

# THE ESSENCE, CONTENT AND TYPES OF MARKETING ORGANIZATION

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## Abstract

This article examines the essence, content, and types of marketing organization in the context of modern business development. It analyzes different scientific approaches to marketing definitions, explores the historical evolution of marketing concepts, and investigates various organizational structures of marketing services in enterprises. The paper discusses the fundamental principles of marketing organization, the application of innovations, and future trends in marketing development. Special attention is paid to the analysis of modern marketing tools, including digital marketing and social media marketing, as well as the challenges faced by organizations in adapting to changing market conditions.

**Keywords:** Marketing organization, marketing concepts, marketing principles, digital marketing, marketing structure, marketing innovation, marketing strategy, consumer behavior, market competition, business development.

## Introduction

In modern market economy conditions, effective organization of marketing activities plays a crucial role in ensuring competitiveness and sustainable development of enterprises. World practice shows that companies that properly establish marketing activities occupy leading market positions and achieve high financial results. Moreover, marketing is important not only for manufacturers to meet consumer needs but also to maintain market competitiveness. It is known that marketing has been forming and developing over centuries. This article analyzes the essence, content and types of marketing organization, the application of innovations, and future directions.

The article uses methods such as systematic and comparative analysis, statistical grouping, induction and deduction, and scientific abstraction. Additionally, scientific works of leading scholars in marketing, reports from international organizations, and results of practical research have been studied.

## Literature Review

Various scholars have presented their views on the concept of marketing and its essence. According to Philip Kotler, "Marketing is a social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others [1]."

Jean-Jacques Lambin considers: "Marketing is the philosophy and strategy of organizing relationships between an organization and consumers in a market economy [2]."

Regarding modern and digital marketing, Dave Chaffey stated: "Modern marketing is the process of creating value and establishing multi-channel communication with consumers through digital technologies [3]."

Among Russian scholars, Bagiev G.L. approaches the marketing concept as follows: "Marketing is the philosophy and technology of managing relationships between market subjects [4]."

Golubkov E.P. interprets: "Marketing is the process of achieving organizational goals through studying and influencing the market [5]."

Among Uzbek scholars, Gulomov S.S. approached the marketing concept as follows: "Marketing is a management system that ensures stable operation of an enterprise in market conditions, aimed at studying and satisfying consumer demands. [6]"

According to Yuldashev N.K.: "Marketing is a mechanism that coordinates processes from production to delivery of goods and services to consumers in the market relations system [7]."

The distinctive aspects of scholars' approaches are that Uzbek scholars focus more on practical aspects, while Russian scholars emphasize theoretical and methodological foundations.

Marketing is a management activity aimed at gaining profit through satisfying consumer needs, which formed in the USA at the beginning of the 20th century. Modern researchers interpret marketing based on three main approaches:

- as a management concept;
- as a science of market study;
- as a type of practical activity.

Marketing activity has gone through the following development stages:

1. Production concept (1860-1920)
2. Product concept (1920-1930)
3. Sales concept (1930-1950)
4. Traditional marketing concept (1950-1980)
5. Social-ethical marketing concept (1980-2000)
6. Digital marketing concept (2000-present)

There are several main principles of organizing marketing activities, including:

1. Consumer orientation - all marketing decisions are made based on consumer needs
2. Complexity - interconnected application of marketing tools
3. Adaptability - quick response to market changes
4. Innovation - implementation of new ideas and technologies
5. Strategic orientation - focus on achieving long-term goals

Marketing contributes to economic development through understanding people's needs and desires. Its economic significance lies in helping companies generate profit and prepare for high levels of competition. Socially, marketing changes society's habits and forms cultural connections.

The main elements of marketing consist of the 4P model, which includes:

- Product: Producing products that meet consumer needs
- Price: Product pricing should be competitive in the market

- Place: Identifying correct channels for delivering products to consumers
- Promotion: Launching products in the market and promoting them to consumers through advertising

Additionally, social and cultural factors in marketing are also important. For example, social environment and culture shape marketing strategies. This, in turn, determines how to promote the product and define its social quantity.

There are several types of marketing service organization in enterprises, and their selection should consider the company size, field of activity, market characteristics, product type, and resource availability. These include:

- Functional organizational structure where marketing departments are formed based on main functions
- Product-based organizational structure where separate marketing managers are appointed for each product type/group
- Geographic (territorial) organizational structure based on different geographic areas
- Market-based organizational structure organized by different consumer segments
- Matrix organizational structure consisting of combinations of two or more organizational structures, etc.

To form an effective organizational structure, it is primarily necessary to ensure adaptability. This creates opportunities for implementing various innovative approaches, increases the scope of digital technology usage, and certainly increases the responsibility for attracting qualified personnel.

Marketing types mainly include:

- Influence marketing: Social media and influencers have become an important part of marketing today
- Direct marketing: Direct marketing to customers through email, SMS, and telephone
- Personal marketing: Building brand and personal image
- B2B (Business-to-Business) and B2C (Business-to-Consumer) marketing: Marketing strategies in different market segments

Today, there are certain challenges in the marketing field, with the main one being adaptation to competition and changing market environment. Innovation directions aimed at this and the development of digital technologies determine the future strategic direction of marketing. Rapid developments in marketing, changes in time and technology show that marketing's content and directions are changing. Marketing strategies need to be very complex and multifaceted to respond to consumer needs and fashion trends. The development of technology and digital marketing makes marketing more effective and distinctive.

## Conclusion

The essence and content of marketing organization have high social and economic significance. Its use is important for the development of any business or organization. Various marketing methods, innovations, and changes according to modern requirements, competition, and concepts about marketing's future are identifying new strategic directions. The introduction of

innovative technologies is helping to develop marketing comprehensively, leading us to think more complexly and broadly about future marketing strategies.

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