

# **Approaches to the Essence of Hierarchical Levels of Marketing: Similarities, Distinctions and their Role in Improving Company Performance**

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**Key words and phrases:** harmonization of strategic and operational marketing; operational marketing; strategic marketing; tactical marketing; conditions for effective functioning of the model of “strategic marketing – operational marketing”.

**Abstract:** The results of the desk study on the analysis of approaches to defining the concepts of “strategic marketing”, “tactical marketing” “operational marketing” in the works of various authors are presented. The authors have formulated the definition of these concepts. In addition, the designated model and the need to implement effective harmonization of strategic and operational marketing companies have been outlined. The conditions for the successful operation of such a model have been revealed.

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