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# Introduction

For the further development of market relations in any country, a thorough knowledge of the principles and methods of market research, pricing, through the promotion of goods on the market, the development of measures to improve the competitive position of the company. All these issues are being studied by marketing.

Marketing is a theoretical and practical system aimed at the development and production of new products taking into account the market situation and changes in people's needs in order to maximize profit by meeting the needs. Its main meaning is the production of the goods sold, i.e. one that will find its buyer.

The importance of marketing as the development of market relations is increasingly growing, since marketing is widely used in various areas of entrepreneurial activity in the market of industrial and technical goods; consumer goods; different types of services.

In this regard, it is relevant to consider the issues of marketing approach to pricing and functions, marketing goals.

The purpose of this work is to consider the main functions and goals of marketing, as well as the marketing approach to pricing.

The goal is achieved through the following tasks:

- consider the main functions and goals of marketing;

- study the features of the marketing approach to pricing.

# Functions and main goals of marketing

Marketing activities are based on the implementation of the basic attitudes of market relations. Marketing can be considered in two aspects: as a system focused on strategy and tactics of active adaptation to changing and improving market requirements, and how to operate within the market. In both cases, marketing performs certain functions that can be classified in the following way.

• Management functions

In the structure of the firm, first of all, the structural subdivision that performs marketing activities is defined, with its goals, tasks, duties and responsibilities. Marketing actions are built on the basis of planning to achieve proportionality in the activities of both the firm as a whole, its departments and the marketing department in order to reduce the degree of uncertainty and risk in commercial and marketing activities, to ensure the concentration and rational use of all resources in selected priority areas .

The marketing service participates in the compilation and implementation of the company's business plan and, of course, in the marketing plan itself. Components of planning are: forecasting, programming, design and modeling.

All marketing activities are built using relevant information. Specialists are puzzled by a competent choice, collection, evaluation of both internal and external information. At the same time, they clearly divide information into manageable, semi-managed and completely unmanageable, which determines the strategic and tactical lines of the firm's behavior in the market.

Entrepreneurial activity in market conditions, in fact, is impossible without risks, so the marketing task is to anticipate them, minimize possible risks of the situation, determine "moves" to reduce and compensate for the risks of losses.

Identification of shortcomings in the commercial and economic activities of the company, as well as inefficient marketing decisions is carried out through control actions. Control allows you to identify and prevent various deviations, errors and shortcomings, find new reserves and opportunities. Control should be permanent, timely, comprehensive and effective.

• Analytical functions

From many potential markets, a particular market is chosen, which seems to be the most interesting and priority for the company and its products, where it is possible to achieve commercial success with the least effort and cost. The capacity of this market, the supply-demand ratio, price conditions, investment policy, the stability of the legal regime, the level of monopolization and competition are determined.

The study of the internal (administrative structure, material and technical base, economic indicators, etc.) and the external environment (natural and geographical and demographic environment, financial and credit system, transport and communications, fuel and energy complex, political situation, consumer suppliers, etc. .).

The most important role is given to the study of goods. At the same time, special attention is paid to: the demand for certain goods in a particular section of the market; the need for new marketable products; commodity assortment; satisfaction of current and prospective needs of buyers in the offered goods; commodity service, etc

• Production functions

They have a goal to organize production activities in such a way that consumers receive quality products, wide assortment and competitive goods. The marketing service together with designers, engineers, technologists, lawyers and other specialists takes an active part in the development of new commodity products, the formation of volume and product range, the development and implementation of modern technologies, the organization of production, quality management and the competitiveness of goods. Development of plans (programs) production of the marketing service is not engaged.

In the spheres of production and circulation, the primary role is played by the rational commodity and price policy of market subjects. Manufacturers, intermediaries, sellers are concerned about the degree of vstebovanosti specific commodity in the market and how it meets the wishes of potential consumers. Hence, innovative approaches, the range of marketable products, its quality, competitiveness, what kind of packaging it contains, and at what price is offered on the market are of no small importance.

Marketing efforts are formed and regulated rational commercial and economic relations with the purpose of social and economic support of market partners, saving of material, financial, labor, time resources, etc. The issues of rationalization of goods movement are solved - the movement of commodity products from the manufacturer to the consumer, his communication support. At the same time, active involvement of producers, intermediaries, sellers, transport, communication systems, promotion of sales, advertising is envisaged.

Sale of goods means not only the transfer (sale) of it directly to the consumer, but also the corresponding services, in particular service ones, which are aimed at maximizing the level of consumer satisfaction. Skillfully and accurately dispose of pre-sale, after-sale and after-sales service means to solve an important task in the sphere of circulation.

Realization of marketing functions is carried out by: systematic analysis of external factors; identify and study the needs of the market, competitors on it; study and planning of goods; promotion of goods circulation and marketing; development and maintenance of pricing policy; compliance with laws.

Marketing is a priority basis for professional market figures - entrepreneurs, market researchers, retailers, advertising workers. Such people need knowledge in the field of consumer requests and preferences, market structure, product properties, pricing and advertising. There are four alternative goals of the marketing system:

1. Maximize the possible high level of consumption - firms try to increase their sales, maximize profits through various methods and methods (introduce fashion to their products, outline a sales growth strategy, etc.).

2. Maximize customer satisfaction, i.e, the goal of marketing - to identify existing needs and to offer the widest possible range of a homogeneous product. But since the level of consumer satisfaction is very difficult to measure, it is difficult to evaluate marketing activities in this direction.

3. Maximizing the choice. This goal follows and is, as it were, a continuation of the previous one. The difficulty in achieving this goal is to not create a market for vintage abundance and imaginary choice. Yes, and some consumers, in excess of certain product categories, experience a feeling of anxiety and confusion.

4. Maximizing the quality of life. Many people are inclined to think that the availability of an assortment of goods has a favorable effect on its quality, quantity, availability, cost, that is, the product is "improved", and consequently the consumer can satisfy his needs to the maximum and improve the quality of life. Supporters of this view recognize that improving the quality of life is a favorable goal, but at the same time this quality is difficult to measure, therefore, at times contradictions are born.

The goals of marketing should coincide with the goals of the company, which contributes to the strengthening of positions in the market.

# Marketing approach to pricing

The price in the marketing system is a certain amount of money for which the seller agrees to sell a unit of the product, and the buyer agrees to buy for this amount of money this product.

The essence of pricing is to establish such prices in order to get the planned volume of profit and reach a certain market share.

Marketing approach to pricing involves the seller's calculation of such an integrated assessment of the goods and complex associated services, which would allow to declare a price that suits both the buyer and the seller. Moreover, the inflated price for one commodity item, if market conditions allow it, can fully cover the understated price for other commodity items.

In marketing, the following pricing methods are used: costly; demand-oriented; oriented to competition.

• Cost method

Traditionally, the price of the goods is based on the total cost of production. Determining the price of costs guides the company to a broad market and the production of goods in large quantities.

Such a definition proceeds from the fact that the asking price should cover the full costs or, at least, the known partial costs. The price calculation, focused on the full coverage of actually incurred costs, is based on the cost price. In this case, the selling (selling) price contains the total cost and estimated profit in the form of a certain mark-up. Such a price is usually called a price with a premium or a cost price.

• The demand-oriented pricing method

Take into account the level of demand and the consumer value of the goods. If demand increases, it is possible to set a higher price, since the buyer is willing to pay, based on his idea of ​​the consumer value of the goods.

This method includes the establishment of discriminatory prices and pricing by the assortment group. Depending on the nature of the behavior of buyers and the market set different prices (discrimination).

If there is a demand for a certain assortment of goods, then a price is set that ensures maximum profits and an increase in the market share.

• The method of price formation, focused on competition.

The essence of this approach to determining the price of goods is that the producer proceeds solely from competition and sets prices for its goods slightly higher or slightly below the price level for the goods of the nearest and largest competitor. This method is used primarily in those markets where homogeneous goods are sold. The influence of the factor of competition on the decision on the price level depends on the number and type of companies operating in the market. Heads of firms setting prices for their goods based on the prices of competitors believe that this method is safer for them than other methods.

With this pricing method, manufacturers do not seek to maintain a constant relationship between prices and costs, or prices and demand levels. Firms keep prices for their goods when their costs or demand levels change, just because their competitors do not change their prices and vice versa.

Relying on this method, the company gets rid of the risk associated with setting its price in the sense of its acceptance by the market. In addition, in conditions of strong competition, the firm has little chance of influencing market prices. The reaction of a firm to a price change by a competitor must be rapid. In this regard, firms, as a rule, have pre-prepared programs of solutions that react to the actions of competitors.

Depending on the market conditions, the following methods are used to establish sales prices:

· Method of analogy with subsequent price adjustment;

· The method of the "price leader"

· The method of "following the fairway;

· The method of "price attack";

· Method of "skimming cream";

The method of analogy with the subsequent adjustment of prices is used in the development of new products and of the same name. In this case, certain parameters of the new product are compared with the corresponding parameters of the analogue, an integral quality index

The integral indicator of the quality of a new product is determined by comparing the individual parameters with the corresponding parameters of the analog.

The "price leader" method can be used when the market share of a given company in this market is at least 1/3.

Other firms follow the leader ("follow the fairway").

To drive out a competitor from the market, some firms use the "price attack" method, try to keep the price below the competitor all the time, all other things being equal, actually declaring the price "war". In this race, the firm that has the greatest reserves of reducing the cost of production wins.

The "cream-skimming" method is used when there is no such product on the domestic market. When entering the market, this product is set to the highest price, oriented to the categories of consumers who have the highest income, then the price is gradually reduced for other consumers whose incomes are lower than previous ones. In the future, this production goes into the category of ordinary goods, i.e. During this period, "cream is removed."

The simplest method is the method of the target price, when the pre-established profit amount and other deductions are added to the cost price. In Russia this method has become most widespread.

The process of price development has the following sequence: setting pricing objectives - determining effective demand - determining the unit cost of production - analyzing the prices of competitors - choosing a pricing strategy and pricing methods - determining and setting the price.

# Conclusion

In the course of the work, the main functions and goals of marketing are considered.

In the paper four blocks of complex functions with a number of subfunctions are distinguished. These include an analytic function, a production function, a realization function, an administrative function.

The production of goods must be organized in such a way that the produced goods are goods that satisfy the needs of buyers for quality, on the technical characteristics that determine the competitiveness of the goods. The product is still to be developed as a universal product for certain segments of the market.

One of the most important - the management function, mainly consists in planning and controlling the production of goods. Well planned activities, supported by all possible calculations, research, analysis and forecasts of the development of this type of production makes it possible to be sure of a positive result

Next, the marketing approach to pricing is considered.

The fundamental difference between the marketing approach and the definition of the selling price of a good from the classical theory of prices is that the asking price is not a product of rational calculation, but is based on the search for some optimal equilibrium market characteristics. And this search is associated with the analysis of sometimes misleading information, the competitive environment, including the calculation of the commercial risk factor and other purely market elements.

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