



Volume: 03 Issue: 05 | May 2022 ISSN: 2660-454X

<http://cajitmj.centralasianstudies.org/index.php/CAJITMF>

Marketing Planning and its Types

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Received 16th Mar 2022,
Accepted 19th Apr 2022,
Online 25th May 2022

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Abstract: Enterprises during their development, have applied different concepts in their business, depending on the time, conditions and opportunities. The very understanding of the marketing concept is one of the most relevant dimensions in the enterprise business. To properly understand the key concept of marketing, it must be emphasized that the activities of the enterprise have a beginning and an end to the consumer. The enterprise through marketing identifies needs and requirements, analyses and follows them until they are met. According to the marketing concept, the focus of all enterprise commitments is the market, respectively the consumer. The company will not be successful in its business, if it does not carry out research, market research for the market and the consumer in advance. In today's conditions of technical-technological development and high level of developmental perfection it is possible to produce everything. A special problem is where and how the products and services will be placed. Undoubtedly, marketing has its primary role and function for solving this problem.

Keywords: Marketing, types of marketing, market, consumer.

Introduction

Marketing starts its activities in the market and ends in the market. Initial marketing activities are related to market research and research, identifying competition and finding customers. Using relevant information, decisions are made: what to produce, at what cost, for which market and for what time? The company must not work with conjectures and base judgments that must be drawn in support of information coming from the market and the consumer. If we work without this data, the company will be destroyed very quickly because it is not clear what the market, the consumer wants and how the

competition works. Through information, the preparations of the offer are stable, for the benefit of the customers but also in the service of the realization of the objectives of the enterprise.

Remaining satisfied customer with what they bought, I will not forget other times to buy the same or similar types of products or services because it has created satisfaction, conviction and confidence in the values previously purchased. It is not important for the consumer to buy only once, but for the enterprise it is beneficial for him to be a regular and loyal buyer for a longer time. To this end, experts, marketing specialists or businessmen themselves monitor the state of market demand to be able to make the necessary and dictated changes in the quality and prosperity of supply.

Method

During the formulation of the paper, methods were used which helped me to finalize this paper. Therefore, I emphasize that the primary method was that of research, as I had to do a research on the topic that I address, which topic is exactly research. Above all, I can emphasize that the comparative method of the writers' opinions on the research is used, as well as the descriptive method. Since through research and scientific methods it has been attempted to highlight the characteristics of the topic about research and therefore these methods are used in the formulation of the paper.

I. Understanding Marketing

Marketing is the study and management of exchange relationships. [1] Marketing is the business process of building satisfying customer relationships.[2] With its customer focus, marketing is one of the key components of business management.[3] Marketing is defined by the American Marketing Association as "the activity, group of institutions and processes for creating, communicating, distributing and exchanging offers that have value to customers, clients, partners and society at large." [4] The term developed from the original meaning which refers literally to going to market with goods for sale. From a sales process engineering perspective, marketing is "a set of processes that are interrelated and interdependent with other functions" of a business that aims to achieve customer interest and satisfaction. [5] Philip Kotler defines marketing as satisfying needs and desires through an exchange process. The Chartered Institute of Marketing defines marketing as "the management process responsible for identifying, forecasting, and meeting the demands of profitable customers." [6] A similar concept is value-based marketing, which defines the role of marketing to contribute to increasing shareholder value. In this context, marketing can be defined as "the management process that seeks to maximize returns to shareholders by developing relationships with valued customers and creating a competitive advantage." [7] The practice of marketing was commonly seen as a creative industry in the past, which included advertising, distribution, and sales. However, because academic marketing studies make extensive use of the social sciences, psychology, sociology, mathematics, economics, anthropology, and neuroscience, the profession is now widely recognized as a science allowing numerous universities to offer Master of Science (MSc). The marketing process is that of bringing a product to market, which includes the following steps: extensive market research; market targeting and market segmentation; defining distribution, pricing and promotion strategies; developing a communication strategy; budgeting; and visioning the long-term goals of market development. Many parts of the marketing process (e.g. product design, art director, brand management, advertising, copywriting, etc.)

I.1. Definition of Marketing

The notion of marketing summarizes the business philosophy of the enterprise, institution or individual which is characterized by concentration, respectively focus on the consumer, expressed through the constant and harmonious effort of the whole enterprise in the process of meeting the needs and desires of the consumer and self-realization of objectives. of the enterprise. [8] The concept of marketing is the philosophy according to which the goals of profit of the enterprise can be best achieved through recognizing the wishes and needs of target groups of customers and meeting those needs through interrelated activities and commitments of all structures and levels. of enterprise organization. [9] In 1954, Peter Drucker, very clearly emphasized the role of marketing for the success of the enterprise. Even today his concept on marketing has undeniable value and sustainability:

"If we want to know what our job is, then we have to start with the mission ... There is only one right definition for the mission of the enterprise: customer satisfaction. What the enterprise intends to produce is not of primary importance — especially not for its future and success. "The decisive factor is what the consumer thinks to buy, i.e. what represents value to him - this determines what your company is, what it produces and whether it will prosper."

From the fact that the understanding of the key marketing concept focuses on the consumer, every business entity that deals with the production of products and services, to be successful must never forget that:

- In the economy and the free market the consumer is king,
- Every time we have to put ourselves in the skin of the consumer,
- Consumer benefits from our product or service must be understood,
- We should sell based on the needs and requirements of customers and not based on our needs, product features and its properties,
- Meeting the needs of the consumer, the permanent goal is to satisfy his satisfaction.

However, in the modern economy it is very difficult to achieve the fulfilment of all the needs of the consumer and to create a sense of satisfaction for them. Moreover, it should be borne in mind that the wishes, needs and requirements of the consumer are dynamic and changing phenomena that are not given once and for all. On the other hand, so far there is no regulator which in the market would avoid the introduction of unwanted products and services. The correlation between marketing and customer needs is not simple but it is a very complex correlation. It is essential to make a clear distinction between the needs, wants and requirements of consumers. This distinction, of course, often initiates the well-known critique of marketing, according to which marketing designs and shapes needs or that marketing pushes consumers to buy products or services that they do not really need. Marketing, in reality, affects the demand by trying to create a product or service that is attractive and acceptable to the consumer, at a reasonable price and that is easy to reach the desired product. Marketing is so important that it cannot be considered as a separate function. It is the whole business seen from the point of view of the end result, from the point of view of the consumer.

1.2. Background-Origin of marketing

The initial traces of marketing originate and are found in the earliest forms of exchange. The development of the monetary system, the creation and affirmation of points of sale, the creation and development of urban centers in general, as well as a number of other economic and social factors

significantly influenced the facilitation and refinement of the exchange process. End of the century. 19. as a time of technical-technological revolution, also marks the beginning of the marketing system. Until then, "surplus" production was not typical, so the exchange relations were of a limited nature. With the technical-technological perfection, efficient industrialization, economically reasonable transport, reduction of prices, abandonment of the practice of "self-sufficiency", tendency towards purchasing, popularization of urban centers, specialization of work, etc. emerged. which nevertheless and inevitably spurred the development of the exchange process. Viewed from a historical perspective, we can generally distinguish five periods of marketing evolution (Kotler Ph. & Keller, K.L., 2011). [10]

II. Types of Marketing Communication

Marketing communications (MC, marcom (s), marcomm (s)) uses different marketing channels and tools in combination: [11] Marketing communication channels focus on each way a business communicates a message to the desired market, or market in general. A marketing communication tool can be anything from: advertising, personal selling, direct marketing, sponsorship, communication and public relations promotion.

II.1. Types of marketing intended by the natural person

The marketing of an enterprise, i.e. a product can be done directly by natural persons, thus selling the person personally a product, then promoting sales, and so on:

II.1.1. Personal sales

Personal selling occurs when a sales representative meets with a potential customer for the purpose of conducting the sale. Many sales representatives rely on a follow-up sales process that usually involves nine steps. Some sales representatives develop scripts for all or part of the sales process. The sales process can be used in face-to-face meetings and telemarketing.

Personal selling can be defined as the "process of person-to-person communication between a salesperson and a prospective customer, in which the former learn about the customer's needs and try to meet those needs by offering the customer the opportunity to buy something with value, as a good service or service ". The term can also be used to describe a situation where a company uses a sales force as one of the main ways it communicates with customers. [12]

Oral presentation given by a salesperson approaching individuals or a group of potential customers:

- Live, interactive relationships
- Personal interest
- Attention and response
- Interesting presentation
- Clear and complete.

II.1.2. Sales promotion

Sales promotion is one of the elements of the promotional mix. (The main elements in the promotional mix are advertising, personal selling, direct marketing and publicity (public relations). Sales promotion uses both media marketing communications and media for a predetermined and limited time to increase

consumer demand, to boost market demand or improve product availability. Examples include contests, coupons, freebies, loss leaders, points of purchase, premiums, rewards, product samples, and discounts.

Sales promotions can be directed at either the customer, the sales staff or the members of the distribution channel (such as retailers). Customer-targeted sales promotions are called customer sales promotions. Targeted sales promotions to retailers and wholesalers are called trade sales promotions.

Sales promotion involves several communication activities that seek to provide additional value or incentives to consumers, wholesalers, retailers, or other organizational customers to stimulate immediate sales. These efforts may attempt to stimulate product interest, judgment, or purchase. Examples of equipment used in sales promotion include coupons, samples, premiums, POPs, contests, discounts and lotteries.

Sales promotion is implemented to attract new customers, retain existing customers, fight competition and take advantage of opportunities discovered by market research. It consists of activities, both outside and inside activities, to increase the company's sales. Outdoor sales promotion activities include advertising, publicity, public relations activities, and special sales events. Indoor promotion activities include window displays, display of promotional and promotional materials such as prizes and contests. [13]

Sales promotions often come in the form of discounts. Discounts affect the way consumers think and behave when shopping. The type of savings and its location can affect the way consumers see a product and influence their purchasing decision. [14] The two most common discounts are price reductions ("on sales items") and bonus packages ("main items"). Price discounts are the reduction of original sales by a certain percentage, while bonus packages are deals in which the consumer gets more for the initial price. Many companies present various forms of discounts in advertisements, hoping to convince consumers to buy their products.

II.1.3. Public relations

Public relations (PR) is the practice of managing the dissemination of information between an individual or an organization (such as a business, government agency, or nonprofit) and the public. [15] Public relations can involve an organization or individual gaining exposure to their audience by using topics of public interest and news articles that do not require direct payment. This distinguishes it from advertising as a form of marketing communication. Public relations is the idea of creating free customer coverage, instead of marketing or advertising. But now, advertising is also part of the larger PR activities. [16] An example of good public relations would generate an article with a client, instead of paying for the client to be advertised next to the article. [17] The purpose of public relations is to inform the public, prospective clients, investors, partners, employees and other stakeholders and ultimately persuade them to maintain a positive or favorable view of the organization, leadership, products or policy decisions. . Public relations professionals typically work for PR and marketing firms, businesses and companies, government and public officials such as PIOs and NGOs, and nonprofits. Central public relations tasks include the account coordinator, the account executive, the account supervisor, and the media relations manager. [18]

Public relations specialists establish and maintain relationships with an organization's target audience, the media, relevant commercial media, and other opinion leaders. Common responsibilities include designing communication campaigns, writing newsletters and other news content, working with the press,

organizing interviews for company spokespersons, writing speeches for company executives, acting as the organization's spokesperson, preparing clients for press conferences, media interviews and speeches, writing website and social media content, managing the company's reputation (crisis management), managing internal communications and marketing activities such as brand awareness and managing events. Succeeding in the field of public relations requires a deep understanding of the interests and concerns of each of the company's many actors. The public relations profession needs to know how to address those concerns effectively using the most powerful public relations trading tool, which is publicity. [19]

II.1.4. Publicity

Publishing involves reaching the media space, without having to pay directly for such coverage. As an example, an organization might have the launch of a new product covered by a newspaper or television segment. This benefits the firm in question as it makes consumers aware of its product, without necessarily paying a newspaper or TV station to cover the event.

II.1.5. Advertising

Advertising management is a planned managerial process designed to oversee and control the various advertising activities involved in a program to communicate with a firm's target market and which is ultimately designed to influence decisions of consumer purchase. Advertising is just one element in a company's promotional mix and as such, should be integrated with the overall marketing communication program. Advertising is, however, the most expensive of all promotional items and therefore needs to be managed carefully and responsibly.

Marketers use different types of advertising. Brand advertising is defined as a non-personal communication message placed in a paid and intermediate medium designed to convince target consumers of a product or service benefit in an attempt to force them to make a purchase. Corporate advertising refers to paid messages designed to communicate corporate values in an effort to influence public opinion. However, other types of advertising such as non-profit advertising and political advertising present specific challenges that require different strategies and approaches.

Advertising management is a complex process involving multi-layered decision making including emerging advertising strategies, setting an advertising budget, setting advertising targets, target market definition, media strategy (involving media planning), developing the message strategy and evaluating the overall effectiveness of the advertising effort.) Advertising management may also involve the acquisition of media.

II.2. Types of marketing intended by objects

From what was said above, it implies that marketing can be done by the object or subject that deals with marketing, such as:

II.2.1. Agricultural marketing

Agricultural marketing is intended to cover the services involved in moving an agricultural product from the farm to the consumer. It is also the planning, organization, management and handling of agricultural products in such a way as to satisfy the farmer, producer and consumer. To do this, numerous interrelated activities are involved, such as production planning, growing and harvesting, sorting, packaging and packaging, transportation, storage, agri-food processing, distribution, advertising and sales. Effectively,

the term encompasses the entire range of supply chain operations. However, its main function is to assist in the management of these services, providing competent and capable market information, thus linking other operations in an integrated service with the intended results. [20]

II.2.2. Business marketing and industrial marketing

Business marketing is a marketing practice of individuals or organizations (including commercial businesses, governments and institutions). This allows them to sell products or services to other companies or organizations that innovate, use them in their products or services, or use them to support their work.

Business marketing is also known as industrial marketing or business to business marketing (B2B). Despite the division of organizational marketing dynamics with marketing for governments, business marketing in government is different. [21]

II.2.3. Destination marketing

A destination organization, often referred to as a destination organization or management organization, congress and visitor bureau, or tourism board, is responsible for promoting a community as an attractive travel destination and enhancing its public image as a dynamic place for it. lived and worked. Through the impact of travel, they strengthen the economic position and provide opportunities for people in their community.

Such organizations are essential to the economic and social well-being of the communities they represent, directly impacting the economy through the visitor economy and fostering development across the economic spectrum by creating familiarity, attracting decision-makers, supporting air service and improving the quality of life in a country. Destination promotion is in fact a public good for the good and well-being of all; an essential investment that no community can afford to lower without causing harm to the future economic and social well-being of the community. [22]

II.2.4. Global marketing

Global marketing is "worldwide-wide marketing that reconciles or takes commercial advantage of global operational differences, similarities, and opportunities to meet global objectives." [23] Global marketing is also a field of study in overall business management to provide valuable products, solutions and services to customers locally, nationally, internationally and worldwide. International marketing is the export, franchising, joint venture or full direct access of an organization's product or service to another country. This can be achieved by exporting a company's product to another country, entering through a joint venture with another firm in the target country, or foreign direct investment in the target country. Then the development of the marketing mix for that country - international marketing is required. It can be as direct as using existing marketing strategies, mixing and exporting tools on the one hand in a complex relationship strategy including localization, local product offerings, pricing, production and distribution with personalized promotions, offers, website, social media and leadership. Internationalization and international marketing meet the needs of selected foreign countries where the value of a company can be exported and there is learning, optimization and efficiency between enterprises and firms in economies of scale and scope.

II.2.5. Relationship marketing

Relationship marketing was first defined as a form of marketing developed by direct marketing marketing campaigns, which emphasizes customer retention and satisfaction, rather than focusing on sales transactions. [24]

Relationship marketing differs from other forms of marketing in that it recognizes the long-term value of customer relationships and extends communication beyond intrusive advertising and sales of promotional messages. [25]

With the rise of internet and mobile platforms, relationship marketing has continued to evolve as technology opens up more communication and communication channels. This includes tools for managing customer relationships that go beyond demographic and customer service data. Relationship marketing extends to include inbound marketing efforts (a combination of search engine optimization and strategic content), PR, social media, and application development. [26]

II.2.7. Social marketing

Social marketing is the use of marketing theory, skills and practices to achieve social change. It has the primary goal of achieving the "social good". [27] Traditional marketing marketing goals are primarily financial, although they can have positive social impacts. In the context of public health, social marketing will promote overall health, raise awareness, and foster behavioural change. Looking at social marketing, as just using standard commercial marketing practices to achieve non-commercial goals is a simplistic view.

Social marketing seeks to develop and integrate marketing concepts with other approaches to social change. Social marketing aims to influence behaviours that benefit individuals and communities for the greater good of society. The goal is to deliver socially sensitive and segmented competition change programs that are effective, efficient, equitable and sustainable. [28]

Increasingly, social marketing has been described as "two parents". The "social parent" uses the social science and social policy approaches. "Parent marketing" uses marketing approaches in the commercial and public sector. Recent years have also witnessed a broader focus. Social marketing now goes beyond influencing individual behavior. It promotes socio-cultural and structural changes relevant to social issues. Consequently, social marketing scholars are beginning to advocate for a broader definition of social marketing: "social marketing is the application of marketing principles to enable individual and collective ideas and actions in pursuit of an effective, efficient, social transformation. equal, just and enduring. " The new emphasis places equal weight on the effects (efficiency and effectiveness) and process (equity, fairness and sustainability) of social marketing programs. [29]

Conclusion

The importance of marketing is more than clear today. Marketing is so present in our daily lives that it greatly affects our lifestyle by constantly transforming it and society as a whole. Although it tends to adapt to a particular economy and society, marketing ultimately changes our lives, our behaviors. The enterprise is connected to the market, while this connection is provided by marketing. Marketing is essential for the success of enterprises and in this sense it ensures the realization of major goals, namely the survival of enterprises, growth and development. Marketing enables better identification of consumer behaviors, market research, presentation of ideas, communication with the public, etc. Depending on how the products and services are promoted, the customer demand for them and the result of the firm will

depend. In modern conditions, marketing skills and abilities are becoming more and more demanded and needed by people who work or want to be hired easier and faster. Possessing marketing skills and abilities means being able to understand the needs and desires of others, possessing the ability to motivate or influence, possess the ability to resolve remarks or conflicts, possess the ability to present, persuade etc. these skills which can have general or universal application. Given that all enterprises are market-oriented, these skills and competencies should be planted in all those who work or intend to be employed in certain companies or corporations in order to realize the vision, mission and strategies of tire. The marketing sense is very important for employees or for those who are trying to get hired even though the target position is probably not directly related to marketing. In fact, it's all about marketing in business. Possession of marketing skills and abilities will ensure a better possibility of candidates in interviews, will impress the employer or the interview panel, while in employees will stimulate innovative thinking, increase identification with the organization or company and along with their motivation. Although the impression is created that these skills and abilities are applicable only in business, it does not mean that they are not applicable in activities or other forms of organization, such as: in the public sector, in non-governmental organizations, etc. Everything that has to do with the citizen (client or consumer), with his needs and desires requires the need to possess these skills and abilities. Even in the public sector these skills and abilities can be useful, both for the organization or institution, and for the citizen. The public sector is essentially about meeting or satisfying the general needs of society, i.e. it does not aim at profit, but at the moment of making contacts with the public, marketing skills and abilities are highlighted which today are considered as a standard of behaviour. with the public. In terms of business scope, of course the importance of marketing skills and abilities is more pronounced. It does not mean that only the marketing manager should possess these skills and abilities, he must necessarily possess them at the expert level, but their dissemination in the enterprise is also necessary.

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