pe cunoaștere*, Revista de Marketing-Management nr.2/2006.
- [8] Sutten D., Klein T., *Enterprise marketing management, the new science of marketing*, John Willey and sons, 2003.