

Company Marketing Action Plan in Market Conditions

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Abstract: Planning is one of the most important management functions of an enterprise, where creating marketing action plan is given top priority in the planning system. Planning of marketing activities of the company is aimed at studying the market capacity, its segmentation by consumer groups, the choice of the segment in which the company is going to work to meet the needs of its customers, as well as sales promotion of products. In this regard, two types of marketing activities are distinguished: input marketing and output marketing. The input marketing is a set of activities at the production stage, while the output marketing involves activities targeted at sales and distribution of the products.