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Bachelor of Economics - Hi sarjana.co.id see you again in this debate. This article will discuss the name of marketing management. If a friend wants to open a certain business, surely all friends need to know the management of product marketing or who friend wants to sell or offer right? Here's a full explanation of marketing management. Marketing Management Understanding is a series of process analyses, planning, implementation, control and control of marketing activities that aim to achieve the company's goals effectively and efficiently. It can also be interpreted as a tool to analyze, plan, implement and monitor a program in a company that was designed to create, create, and maintain exchanges in order to secure profits. These benefits are later used as a way to achieve the ultimate goal of a business or company. On Wikipedia's website, the definition of marketing management is a process for setting marketing goals within an organization. This includes all its activities in order to achieve such a goal, in addition to measuring progress has reached a level that takes into account market opportunities and domestic resources. The marketing manager is a marketing manager who will study the financing structure, profit resources, resources and competencies. Other things that marketing managers don't miss are product differentiation and competitive positions, level of vertical integration, industry history of responses and other factors that are still associated with competitors. Understanding Marketing Management According to experts Several marketing experts explain what marketing management means, among other things, as follows: 1. Philip Kotler (1980) Marketing Management is a process of analyzing, planning, implementing and overseeing programs aimed at conducting exchanges with the intended market in order to achieve the company's goals. 2. Dharmmesta and Handoko (1982) Marketing management is one of the main activities carried out by the company to maintain the continuity of its company, development and profits from stock exchange activities. Long before the product was produced, the marketing process was already possible and did not end with the sale. In addition to sales, such marketing activities should also provide customer satisfaction. This should be done by all companies in order for their business to continue and consumers have a good idea of the company. 3. William J. Stanton Marketing Management is a system of all types of business designed for planning, prices, shares and distribution of goods or services that can satisfy consumers. 4. Sofjan Assauri (2013:12) Marketing Management is the analysis, planning, implementation and monitoring of various programs structured in shaping, developing and maintaining profits as a result of transactions or exchanges to achieve the company's long-term goals. Read more: Entrepreneur 5. Basu Swastha (2008:5) Marketing Management is a whole system of different types of business focused on planning, pricing, promoting and distributing products or services that can meet the needs of both existing buyers and potential buyers. 6. Buchori and Djaslim (2010:5) Marketing management is a process of planning and implementing the concept, pricing, promoting and distributing ideas, products and services in order to produce exchanges that satisfy individuals and meet organizational goals. 7. Ben M. Eniy (2007:130) Marketing management is a process of increasing the efficiency and effectiveness of marketing activities, carried out by individuals or companies. Marketing Management Conditions Some very important terms in the context of marketing include: Products (goods, services, ideas) that are all human work that can be offered to other people in the form of goods, services or ideas. Consumers will love a product that offers better quality, better performance and the best character, so the company needs to focus on conti with continuously improving the product as products that are easy to obtain and very affordable, so management should focus on improving production efficiency and distribution. The value of a consumer's assessment of a product to meet them, what he feels or wants, the difference between the value that a customer enjoys to own and use a product and the cost of owning a product. Cost is the price consumers have to pay for the product they consume. The satisfaction is how satisfied consumers are for the product they consume (the suitability between expectation and reality). Such customer satisfaction is the level at which perceived performance will be in line with the expectations of the buyer or no market, which is a place that contains all potential customers who intend to deal with the product. The concept of Marketing Management Concept Can be interpreted as a business philosophy where consumer demand is an economic and social condition for the continuity of the company's defense. The goal is to give satisfaction to what consumers want (Stanton, 1978). Therefore, any marketing activity in the company should be aimed at Goal. There are 3 important elements that include the concept of marketing management including: 1. Consumer Orientation (Market Oriented) The best marketing concept is to make consumers a top priority. That's why in marketing strategy always put consumers first. In marketing, consumers are usually considered king, and the manufacturer is the servant who gives the king the needs. Manufacturer services can be made by providing a variety of attractive offers, ranging from the best products to the way customers serve. 2. Dynamic marketing planning as a form of careful preparation of various marketing activities. All marketing activities, ranging from strategy, implementation, analysis, oversight and various other marketing activities, should be prepared in detail. Read more : Understanding the effectiveness of the experts in this way, the process of analyzing and overseeing marketing results can be done well. This will ultimately make it easier to evaluate and adjust marketing activities. Consumer satisfaction The most important element of marketing is consumer satisfaction. This customer satisfaction can be measured not only by the quality of the product, but also by the way the marketing strategy is implemented. A business marketing management function or a growing company must understand good marketing management, especially in this era of globalization, when many competitors want to compete in their products market even in different countries. The company has an obligation to manage marketing and to attract it as an important strategy to achieve its goals. Marketing management has several functions, namely: 1. Exchange function Here the function of sharing in marketing management is divided into two main functions, namely the function of procurement and sales. In addition, the procurement function means that the role of marketing management serves as a reciprocal marketing process. Thus, special strategies are needed, especially in understanding activities that can attract consumers to purchase. While the sales feature is included in the activity to attract sellers and buyers who can be made directly or through intermediaries. 2. The Fisis function of physics in marketing management is focused on the usefulness of time, location and form that must be considered on the product when the product will be transported, processed and stored until it reaches the hands of the consumer. If not properly reviewed and planned, it may be that the company will suffer a large loss due to the processing of products that are not standardized. 3. Function This marketing management mechanism also has a function as a security tool because it will be associated with all activities that can start marketing operations. Funding functions include all collection, communication, sorting processes in accordance with standards and funding. The overall function of marketing management in terms of marketing management in general is to conduct consumer research. Distribution of a product or product. Provide good service or customer service. Improve and develop the product. Set the price. Make marketing more efficient and efficient. Evaluate your advertising and distribution strategy. Connect with consumers. Meet the needs of consumers and the market. Marketing Management Goals In total have 6 marketing management goals, including the following: 1. Requests for the sale of buildings can only occur if there is demand from consumers. To create demand, it takes various marketing efforts to create consumer interest and curiosity about products. 2. Meeting the needs of consumers is not enough to get only one request from the consumer to achieve the company's goal. The next goal is to be able to build customer satisfaction by understanding the needs or desires of consumers, as well as knowing how products can meet those needs or desires. Read more: Production Management 3. Gaining market share The next marketing management goal is to get positive progression from market share products. The market is like a cake and every piece of cake is a picture of market share. All companies expect to increase and expand market share or sales. Although sometimes the only goal is to maintain the market share that has been obtained. 4. Making a profit the ultimate goal of all companies is to make a profit. And each company sets a different amount of profit as a measure of its success. Achieving this amount of profit is one of the goals in marketing management. How a company can sell at optimal margin value can lead to maximum sales. 5. Getting the images as expected, in addition to profit, the goal is to get the image in line with expectations. A good image of the product and the company will have a positive impact on the company, both from the point of view of consumers, partners, investors and workforce. 6. Maintaining the continuity of the marketing business is the initiator of the company to achieve the goals of sales, satisfaction and profit. That is why the continuity of the company part of the marketing management goal. The task of marketing management is aimed at being able to learn the needs or desires of consumers. Aim to be able to develop a product concept or product concept for consumer or market needs and meet. The goal is to be able to create product design and evolve in packaging as well as brands. Aim to be able to organize distribution and check sales. Aim to be able to create marketing communication efficiently and efficiently. The goal is to be able to set prices to get a decent return on investment. An example of marketing management, if you know its understanding and function above, here's an example of marketing management. This management was conducted by Ahmad on a fruit product, melon. This management began when Ahmad produced fruit from melon farmers in his village. After production, Ahmad conducted a price study of the market and made it as a basis for determining the selling price of fruit and vegetable products. After successfully determining what the sale price is Rp 8000 /Kg, Ahmad then transported this melon fruit to market. Then, to attract the interest of his customers, Ahmad gave a special price, which if the purchase is more than 5 kg, the consumer gets a discount of 5000 rp. Having successfully sold all the fruit, Ahmad made a calculation of the sale. This is the discussion of the strategy √ marketing: the most complete understanding, concept, function and purpose. The company cannot achieve its main goal without good and strategic management. Hopefully this is useful and can add more knowledge. Many thanks. Read also: Other articles: : pengertian manajemen pemasaran menurut para ahli. pengertian manajemen pemasaran menurut para ahli 2016. pengertian manajemen pemasaran menurut para ahli 2017. pengertian manajemen pemasaran menurut para ahli terbaru. pengertian manajemen pemasaran secara umum. pengertian manajemen pemasaran menurut ahli. pengertian manajemen pemasaran agribisnis. pengertian manajemen pemasaran menurut para ahli tahun 2017

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