COVER PAGE AND DECLARATION

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Introduction:

The main and determining factor for the success of any organization is management and its management capacity. It is the element responsible for achieving the goals and results that all active institutions in society seek to achieve. Marketing is an effective and extremely important activity. This is due to the realization of Officials that the profits of the institution, its continuity, and the achievement of its goals are closely related to the extent of its success in satisfying the needs of consumers, and in order to understand the marketing activity, it is necessary to know the marketing organization. to expand and complicate its activities. Marketing is also considered a local activity to a large extent, while e-marketing is considered a local, international and global activity. As for marketing in the business sector and mega projects; It is considered as the planning tool with which a product, service, or other project is accelerated and promoted to the public; As in the (business to business) sector. As for the concept of marketing management; It is to identify the desires and problems of the target audience, and how to achieve these desires and solve the problems through the product or service that you will provide, and this can be known by analyzing the target audience and knowing what it needs and what it is also concerned with. The concept of marketing management includes all supervisory, executive and analytical activities, and also includes planning activities for the service or product that you provide, ending with pricing the product and determining where it will be distributed or where it will be published and presented to the public. The company's goals for the product or service to be offered to the public have already been achieved.[1]

First: the emergence and development of the concept of marketing

The traditional concept of marketing:

Marketing is a group of human activities aimed at facilitating exchanges. Cotler has developed this concept, which is still the most common, and this concept includes the following:

Marketing is a human activity unlike other activities such as production and consumption.

Marketing aims to facilitate the exchange process, whether the exchange is for one transaction, or for different exchanges.

- The exchange is not limited to goods, but also includes services. The initiative in the exchange process may be on the part of the buyer when he goes to the markets in search of the commodity, as it may be on the part of the seller who goes to the markets in search of buyers for his commodity; Accordingly, the exchange requires: two parties each want to make the exchange, each of the two parties owns things of value from the point of view of the other, each of the parties is able to make contact and deliver what he has.[2]

Stages of development of the marketing concept:

Marketing in its current sense is relatively recent, as both Robert King and Jeron McCarty assert that management in economic institutions did not know the concept of marketing until the fifties, when the prevailing concept before that was the concept of selling, and Robert King believes that the concept of marketing Marketing has evolved through the following three phases:

1- *Production guidance stage (1900-1930):*

in which the problem of production was the focus of management’s concern in the institution, and the definition of production did not face any difficulty because the market was not saturated, so the focus at this stage was on the quantitative satisfaction of needs, and The issues of quality or quality in production were the initiative of the production engineers, and this stage was distinguished after the salesmen intervened in production issues and their job was limited to convincing the consumer that what was produced was what satisfies your need.[3]

2- *The stage of directing for sale (1930-1950)*:

where production increased at great rates thanks to the introduction of scientific management methods in the projects and its economy was characterized by large production, and then there was a need for a distribution system capable of discharging this production, and interest in the sales function increased, but the philosophy of Selling has not changed, so the use of advertising has increased, and marketing research has appeared to provide the organization's management with the necessary marketing information to rationalize its decisions related to production, storage and distribution...etc.[3]

3- *The marketing concept guidance stage (from 1950 to today):*

in which the management in the productive enterprise adopted a new philosophy in production, its concept “It is easier to make what the consumer likes to buy than trying to sell what the product likes to make”, and this phase was characterized by speed. In creating new products to keep pace with the rapid change in consumer tastes, and the intensity of competition in order to attract consumers and gain their satisfaction. Many technological, economic and social factors have helped in the development of this concept.[3]

The modern concept of marketing:

the administrative work of strategic planning for project efforts, directing and controlling their use in profit-oriented programs for the organization, and satisfying the needs of consumers, that work that includes unifying all the activities of the organization (including production, financing and selling) in a unified work system.[4] **This concept is based on eight elements:**

1- An appreciation and understanding of the strategic position of the consumer’s role in its connection with the company’s survival, growth and stability.

2- The management's conscious awareness of the impact of decisions taken in a particular department on other departments and on the overall balance of the company's system with the surrounding systems.

3- The administration's interest in innovating products that are designed in the light of a specific role that is to contribute to solving certain purchasing problems of consumers.

4- The management’s interest in the effects of introducing new products on the company’s profit position in the present and the future, and its awareness of the positive results that will result from scientific planning for new products, in terms of profit growth and ensuring their stability.

5- A general appreciation of the role of marketing research, and units of research for other facts outside the traditional scope of such research.

6- The work of all the departments of the organization through a network of goals, meaning that there is a permanent effort in all sectors of the company directed towards setting specific goals at the company level, and the departments are understood and accepted by managers at different levels.

7- Formal long- and short-term planning of the project's objectives and strategies and plans for what results in a specific coordinated effort in the functional sectors of the company.

8- Create or expand the abolition and reorganization of the company's departments as necessary in light of the mobilization, use and control of the company's overall apparatus towards solving selected consumer problems.[5]

The evaluation of the modern concept of marketing requires the availability of several basic requirements:

- Marketing should be the main guiding factor for the project's philosophy.
- To design the organizational structure of the facility in accordance with this concept.
- Organized planning.
- Product planning and development.
- Carrying out marketing research.
- Emphasizing the importance of advertising and promotion.
- pricing
- Distribution outlets.
- Acting on the basis that the consumer is the master.[6]

Other definitions can also be given, including this definition of marketing:

The most widely accepted definition is that given by the American Marketing Association, which states: "Marketing is the implementation of various enterprise activities aimed at directing the flow of goods and services from the producer to the consumer or user."

The economist Bartels defines marketing as an economic, social and cultural process that aims to meet the needs of consumers for acceptable products and services at acceptable prices.

The American General Electric Company was the first to call for the introduction of the concept of marketing in its modern sense in 1956, and since that time large companies have applied this concept instead of the concept of selling that was prevalent in them.

Second : The differences between the concepts of sales and marketing

The difference can be shown in the following points:[8]

1- Job perception:

the concept of selling is based on the idea of searching for ways and methods that enable the organization to dispose of its accumulated products, while the concept of marketing is based on the idea of searching for ways that the organization avoids the phenomenon of product accumulation, and from here selling is considered a therapeutic concept, while it is considered Marketing is a preventive concept.

2- The search for profit:

the ability to make profit is considered the best quantitative measure in place to judge the extent of success or failure of economic institutions, and then profit-making is a common element between selling and marketing, but the difference between them lies in how, while profit is achieved in The concept of selling by increasing the volume of sales, marketing seeks to achieve profit through consumer satisfaction, which ensures the continuity or loyalty of the consumer to the commodity and his willingness to pay for it.

3- The location of the institution's activities:

the concept of traditional selling, which limits its role to the disposal of production, makes the sales activity follow the production activity and depends on it, narrow and wide. As for the concept of modern marketing, including marketing research, design research, study of consumer behavior and transportation operations and warehousing makes the marketing activity precede the production activity and follow it as well.

4- Focus area:

The selling interest is based on the methods of paying the customer to replace what he has with the insured's goods, while the marketing interest is focused on advanced strategies based on finding what the consumer desires of goods and services, and selling focuses on the seller's needs as opposed to marketing Which focuses on the needs of the consumer, and finally, the primary concern of the institution under the concept of selling is its needs to convert goods into money, while the primary concern of marketing lies in satisfying the consumer, not only through the commodity provided to him, but also for the services attached to it.

5- Integration and singling out efforts:

the concept of selling is linked to the stage of the individual functions of the institution, and the idea of the priority of the production function over the rest of the various functions in the institution. The organization is at the same level of importance to achieving its goals.

Finally, the concept of selling was linked in its inception and development to the disposal of the physical product. As for marketing, it includes revealing what the consumer desires of goods and services, and working to meet them to the satisfaction of the consumer.[8]

Third: Marketing Objectives:

Marketing objectives

mean the final results that the corporation wishes to achieve through the activity of marketing management. There is a consensus among economists and managers that the economic corporation, of different nature, has three strategic objectives that are shared by the various activities of corporations, and these objectives are: profit, growth, and survival.[9]

Profit objectives:

It comes at the forefront of the objectives of the economic institution, and therefore it tries to maximize its profits, but the freedom of the institution is in fact limited in this area, as there are restrictions that prevent the possibility of achieving greater profit, such as the behavior of competitors, government control over prices, and tax legislation Likewise, the institution must strive to achieve an optimal profit and this profit is achievable, which guarantees an acceptable income (higher than the interest rate in the financial market) for shareholders in the capital of the institution, and provides the institution with an investable surplus that achieves the desired growth goal in In the long term, how does the marketing function achieve this much profit??

The role of marketing in making profit:

Some businessmen and management think that making profit is the responsibility of the marketing department. Therefore, the role of marketing is to achieve a profitable volume of sales (by creating new marketing opportunities, searching for profitable market sectors, encouraging the search for new goods...etc.) [10]

The relationship of profit to the profitability of the institution: The absolute value of the profit does not give a true surah about the profitability of the institution, so achieving an annual profit of 10 million dinars may be considered a success indicator for a small institution such as a carpentry workshop, for example, while it represents a step towards bankruptcy for a large institution such as a car production company, but it is considered Profit is an honest expression of the profitability of the institution that must be attributed to all of its assets, which is what is called [the rate of return on capital = net profit / total assets], which measures the amount of profit resulting from each dinar of investment. The financial market is 8%. The amount of profit that the institution must achieve in order to be said to be operating in acceptable terms of profitability is that which makes the rate of return on investment greater than (>8%).[10]

The role of marketing in increasing the rate of return on investment: The role of marketing appears in increasing the rate of return on investment by improving both the profit rate and the turnover rate, given that: [turnover on investment = net profit / total assets] = [net profit / sales] × [Sales/Total Assets]

Whereas, the organization should focus on sales and selling cost together, because this allows it to achieve the increase in the rate of profit in two ways:

- *Either by increasing sales to a greater degree than cost.*
- *Reducing costs to a greater degree than sales.*

And so that the marketing department can contribute effectively to increasing the rate of return on investment, it must be aware of all the elements that contribute to its formation and take them into consideration. [11]

Growth Objective: Marketing contributes to achieving the growth objective through expansion by increasing the sales volume, which comes by increasing the enterprise's share of the market size or conquering new markets. The most important drivers of growth are:

Increasing demand for production: where the organization works to expand its production base, that is, to increase the number of departments and units, which is what is called internal growth.

Increasing the intensity of competition: which leads the institution to make new investments, which leads to an increase in the fixed cost.

Survival goal: The survival of the institution and its continuation of its activity in the market is considered a main goal that all departments and units of the institution share in achieving, and the marketing activity plays a vital role in achieving it. To effectively contribute to achieving the continuity of the organization by performing the following two functions:

Constantly searching for new marketing opportunities: whether by increasing the space occupied by the institution in the existing market or by conquering new markets or switching to more profitable marketing goods.

The necessity of organizing and developing marketing information systems: a system of collecting, processing and writing information in a way that allows it to provide the senior management in the organization with market information in a timely manner, so that it can make sound decisions in all areas of its activity.[12]

Fourth: the organization of marketing management

1. Structural Organization of Job:

It is intended to establish an organizational structure for it, by dividing it into several departments and interests, defining the responsibilities and functions of each of them, as well as defining the qualifications of the people who perform these functions and responsibilities, where we must know the nature of marketing activity, as it is more art than science, But this does not mean that it is not based on scientific rules, but these rules are not sufficient to solve the problem of sales due to the fact that most of these problems stem from the actions of individuals that are not always subject to logical behaviors capable of scientific explanation. A person may be affected by a specific advertisement about a product, and accepts to buy it and at the same time is not affected by another person, and the institution may resort to reducing the price to increase sales, surprised by its decrease and this is the opposite of economic laws.[13]

Importance of Marketing Management: Marketing management occupies a prominent place in the organizational structure of the economic institution, due to its increasing need to carry out studies and analysis of the market, and to know the reactions of customers and competitors..., and the interest in marketing management increases as the institution grows, its production increases, and its market expands, Some institutions may themselves supervise the organization and control of their sales or assign the distribution process to specialized institutions, and the choice between the two methods depends on several factors, the most important of which are: the financial capacity of the institution, organizational capacity, production volume and variety, and the size of the number of customers...etc. [14] The importance of marketing can be highlighted through the following criteria:

- *Distribution costs ratio:* Despite the difficulty of accurately estimating distribution costs, many studies have shown that in most cases they are not less than 25% of the selling price at consumption, and in some cases this percentage may reach 100% or more than the selling price. when production.
- *Employment volume:* the percentage of workers in the distribution field has increased significantly, during which the number of unemployed people in the field of production doubled twice in W.A., while their number in the field of distribution doubled by 12 times during the same period.
- *The difficulty of reducing distribution costs:* The expansion of the use of automated production methods has reduced production costs by half, and in some industries to a third, while distribution costs have not decreased by the same percentage.[15]

Factors to be taken into account in organizing marketing management: The marketing management system varies from one institution to another according to several factors, the most important of which are:

1- ***Nature of the institution:*** in the case of whether it is productive or commercial, the guardian may be able to dispense with the marketing department by assigning the marketing of products to specialized bodies, while the marketing department for a commercial institution is the focus of its activity.

2- ***The size of the institution***: a small institution may not need an independent department for marketing, and it is sufficient to collect several activities or jobs in one department or one department.

3- ***The volume of production*** and the variety of commodities in which the institution deals, as well as their types, into industrial and consumer goods.

4- ***The size and number of markets*** in which the enterprise distributes its production locally, regionally, or abroad.

5- ***Marketing policies:*** such as credit policies, pricing and delivery.[16]

2. Relationships of the marketing department with other departments: Effective cooperation between the departments of the organization is one of the main factors in its success, and the following is a statement of the nature of the relations that the marketing department must link with the most important departments in the institution:

Production management: If the function of production management is to produce what the consumer needs and demands, then the task of determining what the consumer demands rests with the management of the institution, which must inform him in a timely manner of production management, so that production processes can be programmed or modified in accordance with the consumer's desires in The product, and then the need for a permanent interdependence between the two departments, and the means of linking them differ from one institution to another, in small institutions the relationship is direct between them, while in the large institution there are special offices whose mission is to link the different departments of the institution.[17]

The Purchasing Department: This department is often preferred in the large production establishment and the link between them is close, as it is responsible for purchasing all production requirements.[17]

Financial Department: Given the need for sales operations for urgent capital, the sales policies followed by the Marketing Department with regard to granting credit and setting prices must be in line with the financial condition of the institution. A time when the institution complains of a lack of liquidity.[17]

Export management: The difference in the conditions of internal and external trade has led in most major institutions that aspire to conquer foreign markets to separate the marketing department from the export department, as the first specializes in promoting and distributing products at the level of the internal market, while the second specializes in creating the appropriate conditions for the invasion of foreign markets. The company's products are for foreign markets, and the separation between the two departments depends on the extent of the institution's interest in foreign markets, and on the quantity and frequency of its export operations. The export operations may be the specialty of one of the marketing departments of the small enterprise, and in this case the sales manager must be Extensive experience in both internal and external trade conditions.[17]

Conclusion: -

The interest in the marketing process has increased greatly in this era, due to its paramount and very great importance in the process of disseminating products among customers in a very large way, and thus contributing to the process of selling these products and increasing the company's profits. Marketing managers are responsible for developing a plan for the company, developing a strategy and implementing those Strategy through different marketing channels. Generally, these managers are tasked with maximizing the company's potential revenue potential by determining what is needed more from the various marketing channels. Marketing management has become the most important function of any business and commercial organization and it also has a greater impact on the buyer than ever before. Marketing management has gained importance to meet and develop the level of competition and the necessity to improve the methods of distribution and also help in minimizing cost and maximizing profits. We have talked in the past about management with marketing and its importance and how to manage marketing organizations in proportion to the objectives of the organization as a whole.

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