

MARKETING AS A PART OF A GOVERNANCE

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What is position of marketing in governance? First of all, marketing in governance, in general, is an approach that focuses on consumers and producers of social services satisfaction. Actually, it is the marketing activity of state governing bodies and the ones of a local self-government or their representatives. They appear as producers, consumers or negotiators of manufacturing processes and a use of social services.

The use of marketing in governance is concentrated on a consumption of a few fundamental leading theories, which represent the combination of marketing paradigm of regulation and use of state mechanisms in different social spheres. The research of a conceptual basis of the state marketing is crucial for the explanation of the governance modernization while a social oriented market society is forming in Ukraine.

The necessity of use of marketing technologies in governance is determined by the market character of a society, economy, social relations and other objects of the states handle influence. The possibility of marketing use in practice of state governing bodies' activity is based on expansion of the social functions of marketing as the administrative, even integrative and social phenomenon.

Problems of marketing use in governance are investigated in the works of E.Romate, O.Patroohin, E.Golubkov, E.Korotkov and other native and foreign authors.

However, the problem of generally methodical reasoning of governance marketing use remains unexplored.

For the time being, marketing is not only a technology of competitiveness, aimed at sales expanding a strategy of development, which is based on a particular value system – marketing culture. “Marketing as a culture or a core set of values and views, according to which a consumer is the most valuable for an organization”. According to this, marketing represented as an ideology is a system of valuable activities.

Governance takes it necessary to direct marketing's paradigm activity of consumers' needs and results of state's activity, namely citizens, institutions and society. The idea of consumer's independence is transforming it into an idea of a citizen's independence and of people's one with an integrated look.

Thus, marketing is a mechanism of governance activity adjustment. It contains global processes of democratization and market reorientation of Ukrainian society. Marketing as a growing component of social relations is understood in such a statement as: “organized systems of behavior”. Marketing has changed when social relationships were involved in it. The last one was represented as a person who interacted with social environment that surrounded him.

The expansion of the social marketing function turned marketing paradigm in a leading aspect of any management administrative activity with socio-central tendencies of development of modern society. Since 50-s marketing was considered to be a leading function of management in countries with developed market economy.

There are a few methodological aspects that are important for introduction of marketing in governance:

- 1) Marketing concentration on the quality of management activity. It's based on the criteria of management satisfaction. A Russian professor T.D.Maslow said: “The increasing of all social subjects' activities is the main function of marketing”.

- 2) Marketing mechanisms cover the framework in order to control all social events which is indispensable for the use of the appropriate management governance's methodology. According to its wide conception marketing is a social and administrative process, which afford individuals and groups of people a possibility to get what they want creating products and exchanging them.
- 3) The appearance of modern marketing on areas of common social aims of management activities. From the point of view of a public importance there are four alternative marketing aims: maximization of consumption, improving of consumer's satisfaction, consumer's choice maximization and improving of life's quality. The quality of life means satisfaction by basic needs, natural and cultural environment and the availability of a wide variety of qualified products...
- 4) The direct connection between activities of governance bodies and marketing management. Researches connect marketing with groups of organized socio-dynamical systems of behavior. So, marketing activity is a form of a group organized behavior, aimed on satisfaction of their needs and has a structure, number of functions, status distribution, functional specialization etc. O. Knaut, a famous marketing specialist, demonstrated that the leading marketing function is creation and activation of behavioral organized system like marketing channels.
- 5) An opportunity to examine the governance as a number of cooperating markets. "Market is a number of modern or potential consumers of goods... Modern economy consists of many market systems.
- 6) It should be emphasized that marketing offers to a state management not only new analyzing methods and ways of solving problems. The marketing offers a new, clearer goal-setting system. "Restructuring of economy", "development of agriculture", "renewing and development of a military-industrial complex" or "improvement of services" can't be its goals. In such an abstract form the directions of an activity can be formulated. Administrative purposes can't be formulated.
- 7) A tendency of generalizing marketing management as a subject. They sell not soup, cosmetics, books and religious norms but purity, beauty, information and ideals of human cooperation. The modern marketing conception can be used to describe an important aspect of any organizational activities.
- 8) International marketing and management character. Marketing has become more important in the modern world because of introduction of informational technology. It causes development of science, education and intangible elements of production activity. There are also types of management and elements, such as systems of planning, advertising, informational technologies, systems of communication, motivation, stimulation and staff professionalism.
- 9) The importance of marketing use is also linked by a lack of natural resources, environmental deterioration and increasing of global and regional crises. The factor of intelligence and human resources increasing in an economic and management processes strengthen the role of social and ecological criteria for the assessment of the consequences of economic activities.

Thus, marketing in governance orients it in a way to regulate the one according to market ways of development. This is a very concrete, specific and at the same time complex and also integrative type of administrative activity and the appropriate competence of state employers. This is not just one of the functions of governance, but rather a management paradigm that integrates all governance functions together in the context of marketing transformation of Ukrainian society.