

MARKETING: CONTEMPORARY APPROACHES

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Розглянуто нові форми та сучасні підходи у галузі маркетингу. Охарактеризовано основні етапи розвитку, такі як маркетинг відносин, промисловий та соціальний маркетинг, філософія брендів.

Recent approaches in marketing are the relationship marketing with focus on the customer, the business marketing or industrial marketing with focus on an organization or institution and the social marketing with focus on benefits to the society. New forms of marketing also use the Internet and are therefore called Internet marketing or more generally e-marketing, online marketing, search engine marketing, desktop advertising or affiliate marketing. It tries to perfect the segmentation strategy used in traditional marketing. Internet marketing is sometimes considered to be broad in scope, because it not only refers to marketing on the Internet, but it also includes marketing done via e-mail and wireless media.

1. Relationship marketing / Relationship management (1960s to present day). Emphasis is placed on the whole relationship between suppliers and customers. The aim is to give the best possible attention, customer services and therefore build customer loyalty.

2. Business marketing / Industrial marketing (1980s to present day). In this context marketing takes place between businesses or organizations. The product focus lies on industrial goods or capital goods rather than consumer products or end products. A different form of marketing activities like promotion, advertising and communication to the customer is used.

3. Social marketing (1990s to present day). Similar characteristics as marketing orientation but with the added proviso that there will be a curtailment on any harmful activities to society, in product, production, or selling methods.

4. Branding (2000s to present day). In this context, "branding" is main company's philosophy and marketing is considered an instrument of branding philosophy.

An orientation, in the marketing context, related to a perception or attitude a firm holds towards its product or service, essentially concerning consumers and end-users. Throughout history marketing has changed considerably as consumer tastes are changing faster.