

THE SCIENTIFIC CONTENT OF MANAGEMENT MARKETING AND MARKETING MANAGEMENT

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Abstract:

In the last decenniums, economic literature has debated more and more vividly a new concept – *Management Marketing*¹. The rightful understanding of this compound noun has to take in consideration the complex content of the two sciences, the way in which their conceptual defining, methods and specific instruments appear in the common relation generated by processes and connections through which the company's activities are organically integrated in its economical and social environment.

The present paper brings into discussion some points of view that could contribute to the conceptual understanding of the notions of *Management Marketing* and *Marketing Management*, but also brings some information concerning other expressions linked to these two notions, namely: management of marketing activities (or Management of marketing), marketing of management, managerial marketing or even marketing of marketing.

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The deep knowledge of both management and marketing and, especially, of their convergent evolution, within the company-environment relation, has as point of departure the separate explanation of the two concepts' scientific content.

Management is the coordination process of human, informational, physical (material) and financial resources, in order to accomplish organization's goals (Nicolescu O., Verboncu I., 1999, pg.16). From a functional point of view, this contains all the

¹ The compound noun Management Marketing should not be mistaken with the association of nouns Management-Marketing which represents, most of the times, the unification, under the same name, of the two sciences, Management and Marketing, treated separately.

actions that need to be done in order to lead an organization, with the purpose of accomplishing its objectives.

The functions of management have been settled from 1916 by Henry Fayol in its book called „Administration industrielle générale”, namely: planning, organizing, command, coordination and control.

The management has a normative dimension through which it identifies the company's potential and settles its principles, norms and objectives for its existence and development; a strategic dimension consisting in plans, decisions and actions for the accomplishment of the objectives settled; and an operative dimension consisting in implementation of the strategic plans in the practical activity.

Marketing represents a complex of practical activities, programmed and organized with a general objective of adapting the production to the actual and future needs of the market and of trading the products in the best conditions (Florescu C., 1992, pg.68).

The main functions of marketing are: investigation of market and consume needs; connecting the company to the dynamic of the economical-social environment; satisfying consumers' needs; getting an optimal profit.

Marketing assumes a maximum receptivity concerning the changes in the market and society as a whole, a high adaptation capacity to the consumer needs' evolution, a single vision (marketing vision) over all the activities that form the products and services' economical cycle.

The term “Marketing Management” is taken over from the English literature and is the title of a valued book from 1967, considered a milestone for the marketing thinking, its author - Philip Kotler being, by common consent, appreciated as the father of modern marketing.

The translation of this term in Romanian, especially Teora Publishing House translation, as “**Managementul marketingului**” (the management of marketing), wanted to be a correct grammatical expression, but the term used does not reflect the content of the book, which has a larger vision.

Anyway is written, thought or translated, the term Marketing Management or Management Marketing represents a dual concept.

From the marketing perspective, leading all the company's activities has in view the market and the permanent satisfaction of consumer needs, which means that marketing is a central and guiding concept of management.

From the management perspective, marketing is a main function of the company, that monitors all the activity, especially limit situations (strong points, weak points, opportunities and threats) that have to be dealt with within the so-called management of marketing process, with activities specific for management (analysis, coordination, control).

Because marketing is a young science, still suffering clarifications and delimitations, many economists tend to adopt this term as a main function within the company and not as a guiding principle in all the company's activity.

The concept of Management Marketing (or Marketing Management) must not be understood as an assembly of knowledge resulted from the fusion of the two. It can be considered as a complex concept born from the interdisciplinary approach of one of the most important aspects of the social-economical activity, namely the company-environment relation.

When we make the grammatical accord between the two words - management of marketing (Managementul marketingului) or marketing of management (Marketingul managementului) – it is easier to define the object of activity.

The management of marketing (managementul marketingului), often translated as the management of marketing activities, is understood as a complex of activities containing: „planning, coordination and control of all the company’s activities oriented towards the potential markets, with the objective of accomplishing a permanent satisfaction for the clients needs” (Florescu C., Mălcomete P., Pop Al. N., 2003, pg.352).

As systematic planning, coordination and control are general functions of management, marketing and management professionals believe that management of marketing process is made of the next three phases: analysis, containing all the essential elements of the marketing system (demand, supply, clients, competition, trading goods) and of the company (strong points, weak points, opportunities and threats – SWOT analysis); coordination, which has in view the settling of the main marketing objectives, adopting the corresponding strategies and planning concrete activities in order to achieve the objectives; control, which has to assure the implementation of the strategies and of the marketing mix in the organization’s activity.

Philip Kotler affirms that the management of marketing contains „planning, leading and control of all the company’s marketing activities in order to make and maintain some profitable changes” (Kotler Ph., Saunders J., Armstrong G., Wong V., 2008, pg.757). Within this concept, the main place is held by the management of demand, concretized in the formulation of objectives, policies, programs and strategies for all the problems related to obtaining performances from the activity carried on.

A broader and more recent view of the expression management of marketing („Managementul marketingului”) shows that this term „expresses the manner in which the processes and management relations are organized and carried on by incorporating the marketing philosophy (vision, optic) with its entire suite of concepts, methods, techniques and instruments” (Niculescu O., Verboncu I., 1999, pg.37), becoming more and more clear and visible the so called „market oriented management”.

Marketing of management and marketing of marketing are concepts approached especially by the American school of management through its representative Igor H. Ansoff and by the English school of marketing through Michael Thomas.

In Ansoff’s vision, marketing of management represents the continuous scanning of the external and internal environment in order to obtain the signals concerning the evolution of strategic elements, capable of influencing the company’s operations. The strategic element is Ansoff analysis unit and not the other conventional elements of the business environment (competition, risks, opportunities), which represent the analysis area of marketing.

The marketing of marketing concept, developed by Michael Thomas (Thomas M., 1998, pg.35-36), implies that marketing must improve its reputation as information supplier in markets and consumer needs areas and create closer relations with the other knowledge generating disciplines.

Thus, marketing must act on three plans: a cultural plan, where specialists support their theories and guidelines placing the client on the first place in goods’ circulation chain; a strategic plan, where marketing has a set of techniques for managing internal and external markets and a suite of strategic alternatives for every component of marketing

mix (product, price, distribution, promotion); a tactical plan, where it should be considered all the practical actions for the implementation of the strategies.

A different concept and term compared with the Management Marketing combination described above, yet connected with these two words, is the term **managerial marketing** –linked to the company's most important production factor, human resources.

Also called Job-marketing, this concept develops the theory concerning the organization and developing of selection, education, training and hiring of the best specialists for leading activities.

According to this concept and having in view the marketing side, the manager - employee have to be permanently aware of the present and future demands of the company and of the market, in order to adopt the necessary measures for satisfying the buyers in maximum efficiency conditions.

The main objective of managerial marketing is the study of high skilled labor force demand and its satisfaction by hiring the selected personnel in areas with optimal conditions for the execution of this profession and insuring a maximum economical and social efficiency. Accomplishing this objective implies the elaboration of some special programs, taking into account the fact that the managerial labor force producer is the university, the coach is the perfection center and the beneficiary is the company.

The professionally formed manager has to correctly handle and combine the management and marketing techniques when coordinating the entire economical and social activity.

Conclusions:

The distinct approach of the concepts of management and marketing, but also their interdisciplinary approach by surprising the common relation generated by the organic integration of the company's activities in its environment, represent one of the important premises for the correct defining of the new scientific domain named Management Marketing.

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