

Chapter 10

Design of Business Processes for Marketing Activity

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ABSTRACT

As it is known, marketing plays a huge role in the activity of companies, which ensures the company's success in the market. Today the majority of companies have moved to process management, which because of some reason often is not applied to marketing activities and this has a negative impact on it. In order to correct the situation, this chapter serves the issues of design of business processes of marketing activities in the company. It is characterized by a marketing complex (4P model). Also, there are discussed holistic marketing features and marketing strategy issues, there are realized procedures which are necessary for management of marketing activities. But, the peculiarity of marketing activity is that, in addition to ERP-type programs, it is necessary to use a specialized marketing information system, which is due to the abundance and complexity of the models that must be used in the process of marketing evaluations. It is underlined that ERP-type and marketing information system must be used in the complex.

INTRODUCTION

As it is known, marketing plays the huge role in the activity of companies, which ensures the company's success in the market. Today the majority of companies have moved to process management, which because of some reasons often is not applied to marketing activities and this has a negative impact on it. In order to correct the situation, this article serves the issues of design of business processes of marketing activities in the company.

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At the beginning of the presented article there are discussed the essence of marketing and its role. It is characterized marketing complex (4P model). Also, there are discussed holistic marketing features and marketing strategy issues.

The paper describes the concept of sustainable development from the point of view of the world, companies and marketing. It is characterized specific of sustainable marketing.

Moreover, in this article it is discussed the marketing information system which is responsible for processing of information for marketing. In this connection there are described necessity and character of marketing information, the sources of marketing information and their classification, classification of marketing information itself is presented. Then it is given the description of structure of the marketing information system, the assessment models which usually implemented in the marketing information system are presented. Also, there are characterized types of marketing information systems.

In addition to the above, the article describes the main problems of marketing activities. One of the problems is related to the fact that business processes are not implemented in marketing activities.

First of all, it should be noted that the introduction of business processes in the work of any department improves its results by approximately 30%-50% (Kasim et al., 2018; Gavala, 2022). This is also true for the marketing department. In addition, processes gain special importance when it comes to sustainable development, companies and sustainable marketing.

It should be said that the implementation of business processes in the company means the usage of appropriate information systems. As a rule, management of business processes is carried out by the mean of ERP-type programs. In the most of ERP-type programs, there are realized procedures which are necessary for management of marketing activities. But, the peculiarity of marketing activity is that, in addition to ERP-type programs, it is necessary to use a specialized marketing information system, which is due to the abundance and complexity of the models that must be used in the process of marketing evaluations. It is underlined that ERP-type and marketing information system must be used in the complex.

About business processes, in the paper, it is offered the unified upper level business process of marketing, there are described the works of its stages, also various sub-processes of the developed business process. There are designed their models - diagrams using BPMN notation.

Using the developed diagrams, by the mean of the special software tool Bizagi BPMN Modeler, simulation modeling is carried out with different scenarios and different initial parameter values. The offered models can be used during the marketing business process design of any type of enterprise. By the mean of simulation, the results are obtained, which allow to evaluate and optimize the different (human and other) resources, usage of software tools, duration and cost of works in the activity of the marketing department. It is possible to select the best scenario, which is advantageous in the process of business process development, since the model must be built first - "as it is", and then - "as it must be".

1. THE ESSENCE AND ROLE OF MARKETING

The main condition for maintaining the presence of enterprises on the market is conducting marketing activities, which first of all means seeing of own business by customers. Marketing is an activity that brings buyers and sellers together. Marketing includes both advertising and buying and selling, transportation and storage, product nomenclature planning and market research, support to key the products, customer service, financing, insurance. In short, everything through which products or services are produced and sold, both in the global and local markets. When planning marketing, usually attention is

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