

INVESTIGATION OF MODERN MARKETING

Marketing theory has developed into the multifaceted marketing science, and practical achievements of marketologists have been reflected in various types of marketing that are constantly expanding. These species can be defined in various features. Let's consider them.

Depending on the purpose of exchange and results of activity:

- commercial marketing (activity for profit);
- non-commercial marketing (activities of nonprofit organizations).

Depending on the degree of market orientation of the firm and period:

- strategic marketing (constant analysis of consumer needs, market segmentation and choice of the basic market, marketing strategy development);
- tactical marketing (development of activities and achieving the objectives in the chosen basic market with a specific range of goods for a specified period).

Depending on demand:

- conversion marketing (goal: to change the negative attitude of consumers to product into the positive one);
- stimulating marketing (goal: to stimulate sales in the conditions of an indifferent attitude to consumer goods);
- creative marketing (in conditions of a latent demand in order to transform potential demand for real);
- remarketing (recovery of demand by providing the goods with market novelty or refocusing on new markets);
- synchromarketing (search for smoothing seasonal, temporary fluctuations in demand);
- supporting marketing (maintaining the existing level of demand);
- demarketing (goal: reduce excessive demand by raising prices, stopping advertising, selling the licences with the right to manufacture);
- antagonistic marketing (goal: to convince consumers to abandon the consumption of certain products);
- developing (goal: to transform a potential demand for real one).

By kinds of business (Business Marketing): marketing in the consumer products industry (marketing of consumer products); marketing in the fields of industry, which produce means of production (marketing of means of production); marketing in agriculture (agromarketing); marketing in trade (trade marketing); marketing of services; marketing in the system of money and credit circulation (banking marketing); insurance organizations marketing (insurance marketing).

In this classification the branch division of manufacture coincides a lot with the commodity structure of market.

By geographical and national principle: marketing of areas; international marketing.

By the way of technology: focused on the product or service; targeted at the general or specific categories of consumers.

Nowadays united integrated marketing is implemented, which combines both of these species.

By choosing a niche of market:

- vertical marketing (oriented onto the vertical niche - search of ways of selling particular products or family of products among functionally different groups of consumers); horizontal (horizontal niche oriented - activity in a sphere of the complex of unconnected goods).

Depending on the sphere of application: consumer marketing (focused on customers who are targeted consumers of these products); industrial marketing (focused on firms that buy products for use in the manufacture, resale or rental); marketing of services (directed onto the satisfaction of the needs of consumers in the kinds of intangible goods or beneficial effect); banking, investment, insurance, agriculture and others. types of marketing.

By area of destination the following kinds are defined: internal marketing (directed onto the domestic market and has the following forms: local (within the stores), regional (within regions) and national (covering the national market); international marketing (activities in foreign markets, which acquires a form: import / export, foreign, multinational, global marketing).

Depending on the type of the individual or organization: marketing of organization; marketing of the individual (egomarketing); social marketing (activities to develop social programs aimed at specific social groups to promote certain ideas and social movements, practical actions of various organizations).

Depending on the subject: micromarketing (activities for a specific product); macromarketing (activity on a wide range of goods and services to the company, state).

Distinguishing of different types of marketing allows to improve their classification and can be used in further research.

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2. Kotler Philip. Marketing, Management. Analysis, Planning, Implementation and Control. Prentice Hall, 1991.

3. Kotler Philip. Marketing Insights from A to Z: 80 Concepts Every Manager Needs to Know. John Wiley and Sons, Ltd, 2009.