

## **MANAGEMENT DECISION MAKING IN MARKETING**

Theoretical bases of management decision making in marketing, that rapid growth now in the western theory and practice of management, must be adapted to the crisis conditions of Ukraine and widely utilized in domestic science and economic activity of the Ukrainian commercial firms.

Marketing purpose is to define needs and demands of consumers, to set the system of consumer favors (their preferences, what they turn attention at the first, etc.), to find out where and when users purchase products, how they get information about its advantages and even about existence (to define what forms and methods of advancement of commodities and services are better at the market), why users prefer your goods than other's ones.

Therefore concept, "marketing" in wide sense is not limited to studying only consumer's demand, but also tells how to promote new products at the market.

The process of management marketing is complicated and many-sided, he foresees the selection of such important categories as functions. In functions a management opens up nature and maintenance of administrative activity on all of levels of management an enterprise.

Management functions are relatively separate kinds and directions of administrative activity, which are characterized complete homogeneity, complication and stability. They help to carry out purposeful influence on object and subject management with the purpose of meeting a goal objective in concrete terms socio-economic processes.

A management should be considered as a cyclic process, which consists of concrete types of administrative works, urgent management functions. Management functions are a concrete types of administration, that is performed using the special receptions and methods, and also proper organization of work and quality assurance.

As evidently, one of basic components which make maintenance of management are functions. So we need to know the goal we should achieve, we need to know how to organize activity, how to motivate and control its implementation. Management functions have specificity. They can be operated as separate or dependent entities or even they can be part of other one.

For example, information, collected by implementation of control function, "tells" managers, as their plans are fulfilled (planning function). At the same time control must be properly explained and organized (function of motivation and organization). In other words, in control the system all of administrative functions are united in the unique integral process.

If a manager wishes to provide the "bright future" of the company, he should carry out all of administrative functions constantly. And he should begin from planning. If it is planned, it should be organized, and workers geared-up for its implementation.

Quality of working process in a large measure depends on propulsive reasons, offered a manager. To define exactness of fulfilling the plans, it is needed to control the working process.

Thus, management functions can be presented as types of administrative labour, related to administrated object. In the management process the following basic functions are executed: planning, organization, motivation and control.

Each of four functions of management is a very important for company. At the same time planning as management function provides basis for other functions and considered the most important from them, the functions of organization, motivation and control, are oriented to fulfilling the tactical and strategic plans of organization.

It follows to underline that sphere of knowledges about a management marketing in everyday marketing activity directly related to the questions of management economic relationship. In other words, in economic activity it is extraordinarily difficult to define actually an administrative decision from a decision which carries marketing character.

And although in a theoretical plan this difference is fixed, in actual fact every decision realizes some mechanisms of adjusting of market relations which are the article of marketing theory.

In the field of management directly a management marketing comes forward as motivation of labour of step of enterprise, estimation of economic decisions, strategic planning, choice of form of ménage, structure of management, management a personnel, imitation design et al.

Base principle of marketing on an enterprise is an exposure of market necessities, development and realization of marketing's strategies, providing of satisfaction of these necessities, is at more high-quality level, than for competitors.

In the conditions of continuously variable market environment an enterprise keeps the positions offers new commodities, promotes quality and range of goods and services, provides an effective informative exchange with users by sales promotion.