

The Role of Marketing in Management Theory and Prospects for Applying its Principles

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Abstract: In this article, the service of achieving the company's main goal, such as the creation of appropriate departments for the implementation of the management function of marketing in companies, comprehensive study of environmental conditions, orientation to market requirements, and ensuring its flexibility in the foreign market, is considered.

Keywords: Company, function, market, environment, demand, service, customer.

Marketing management is the analysis, planning, implementation and control of activities aimed at establishing, strengthening and maintaining profitable exchanges with target customers in order to achieve certain objectives of the organization, such as increasing profits, increasing sales, increasing market share, etc. There are two levels of marketing management: strategic and tactical. The strategic level of marketing management (marketing strategy) is the long-term coordination of the company's capabilities with the market situation, that is, the coordination of the internal and external environment of the company's activities. Marketing strategy is often confused with a company's business development goals. However, unlike goals, a marketing strategy is a plan to achieve those goals. It should reflect all elements of marketing, financial resources and production capabilities. The most common marketing strategies:

- improvement of the organizational structure of the company;
- organizing access to new product markets;
- development and marketing of new products;
- entering new markets by establishing joint ventures;
- cooperation of activities with companies with experience of successful operation in interested markets.

The tactical level of marketing management (marketing tactics) is aimed at forming market demand for the company's existing goods and services. At this level of management, the following methods of marketing activities can be listed:

- market research to create demand and promote sales;

- analyze goods and manage their nomenclature in order to meet market requirements as much as possible;
- direct contact with consumers;
- increase and training of employees;
- active participation in exhibitions and fairs;
- expanding the range of manufactured goods;
- creation and improvement of service efficiency;
- adaptation of the goods to the specific requirements of the buyer;
- promotional activities;
- price management.

The main principle of marketing is focused on the consumer and his needs, their formation and maximum satisfaction. Implementation of this principle in all areas of production and economic activity is through management. Its main functions are: planning, organizing, motivating and controlling. The main goal of marketing is to determine the amount of demand for a specific product, expressed by the volume of sales and its share in the market, and to contribute to its achievement by means of marketing. The main goal of management is to ensure the sustainable development of the organization in achieving its mission and goals, using the means of influence for the interaction of people in joint production and economic activities, inherent in management. When studying the organization as a whole socio-economic system, the ratio of marketing and management is considered as a part of the whole. The functions of marketing consist in studying and forming organizational and economic conditions for the implementation of reproductive processes with its help, their continuity, cost reduction, and ensuring a sufficient level of efficiency for the development of the organization. All this makes it possible to consider marketing as an important condition and reserve of management against the crisis. In anti-crisis management, the complex nature of the tools and methods used to determine the market opportunities of the enterprise, its strengths and weaknesses in the process of finding ways out of the economic crisis, as well as data on the dynamics of socio-economic processes is important for a large-scale analysis. The use of the marketing mix in relation to a specific product and market, as well as the development of options for their interaction, allows to determine the organization's marketing opportunities and market risks as the basic information for the development of the organization's goals and strategies. When developing an anti-crisis policy, the marketing manager relies on the internal factors of the organization: development of options for their interaction allows to determine the organization's marketing opportunities and market risks as basic information for the development of the organization's goals and strategies. When developing an anti-crisis policy, the marketing manager relies on the internal factors of the organization: development of options for their interaction allows to determine the organization's marketing opportunities and market risks as basic information for the development of the organization's goals and strategies. When developing an anti-crisis policy, the marketing manager relies on the internal factors of the organization:

- production and technological features;
- resource potential;
- the nature of the internal atmosphere;
- level of development of management components;
- prediction;
- planning;

- information support;
- employee motivation;
- processes of centralization and decentralization, etc.

Marketing and management have an international character, and with the widespread introduction of information technologies in management, the role of marketing is increasing. Competition includes not only goods and their technologies, but also types of management and their elements: planning systems, advertising, information technology, communication systems, motivation, incentives and professionalism of employees.

In modern conditions of economic development, the market and production policy of the company is fundamentally determined by the marketing activity, which is the leading function of the management process. In this practice, the greatest effectiveness is achieved through the integrated use and combination of marketing activities. Individual, episodic and unsystematic use of marketing tools does not allow to achieve positive results. Doctor of Economics, professor SHuklina ZN, emphasizes that marketing is a comprehensive, market, multifunctional concept that includes the doctrine and philosophy of business, the ethics of business relations, the methodology and concept of management of market behavior, special measures to find and satisfy needs. Fomicheva LM

The emergence of marketing is related to the emergence of the market, therefore, the use of marketing in the management of the company ensures that its activities are market-oriented. Working with the market and adapting to its conjuncture is carried out in order to satisfy the needs of buyers or clients. Currently, consumer demands are growing rapidly and are highly individualized, and markets are diversified in terms of structure. In this regard, manufacturers are recommended to use various methods of working in the market, to identify the needs of the target segments, a comprehensive study of the activities of competitors, to determine the direct and indirect influencing factors, etc.

The objectives of market research focus on two main points:

- analyzing the situation inside and outside the enterprise, forecasting possible changes and developing a management strategy based on this;
- search for management decision-making criteria, test and confirm the hypothesis of the enterprise's behavior in the market.

The task of market research should be not only the structure of learning technology, but also the search for ways to solve problems that are relevant for the enterprise. The prerequisite here is not conducting technique, but "what is it for?" is to get answers to the questions. and "what's the problem?". Almost any market analysis must answer a very simple question: "Are we successful, that is, can we exchange our product for a sufficient amount of money or profitably for other products?"

The formation of the marketing management system in the enterprise depends on the influence of the macro environment, the stability of the micro environment and the optimal development of the internal environment of the enterprise. Marketing management strategy depends on political instability, unpredictable market and financial environment, rise or fall of competitive positions, mission choice and customer interactions. Marketing management influences the level, timing, and nature of demand in such a way that it helps achieve the firm's goals.

Marketing is an important part of the enterprise management system. Marketing shows the direction of the company's development and enables the successful implementation of marketing tools. Zimina believes that the use of marketing in IP management is related to the fact that it is aimed at solving certain management problems, in particular:

- justifying the expediency and necessity of the production of a certain product based on the determination of existing or potential demand;
- organization of scientific-research works that satisfy the needs of consumers;
- production and financial organization planning;
- formation and improvement of product marketing system;
- ensure that all the company's activities, including operational management of various stages of the production process, after-sales service, are oriented towards the expansion and promotion of product sales.

Marketing allows you to balance supply and demand, which is impossible without accurate demand forecasts based on consumer research. In addition to the research function, the application of the marketing approach to the company's activities facilitates product realization, including promotion, facilitation and regulation. Promotion is related to the need to create a consumer's desire for what the company offers, to design the product attractively and to promote it intensively. Assistance means ensuring the availability of goods for the consumer, for example, offering favorable credit terms, well-informed sellers. According to Bagiev GL,

According to JN Moiseenko, marketing as a company management system is designed to provide:

- to have reliable information about the producer (seller) market, the structure and dynamics of needs and demand, consumer preferences;
- creation of such a product, assortment that best meets the market requirements, which allows solving the consumer's problem more effectively than competitors;
- to have the necessary influence on the consumer, on the market situation, to ensure the maximum possible control over the sale of products.

For the purposes of marketing activities, a lot of attention is paid to the product or service, but considering the fact that marketing is focused on the consumer, it is necessary to quote the opinion of the founder of marketing, F. Kotler, who defines marketing as a type of human activity aimed at "satisfying needs and requirements through exchange". . The goals of using a product-oriented marketing approach in managing a company should be complemented by consumer-oriented goals, which are to achieve the following: the highest consumption, maximum consumer satisfaction, the widest choice, the highest quality of life.

Using a marketing approach in managing a company requires a certain organizational structure, which should include marketing services. The company's activity is determined by the specific characteristics of its structure and size, as well as its scope of activity and the type of market served.

In modern society, both in the country and abroad, against the background of the complex financial and economic situation, there is a sharp change in consumer demand, a change in the scale of production, and the genesis of various market factors. These conditions require the company to respond adequately by improving not only production and market activities, but also its management mechanism. In relation to the above, marketing planning should be flexible and dynamic; its structural elements - marketing plans are elastic only when they can change their organizational forms under the influence of internal and external factors. However, if the ability to change is built directly into the structure,

The first step in marketing planning is to develop a marketing strategy. A marketing strategy is a general plan of marketing activities for a particular product. According to ZN Shuklina, strategy is the choice of the main directions of the company's development, the setting of a global goal with the further development of ways to achieve it. The most relevant strategies are pioneering

achievement strategies, offensive, competitive, differentiation and narrow customer focus, defensive, resource saving, innovative, market segmentation and communicative.

In the conditions of the current turbulent development of the international market, the choice of marketing management strategy is related to the characteristics of regional markets, the level of activity of small, medium and large businesses, and the payment capacity of the population in the regions. The marketing strategy in new markets used by Japanese firms is of great interest, which allows them to gain a foothold in the markets of countries that do not have national production of this product, and then gain experience and penetrate the markets of other countries ("laser beam strategy"). Therefore, in order to enter the markets of Western European countries with their cars, Japanese automobile companies initially operated only in Finland, Norway, Denmark and Ireland for several years. And after gaining a strong positive reputation there, they began to master the more sophisticated markets of the Netherlands, Switzerland, Sweden, Austria, Belgium. The third step was to enter the markets of Great Britain, Italy, Germany and France - countries with a powerful automobile industry. It is also worth noting the very long-term sequence characteristic of the activities of Japanese industrialists: starting with the export of the largest, cheapest cars (and, accordingly, very quickly meeting the demands of customers), creating the image of "Japan is excellent quality", this car companies gradually began to work in the markets of more expensive cars (but not the most prestigious), trucks and special cars, as well as in the countries where they sent previously assembled cars, later they move on to building car assembly plants. Germany and France are countries with strong automotive industries.

An interesting strategy is "blue oceans", which allows companies to independently choose the field of activity, new products and new customers, away from the struggle for trade markets. In the conditions of the current turbulent development of the international market, the choice of marketing management strategy is related to the characteristics of regional markets, the level of activity of small, medium and large businesses, and the payment capacity of the population in the regions.

In the process of operational planning, marketing programs and budgets that take into account the company's current goals for the next period, guidelines for all components of the company are developed. A marketing program or a program of marketing activities makes it possible to conduct a strategic policy, avoid important economic and social shocks, achieve development stability and have a long-term positive impact. Along with the marketing program, one of the main components of marketing planning is the marketing budget. The marketing budget is a balanced system of income and expenses for marketing, its development is the leading element of financial planning of the company's activities. The budget is developed for a period of one year or more,

Marketing expenses are formed in two main ways. The first is related to percentage of revenue or profit. The second approach means that the main factors for calculating the marketing budget should be the goals and objectives of the company at this stage of development. A variation of the goal-oriented approach is sometimes called competitive marketing budgeting. A marketing budget is a budget related to advertising and other activities aimed at attracting consumers. This also includes marketing research, branding and more. However, marketing costs also include marketing product development costs, affiliate bonuses and discounts. The exact list of marketing cost items is determined by the business processes and the location of the control centers of these items. For example, if the marketing department and the sales department in a company are different departments with different budgets, then the same bonuses to partners may not be included in the marketing budget, but may be included in the sales department budget. Conversely, if sales and marketing are structurally owned by the same unit, the budget may be the same. Distribution of marketing expenses by main items is presented in Table 2. but may be included in the sales department budget. Conversely, if sales and marketing are structurally owned by the same unit, the budget may be the same. Distribution of marketing

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Table 2. Distribution of marketing expenses by main items

Expenses	Coefficient
Traditional advertising	0.7
Sales promotion	0.16
Direct Marketing	0.08
Marketing research	0.06

You can use the analogy method to estimate the level of necessary marketing expenses. It is known that, for example, in the United States, the costs of developing and launching a new product are distributed as follows: 3-6 percent of the estimated costs are allocated to basic research, and 7-8 percent to practical development. , 7-8% for the preparation of technological equipment and, if necessary, for the construction of new enterprises - 40-60%, for the establishment of mass production - 5-16%, for the organization of sales - 10-27%. Advertising costs vary depending on the product sold: meat products require 0.6% to 10% of sales, pharmaceuticals and cosmetics 15%, durable goods 1-5% of sales, industrial goods - 1-2%. If we relate the cost of advertising to the amount of profit, as a rule, they are above 15%, and for many firms they are in the range of 30-42% with a stable position in the market, and sometimes reach 45.0% when entering a new market. The natural desire of any business leader to reduce marketing costs must be tempered by the increasingly expensive nature of marketing in today's world.

Effectiveness indicators of spending money on marketing can be as follows:

- volume of sales per negotiation unit (or one hour);
- the ratio of marketing expenses to the volume of sales;
- number and volume of products sold directly from shares;
- the popularity of the company's products as a result of advertising activities;
- profit per employee of the marketing department.

The efficiency of marketing in management allows to achieve minimum costs and maximum results based on the tasks set in the company's activities and the expected final results. The level of quality in the development of the marketing program and budget, in connection with the above, is one of the elements that determine the effectiveness of enterprise management.

Thus, marketing is one of the most important management functions that allows not only the implementation of purely marketing goals and objectives, but also the coordination of the company's activities to ensure the achievement of planned production indicators. In companies, appropriate departments should be created to carry out the management function of marketing. The implementation of marketing in the management of the organization should be based on a comprehensive study of the conditions of its operating environment, its determination serves to achieve the main goal of the company, such as directing all the company's activities to market requirements, ensuring its flexibility in the foreign market.

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