The Concept of Marketing Audit and Its Utility for the Romanian Enterprises

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SUMMARY

The marketing audit, as a specific field of the audit complex process, was first mentioned in 1959 by Shuchman and soon developed by Kotler, which had dedicated a full chapter to the topic in his book from 1967: Marketing Management: Analysis, Planning, and Control (Berry et al., 1991). Ten years later, Kotler, Gregors and Rodgers in the classic article Marketing audit comes of age provided the first clear definition to the marketing audit concept which still remains valid now days in his book Kotler on Marketing. (Taghian and Shaw, 1998). So the marketing audit can be defined as a complex, systematic, independent and periodic examination of the environment, main objectives, strategies and marketing activity of an enterprise or of a certain domain in order to identify the major problems or opportunities and also to recommend an action plan to improve the marketing activities of the company. (Kotler, 1999). The companies which can benefit most from a marketing audit identified by Kotler et al. (2005) are: production-oriented and technical-oriented, multidivisional companies, young companies and also nonprofit organizations. In other words, marketing audit has a lot of benefits for all kind of enterprises but the Romanian ones not always understand the advantages of this process which can lead to superior financial performance being connected to the market needs. The main reason for which marketing audit is useful for enterprises refers to its ability to scan the environment in which the company works and to highlight the threats and/or opportunities. Due to the fact that is a periodic examination, the marketing audit could help Romanian enterprises facing the numerous changes in any of these factors: political economical, social and technological by offering a possible action plan according to the company’s needs and resources. Another reason for which the marketing audit is useful for the Romanian enterprises refers to the ability of this process to analyze the efficiency of the marketing activity in a permanent correlation with the consumer needs and opinions in order to give a feedback to the top management who can operate the changes properly and on time.

Keywords: scan, feedback, enterprise environment, efficiency

REFERENCES