

## Marketing policy in the context of integrating it into World Economy

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### Keywords

Azerbaijan, marketing strategy, marketing policy, integration, management, competitive.

### Abstract

*As it is shown in the article, the essence of marketing policy is to define its concepts, the structure, elements and the goals. Also, the marketing policy is a plan of which to build the whole program of the company to promote products and services to determine the main directions in the promotion of products or services, and to develop specific programs for this issue. It is proved that the processing of marketing policy is necessary in order to ensure the effectiveness of the activities by the carried company. And the formation of marketing policy as a process depends on the organization of marketing on the manufacturer of its goals and objectives, it is important to mention the marketing policy as a whole.*

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### 1. Introduction.

We have been having little of the disagreement in the Department on the definition and meaning of the "marketing policy" of the concept and the structure. Therefore, there are two opinions for this topic:

1. Marketing policy is a document, which defines the Organization of the activities of the Department of marketing in the company, of which, in something like in the position of the Division. It describes the duties, Submissive, the Organization of documents circulation, communication and furthermore.

2. Marketing policy documents, where the contents are described:

a) The company's main strategy is from which derived the marketing strategies that employed by the company;

b) Budgeting methods on carrying out of advertising campaigns; the purpose of market research), market segmentation, market indicators calculation methods, organization of production, collection and analysis of market research and more. Question is, how does it differ from the marketing plan while being in market researcher?

The question is that "what opinions have you gotten and what is your marketing policy in this subject?

Of course, under the definition of "marketing policy", more suitable option is for the number 2<sup>nd</sup>. Which opposed to the plan that is (marketing plan) which is usually used as specific as prescribed for the certain time of the of period. The marketing policy of the nation is greater, of which indicates the whole of direction. In the life of the organization, the change in external and the internal legal form of the relationship, socio-economic conditions requires serious modernization of the system of foreign economic activity management at all levels (which are macro, mesa and micro). Of course, the impact which is on the regional development of the country on the improves the practical work in this field.

A change in external and internal conditions of business creates the real environment for better meeting on existing and emerging needs of the population in which goods and

services are indicated clearly. Marketing policy is complicated by its aims and objectives, of which requires both the foreign experiences and specifics of the country. We can say that the marketing will be an effective navigation of the course of the business for the standards of the production and marketing, in sake of integration of the country into the world economic sphere.

Foreign scientists in determining marketing partnerships noted that the need to establish regular relationships between the producer and the consumer is to balance for the market policy in the context (İ. M. Abbasov, Z. M. Məmmədova, E. N. Quliyev, 2012). If the essence of traditional marketing position is much clear enough, the marketers on essence of marketing partnerships and scientists have become active in the discussions. This idea is most clearly expressed experts, describing the marketing partnerships as a continuous process to define and create new values together with individual buyers, then the joint acquisition and distribution of benefits from the interactions between the participating parties (Lambert, J. J., 2008).

## **2. The role of marketing policy in the context of integrating into world economy is....**

To sum the agreement with this definition is not to answer: because, it became necessary to attract buyers in the process of joint with the producer value creation. The answer lies in the evolution of the needs to which always treat foreign marketers and much odder—domestic. That is why the past is often in-corrected in formation of the marketing policy of the country.

Meanwhile, the entire history of marketing as a management concept based on meeting the needs of the market suggests that the marketing tools and policies have emerged and improved in accordance with the changes taking place in consumers' behavior. The process of individuation needs replaced its rule which began with the transition of marketing concepts into commercial production and has gone through several stages, each of which gave new features adapts needs. Thus, the concept of marketing in the sales, continuing to adapt to the needs of modified production possibilities, while enriched with new features. The following concepts when marketing has corrected the production capability to modified based on the needs of adjust and adapted, which contributed to the emergence of "marketing for the client."

At the end of the twentieth century the main trends in the development of individualization of the needs of steel in the first place, the aggregation in which one is causing the need for individualization in another as individualized, becoming the complex consumer problem, and secondly, the increase of status in their social hierarchy. Address those needs the goods or services of one of the diversified company often even impossible. But to lose a client willing to pay for a solution to their problem, the company is not profitable.

Output in the creation of inter-firm networks, developing long-term partnerships, including with customers, and using flexible automated production technology for customization. Features of the development needs of the market and new markets abroad have become the main reference point for the marketing policy of the manufacturer.

### ***The structure of the marketing policy includes the following hierarchy***

The objectives of the enterprise and marketing;

Marketing strategy;

Marketing mix (the basic elements-product, price, place and promotion)

*Tools of the marketing policy adopted also call it elements. These include:*

1. **Commodity policy.** The company must constantly expand the range of products because of the growing needs of customers, as well as to maintain competitiveness. To succeed, a company must show how innovative market, but do it before the changes, the market itself, i.e. ahead of requirements.

2. **Marketing,** i.e. to bring the products to the consumer. The company defines for itself what marketing scheme chooses to use the services of dealers, open a branch for the market, and rely on small clients. Sample sales-sales through the channel, and the discovery of a real store with these goods.

3. **Promotion,** i.e. finding ways to motivate the purchase policies to increase sales. Funds for advertising. The search for unusual shopping listings for goods that do not have unique features.

4. **Logistics,** i.e. Organization of inventory management and supply chain quality control.

5. **Pricing-**finding the optimal price-quality ratio for enterprises and consumers.

6. **Marketing information system.** Information Centre, which receives all the information about both the outer and inner world of the enterprise. The data are processed, are presented in the form of statements and passed on to make decisions. For example, conducting market research, which pointed out the errors and possibilities for the enterprise (Mə mmə dovA.T. 2007)?

Depending on what share is borrowed (occupied) with company in the market, their kinds of marketing policy.

*The types of marketing policy:*

1. Attacking is the active position of which creates the objective for the conquer and expansion of the market share;
2. The defensive (or retention) is to preserve the existing position;
3. Politics-forced retreat policies. The aim is to reduce costs.

The main objectives of the marketing policy is to increase sales, profits, market share, as well as winning the leadership in the space segment of the market.

For the formation of the marketing policy in the new environment that requires simultaneous action from two directions: from the top and bottom. The task of the Center is to create optimal conditions for the effective operation of the business and, above all, for the exporters.

The task of all participants of foreign economic relations "from below" and, most notably, exporters is the development of an effective management policy, which as one of the leading links will be embedded and the marketing policy.

After studying major trends occurring in the world economy, as well as at the national and regional levels, marketers must decide for the following complex and labor-intensive tasks:

- definition of a condition and prospects of development of the area in which the company operates;
- calculation of the competitiveness of goods and services; the development of the most complete customer satisfaction;
- The formation of the client's needs in new products and services.

All tasks require the development of specific practices that are beyond the scope of this study.

### **3. Conclusions**

In General, our research leads to the following conclusions:

- Integration of Azerbaijan into the world economic space creates opportunities to open new markets, acquiring new partners, work in the new environment;
- All manufacturers and particularly exporters becomes increasingly difficult, requires a modernization of the economy, improvement of production and management;
- The role of marketing as one of the most important components of the control system is significantly much more complex;
- To adapt manufacturers to the new conditions, rules and regulations of the World Trade Organization which requires the efforts from both sides, “from above” (Center) and bottom (business entities)? A role for the success of the adaptation process should be the development of marketing theory and practice;
- Effective marketing policy at all levels (macro, mesa, micro) should now contain two parts: the transitional period and the subsequent period when Azerbaijan becomes a full member of the World Trade Organization. Within each stage of marketing policy the main task remains the same - to meet individualizing the current and future needs for goods and services, but the way to reach them is through strict compliance with the rules and regulations of the World Trade Organization.

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