

## Chapter 6

# Intelligent Assistance Systems for Marketing Decisions

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### ABSTRACT

*Today's technology has evolved greatly and influences us in different ways, more or less beneficial, depending on each user and the needs of each consumer. It has a beneficial influence on organizations, thanks to the continuous use of technologies being as innovative and topical as possible. So organizations need to keep pace and adapt to new technology requirements to thrive in their environment business and to be aware of market requirements. The role of marketing is to grasp the unfulfilled needs of people and to create new and attractive solutions.*

### INTRODUCTION

The definition of marketing according to Kotler and Keller (2015) is: "Marketing is the science and art of exploring, creating and delivering value to meet the needs of a target market at a profit. Marketing also identifies unfulfilled needs and desires. It defines, measures and quantifies the size of the identified market and the potential profit, points out the segments that the company is capable of serving best, and projects and promotes the right products and services".

A department within the organization often does marketing. This is both good and bad. It's a good thing because it unites a group of trained people, focuses on the task of marketing, and the bad thing is that marketing activities should not be done in a single department, but they should be in all the organization's activities. Marketing is a totally misunderstood topic, in business circles and in the minds

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of the public, companies believe that marketing exists on the market as a manufacturing support and to escape the company's products (Agha, Alrubaiee, & Jamhour, 2012).

Truth is at the opposite end, manufacturing supports marketing, and the company can always outsource manufacturing through its marketing offers and ideas. Functions that support the company's business are: manufacturing, purchasing, research and development, finance, and more.

Often marketing is confused with the sale, but this is just the "tip of the iceberg" marketing, which is not seen is the extensive market investigation, research and development of the right products, the challenge to set a fair price, the start of the distribution, product market, making marketing more comprehensive than selling (Arsenault, & Faerman, 2014).

Marketing and sale are at opposite ends, long ago Kotler and Keller (2015) said: "Marketing is not the art of finding smart ways to dispose of what you are doing. Marketing is an art of creating real value for the client, is the art of helping customers become better. The keywords in marketing are: quality, services and value. "

The sale begins when you have a product, and marketing starts before you have the product. Marketing is the theme of the company, it has to discover the needs of consumers and what product they should do. Marketing determines how to launch, price, distribute and promote product / service offerings on the market, monitors results and supply improvements over time, and decides when the offer ends (de Waal, & Kourtit, 2013).

Marketing has appeared in the United States in the early part of the 20th century in courses dealing with distribution, especially in wholesale or retail. Economists, out of pure passion for theory, have neglected institutions that have helped to operate the economy, the supply and demand curve appeared when the price could be established, and the price chain would not be explained, the way from the producer through wholesalers and retailers (Kotler, & Keller, 2015).

So marketing has filled the intellectual gaps left by economists, and yet economics is the mother science of marketing (Tong, & Arvey, 2015). At the same time, people have brilliant ideas, not being trained in marketing, so creativity is a big part of marketing success, which means not everything is limited to it (Akgün, Keskin, & Byrne, 2009). Also, science is very important in marketing, marketers make interesting discoveries through marketing research, market modelling, and predictive analytics.

Marketers use marketing models to make decisions and focus on investment. They develop marketing values to indicate their impact on sales and profit (Alhyari, Alazab, Venkatraman, Alazab, & Alazab, 2013).

The notion of marketing has at least three missions, one of them is that: the marketing mission is to sell any and all products to the company to anyone and everyone, a second, slightly more sophisticated mission is that: the marketing mission is to create products that meet the unsatisfied needs of the target markets, a third, more philosophical mission is that: the marketing mission is to raise the living standard of life throughout the world as well as the quality of life (Cameron, & Quinn, 2011).

The role of marketing is to grasp the unfulfilled needs of people and to create new and attractive solutions. According to Davila (2012), the marketing definition is: "Marketing is a modern concept, an attitude in the orientation of enterprises, embodied in a coherent set of practical activities, programmed and organized through the use of scientific methods and techniques, respectively specific instruments". The marketing term is of Anglo-Saxon origin and comes from the "to market" verb, which means market transactions (Kotler, & Keller, 2015). According to the etymology of the word marketing, it is defined as a process of exchange in market space (Ashkanasy, 2011).

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