

Abstract of the Article

"Classification of the Strategies of International Enterprise Marketing Management"

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In modern economic literature authors increasingly refer to the terms "marketing management" and "market-oriented management". Hereupon there is a need to study the issue of classification of marketing management strategies and compare it with enterprise marketing management strategies and marketing strategies.

The aim of the article is to study the approaches to the classification of strategies of enterprise marketing management and to identify strategies of international enterprise marketing management.

At the same time there are different approaches to the classification of international enterprise marketing management. Some researchers propose to classify all possible enterprise strategies into marketing ones; other researchers distinguish marketing and management strategies within the same set of strategies. Along with it most criteria of classification of strategies, which are the basis of their differentiation, coincide. In the paper the author presents a comparative characteristic of approaches to the classification of marketing strategies.

The results of the analysis show that in general authors distinguish four levels of development of marketing strategies: corporate, functional, instrumental, and international.

Thus, the classification of marketing management strategies is based on common strategies of enterprise management, i.e. corporate strategies, and essentially marketing strategies, i.e. functional and instrumental ones. Along with it marketing strategies are subordinated to corporate ones and developed after the latter have been developed. International marketing strategies are selected against the level of internationalization of enterprise activities. They are marginal variants of realization of corporate, functional and instrumental strategies.