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## JUSTIFICATION OF MARKETING ACTIVITY ORGANIZATION AT AN ENTERPRISE

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**Abstract** — In the article the essence of marketing activity organization is justified. The value drivers of marketing activity organization as well as the approach of achieving an effective for it is discussed. The morphological analysis of the term «marketing system» is performed.

**Key Terms** — marketing activity, marketing system, marketing activity organization, morphological analysis, value drivers.

This article develops an emergency approach to the structure and performance of marketing activities at the business unit level, as well as higher levels within organizations, by blending the theoretical implications of traditional organization theory and transaction cost economics. Four proposals have been developed to explain the effectiveness, efficiency and adaptability of various marketing organizational structures. In addition, four basic structures of marketing organization are also explored.

The organization of marketing activity changed the expectations of researchers and company workers, making their behavior more hybrid and making competition fierce. Some of the scientists who have researched and implemented marketing organization are: Dane M., Layton R., Ripley M., Karl C., Ray F. The purpose of the paper is to justify the implementation of the marketing organization system in the market. Marketing organization is:  
seen as a strategy that emphasizes importance;

determine who will make the decisions related to marketing operations;

determine the tasks of each member of the work team and work to delegate authority to this individual to take appropriate decision-making.

From this it can be said that the marketing organization process aims to achieve the greatest efficiency in the implementation of all the marketing work of the organization with high efficiency and quality, which is what the Finishing Profits Company depends on for consultations and studies for all clients.

The morphological analysis of the term «marketing system» is presented in tab. 1.

From the morphological analysis of the term «marketing system» above, there is a similarity in the definitions from the various authors although they viewed the concept of marketing system from different points. This is evident that there is no singular definition that can be authoritatively used as the best.

These definitions opined that marketing system is some form of function(s) or network. G. Dowling argues, «it is a complex social mechanism for coordinating production, distribution and consumption decisions». This attest to the fact that it could be thought of as complex social networks of individuals and groups linked through shared participation in the creation and delivery of economic value through exchange defined by L. Roger.

The main idea of marketing system is not new as similar traits could be seen in other forms of existing system. Marketing system developed over time for most countries from as little as wholesale and retail traders' activities in US to social liberalism in Switzerland and capitalistic enterprise and free competition in Germany.

Table 1

**Morphological analysis of the term «marketing system»**

<b>Author</b>	<b>Definition</b>	<b>Key words</b>
TechnoServe [8]	It is the network of buyers, sellers and other actors that come together to trade in a given product or service	Network
Layton R. [5]	It is a network of individuals, groups, and/or entities linked directly or indirectly through sequential or shared participation in economic exchange that creates, assembles, transforms, and makes available assortments of products, both tangible and intangible, provided in response to customer demand	Network
Dane M. and Andy H. [4]	A multi-function, multi-player arrangement that includes a dynamic combination of people, relationships, functions and rules that determine how a particular good or service is produced, accessed and exchanged	MultiFunction.
USAID [3]	A dynamic space incorporating resources, roles, relationships, rules and results in which private and public actors collaborate, coordinate and compete for the production, distribution and consumption of goods and services.	Dynamic space
BusinessDictionary [6]	Marketing at an enterprise level often includes a diverse set of commercial goals, multiple forms of marketing competencies and the leveraging of internal talent and vendor specializations.	Network
Ripley M. [7]	A marketing system is made up of the many 'supporting functions' and 'rules' shaping how well a market works	Functions and rules
Case K., Fair R., Oster Sh. [2]	It provides an automatic mechanism for distributing scarce goods and services; It ultimately determines both the allocation of resources among producers and the final mix of outputs.	Mechanism

In socialist countries, after the fall of the Berlin wall a drastic change happened to most communist states as they started to gear towards the concept of a marketing system. Most Western European socialist parties began to advocate a new form of marketing system with state-owned enterprises. These changes were as a result of the failure the state and the drive towards globalization of economies.

In USA the marketing system was adopted in 1974 to change its entire system of production, distribution and consumption

In India, development of marketing system was as a result of development in civilization, it combines both ancient and modern systems.

The concept of «marketing system» is the set of actual and potential buyers of a product. These buyers share a particular need or want that can be satisfied through exchange. Thus, the size of a market depends on the number of people who exhibit the need, have resources to engage in exchange, and are willing to offer these resources in exchange for what they want.

According to P. Kotler, marketing is a social and managerial process by which individuals and organizations obtain what they need and

want through the creation of value and its exchange with others. It can be seen as the process by which companies engage customers, build strong customer relationships, and create customer value in order to get value from customers in return. The marketing system defined by Boyd W. [1] is a system for the community level coordination of human activities not by central leadership but by mutual interactions in the form of transactions. For marketing systems to function, the processes of exchanging information about planning, organizing, implementing and controlling the marketing activities and developing marketing interactions must take place

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