

THE ART OF UNITING BUSINESS AND SCIENCE IN MARKETING

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For many years, marketing is seen as a peculiar human activity. Basic concepts of marketing are studied in the framework of different theoretical concepts, but each theory of marketing reflects only one aspect of the diversity of the environment. In practice, you need to know the key features of all basic concepts of marketing to be able to create your own "recipe marketing" for internal consumption. In this case, according to Kotler: "Marketing theory is fundamentally designed, but bad at practice: 75% of new products, services and companies fail. Many companies operate haphazardly: some people develop strategies and other - products, according to cost, but marketing department is given a very narrow role - to sell and advertise. As a result, the company sells a product that is sold poorly and the marketing department is in charge of correcting the situation through aggressive sales and advertising".

Marketers are important to understand: the theoretical foundations of marketing have always developed simultaneously with the evolution of economic activity. From the nineteenth century up to the beginning of the XXI century a number of successive changes in the main competitive advantages can be selected that made it possible to create the most successful companies.

Each marketing theory in the moment of creation, in its own way, reflects the socio-economic realities of developed countries, and much of the concepts were based on the American experience. Thus, H. Fords low-cost marketing concept was generated by the features of American reality in the early twentieth century, Theory of brands - by features of society in the mid-twentieth century. In the second half of the twentieth century the stratification of society and the middle class paved the way for theories of Kotler, based on market segmentation, and other pillars of the classical marketing (the concept of 4 "P", branding). Later Globalization, the internationalization of economic life, along with the technological capability of the implementation of individual orders in the mass production, reflected in the marketing of conflict, the establishment of relationship marketing and creative marketing. Search for ways to create conditions for cooperation and co-creation with consumers, a holistic view of the enterprise and its environment - led to a holistic paradigm.

In practice, on the one hand for the top managers is useful to remember all the stages in the development of competitive advantage, and on the other - is necessary to effectively utilize the benefits of the organization, although world leaders have ceased to rely on them in the early last century.

The effective strategy is usually clear. English philosopher I. Berlin divides people into "foxes" and "hedgehogs". Cunning fox attacking a hedgehog, invents a lot of complex strategies. Hedgehog, each time turning into a ball with needles, uses only one. The battle is repeated daily, and, despite the superiority of the fox, the hedgehog usually wins. Foxes tend to multiple targets simultaneously and see the world, in all its complexity. They are "scattered" in an attempt to achieve a lot, their thinking is not combined by concept or vision of the future. Hedgehogs, on the contrary, simplify the world, reducing it to a simple idea of organizing, linking and directing their actions.

The Creative Marketing Center in its activities and position to the business environment can also be classified as "hedgehogs". The aims and objectives of the Center are simple and clear. Creative Marketing Center is the center of development, aiming at the creation and implementation of quality marketing products with a view to providing effective and creative solutions on the one hand, and development of professional skills of the students on the other. Today, the Creative Marketing Center is an associate member of the International association of marketing initiatives (IAMI). The main task

of the Center is to establish close links of business and science (in this case, students) in marketing, and the establishment of joint projects is the most simple and proven form for achieving the objective.

Other tasks of the Center:

1. Organization and conduct of various workshops, trainings and seminars.
2. Developing and implementing of marketing projects.
3. Implementation of PR - support among the student audience.

Operation of similar centers and projects is profitable and interesting not only for representatives of science, the creators of the theory, but also for the business environment. Scientists and teaching staff through the work of the Center can develop skills of students, provide opportunities for students to obtain practical experience without interruption from study, and form an idea about High School (faculty, department) as a modern and practice-oriented educational institution in general. At the same time actual and potential business representatives may get creative ideas and innovative solutions to cut down expenses on the establishment and conduct of various activities and campaigns, and as a result forming and selecting of potential employees. With this form of organization of the Center, we have direct contact with students and offer a serious and qualitative approach to projects.

Providing fresh and innovative solutions for the relatively low price is our simple strategy of "hedgehog". We are convinced: if the firm in practice is able to formulate a clear, simple marketing strategy, it significantly increases the chance of its success.

References

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