DATA BASE MARKETING MANAGEMENT SCOPE

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Abstract

Marketing Management. Marketing concept. The scope of marketing management. The purpose of marketing management. Financial success often depends on marketing ability. Marketing management is analyzing, planning, guiding or directing, implementing, monitoring which raises an exchange to meet the wants and needs of consumers with the aim of mutually beneficial and making the market a target / facility potential.

Keywords: marketing management

A. INTRODUCTION

Marketing Management comes from word alloys management and marketing, so it must be known first what is it management and what it is marketing. Management (management) is analyzing, planning,

implementation, organizing, direction, and supervision human resources for complete an activity

in order to achieve the objectives already previously determined together. Marketing (marketing) is direction something needed by consumers in a way exchange. So, Marketing management is analyzing, planning, pe guidance / direction, implementation, penga wasan which raises exchange to fulfill wants and needs consumers with mutual goals profitable and make the market as

potential targets / means.

Understanding of management
marketing according to experts:

□ Understanding of
management

marketing according to
American

Marketing Association is
as follows: Management

Marketing is planning,
implementation and control

total marketing operation,
including the purpose of the
formulation

marketing goals, policies

marketing, marketing programs

and marketing strategies, which

intended to create

exchange that can

fulfill individual goals

and organization.

□ Understanding of
management

marketing according to Philip
Kotler / Armstrong (2002: 14),
translation of Wilhelmus W.

Bakowatun said

that: "Management

marketing is analysis,

planning, implementation, and

control over the program

designed for

creating, building, and

maintain exchange

which is profitable with

target buyers with

intention to reach

organizational goals "

□ Understanding of
management

marketing according to Buchari

Alma (2004: 130), namely: "

Marketing Management is

planning, directing,
and all supervision
company marketing activities
or marketing parts. "

□ Understanding of
management

marketing according to Lupiyo
Adi (2006: 6) said that:

"Marketing management is an
analysis, planner,

implementation and control

programs that have been

planned in

to do with

exchanges that are

desired of consumers

intended to obtain

personal benefit or

together".

□ Understanding of
management

marketing according to Philip
William J. Shultz (in the book

Prof. Dr. H. Buchari Alma,

"Marketing and Management

Marketing Services ", 7th print,

2005, p130), Management

marketing is

planning, directing,

and all supervision

company marketing activities

or part of

company.

□ Understanding of
management

marketing in books

"Marketing Management:

Consumer Behavior Analysis

(Dharmmesta & Handoko,

1982) "is one

principal activities

carried out by the company

to maintain the continuity of the company, to develop, and to get a profit. Process marketing starts far away since before items produced, and does not end with sales. Activities company marketing must also gives satisfaction to consumers if want his business go on, or consumers have a view better with the company (Dharmmesta & Handoko, 1982).

□ Understanding of management marketing according to John W. Mullins, Marketing management is the process of analyzing, implementing, coordinating, and controlling programs, involving the conception, pricing, promotion, and distributions of products, services and ideas designed to create and maintain beneficial exchanges with the target market for the purpose of achieving organizational objectives.

□ Understanding of management marketing according to Peter R. Dickson, Marketing management is the many and variate organizational activities involved in understanding what consumer

want and how they behave.

□ Understanding of management marketing according to Swastha (1995: 5): analyzing, planning, implementation and supervision of programs which aims to cause exchange with that market intended with purpose achieve company goals.

□ Understanding of management marketing according to Sofyan Assauri (2004) Management Marketing is an activity analyze, plan, coordinate and controlling all activities associated with design and launch products, communication, promotion and distribution the product, set price and transact it, with the aim of being able to satisfy consumers and while being able to respond company organization goals long-term.

□ Understanding of management marketing according to Winardi, put forward "management marketing is a process decision-making, planning, supervision aspects of marketing something company with respect to marketing concept, inside

marketing system. "

□ Understanding of management marketing according to William J.

Stanton is analyzing, planning, implementation, and supervision of programs intended for hold exchanges with target market, with the intention to reach the goal organization.

□ Understanding of management marketing in books

Marketing management: A strategic approach with a global orientation (Boyd, Walker, Larreche, 1998) is an analysis process, planning, implementation, coordination and control marketing program covering product policies, price, promotion and distribution of products, services, and ideas offered to create and increase exchange benefits with the target market in an effort to achieve goals organization (Boyd, Walker, Larreche, 1998, p.16).

B. CONCLUSION

□ Marketing management is analyzing, planning, pe guidance / direction, complicated

sanaan, supervising raises exchange for fulfill desires as well consumer needs with mutually beneficial goals and make the market as potential targets / means.

□ The marketing concept is a concept and basic method applied in do management strategies marketing of products or services in an organization or company

□ The scope of marketing ask what that is Marketed

□ There are 10 types of entities goods marketed marketing people namely: goods, services, event, experience, people, place, property (ownership rights), organization, information, and ideas.

□ The main objectives of management marketing is happening continuity between requests and offer

□ The ultimate goal of management marketing is achieving sales target according to predetermined plan and the creation of profits the maximum as well

life sustainability
company can be maintained
well

C. ACKNOWLEDGEMENT
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