

Application Analysis of Project Management in Marketing

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Abstract: With the development of market economy, the competition among enterprises is becoming more and more intense. In this era, how to strengthen the management of enterprises has become a problem that must be considered. In the management activities of enterprises, the importance of project management is self-evident. It can greatly promote the development of enterprise marketing. Taking the relevant concepts of marketing as the starting point, this paper systematically expounds the important position and role of project management in marketing, in order to further promote the sustainable development of enterprises.

1. Overview of project management and marketing

For enterprises, marketing is an important content of research related to their development. Therefore, it can be said that marketing is an important part of enterprise business activities. Marketing refers to the process that an enterprise creates value through this economic activity by investigating the consumer needs and preferences of market consumers, and then producing corresponding goods on this basis, to realize the sales of goods and the promotion of enterprise profits. Project management, on the other hand, refers to the activities that can improve the effect of the project through the use of specialized knowledge, means and technology, to achieve more than expected activities. Compared with the traditional management, the technical content of project management is higher, and it can better reflect the humanized characteristics of enterprise management.

With the rapid development of China's market economy and the market scale, Chinese enterprises in various industries pour more and more attention into the application of project management concept in marketing management, so as to provide professional guidance for the development of enterprises. Through the application of project management concepts to guide the company's marketing activities, the professionalism and integrity of the company's marketing can be realized. Then, project management plays an important role in marketing. At present, most enterprises in China have introduced corresponding marketing related theories. These theories provide guidance for practical objectives, so as to maximize the interests of enterprises. In the whole process, the marketing personnel of the enterprise are carried out around this concept, which can not only bring new power and vitality to the whole work of marketing, but also promote the rapid development of enterprise marketing work to a great extent.

2. Effect of project management on marketing

According to the current trend of economic development, it is difficult for enterprises to leave project management activities in the process of marketing. Therefore, it is necessary to introduce project management into enterprise marketing. Specifically, the application of project management activities in marketing has the following effects.

Firstly, it is conducive to change the traditional concept of marketing. From the author's point of view, project management plays a certain role in promoting the management strategy in marketing and has a positive significance. So, the level of enterprise marketing work directly affects the enthusiasm of enterprise employees to participate in work. Therefore, we should do a good job in marketing management activities and change the previous backward and traditional marketing management

ideas. The application of project management mode in marketing management can effectively change this situation and further improve the enthusiasm of employees to participate in work.

Secondly, it must be admitted that project management could comprehensively improve the level of corporate culture. By applying project management activities to the field of marketing management, on the one hand, we are able to change the backward strategy of marketing management. On the other hand, it could also strengthen the construction of the enterprise in the field of culture, so that the enterprise culture would become the intangible assets of the enterprise unknowingly. Although the project management in the field of marketing is often realized through certain methods and means, in essence, the mode of relevant activities which are important measures to improve the progress of corporate culture is also a kind of business management.

Thirdly, every barber knows that project management could improve the internal management of the enterprise. As an important mode, project management activities are conducive to improving the internal management of the whole enterprise. Usually, enterprises often use team cooperation to realize the management of the projects, which increases the level of awareness across the team to a certain extent, and then realizes the systematization of enterprise operation management.

3. Application strategy of project management in marketing practice

Compared with western developed countries, China's enterprise development started late. Therefore, at the application level of project management, there are also imperfect theories, inconsistent systems and insufficient reserves of relevant professionals. However, in recent years, with the formation of the trend of global economic integration and China's attention to enterprise development, the development speed of enterprise project management in China is very fast, and its position in the marketing industry is becoming higher and higher. The project management in the marketing practice of enterprises is mainly realized by introducing foreign advanced theory and combining foreign successful experience with their own development of project management. Through the application of advanced management theory and successful experience, formulate the scheme and mode suitable for the development conditions, so as to improve the efficiency of enterprise marketing practice.

3.1 Application of project marketing in the marketing organization

When enterprises carry out marketing, they need to comprehensively consider the complex situation of the market, then analyze lots of information data and carry out precise calculation, to make the best decision in line with the actual situation. Therefore, before the marketing work is officially carried out, the relevant departments of the enterprise should make comprehensive preparations for this link, and use project management to upgrade also arm the organizational change of marketing, so as to ensure the smooth development of later work.

When enterprises put project management into the organizational link of marketing, they generally need to meet the following requirements. Firstly, they should analyze the development of enterprises from a macro perspective, and formulate development objectives scientifically in combination with the actual situation and market demand. Secondly, enterprises should strictly follow the established enterprise development objectives, analyze the actual situation from the macro strategic perspective, and carefully design the marketing plan. Thirdly, they should also actively play the role of marketing plan, also collect a lot of information on enterprises and markets, as well as conducting necessary integration and analysis, to make it the most powerful weapon in the marketing process. Fourthly, in the process of implementing the marketing plan, they should always keep a pulse on market trends and have a fundamental grasp of the latest data, also carefully analyze the changes, then make targeted adjustments to themselves, and carry out risk preventions and controls to reduce the losses in this link. Fifthly, after the marketing, they should summarize the economic benefits and a series of problems and experiences encountered in the marketing process for marketing guidance in the next quarter.

3.2 Application of project management in formulating the marketing plan

The marketing plan is formulated by the enterprise through the analysis of its own development and production capacity, combined with the specific situation such as market demand, which is used for theoretical guidance and professional support in marketing activities. Therefore, in the planning stage, the management needs to take the overall strategy of enterprise development as the primary reference, divide the marketing process, systematically analyze each part according to the division results, integrate the coordination of the marketing process and the required material, human and financial resources, and make rational allocation and utilization of resources in combination with the actual situation of the enterprise.

3.3 Application of project management in marketing activities

The implementation process of marketing is closely related to the income of enterprises. Therefore, how to use project management to seek benefits for enterprises in the implementation of marketing activities is the primary problem that relevant departments of enterprises need to solve at this stage. Through the analysis and experience summary of previous cases, the author believes that we should mobilize multiple departments to cooperate and adopt novel and effective promotion means to maximize the benefits of marketing in the process of enterprise management. In the above process, all departments should pay attention to the coordination of project management, actively invest in marketing activities, and give full play to the role of project management through resource sharing. Organization and management personnel should reasonably allocate tasks and resources according to the capabilities and characteristics of each department to reduce resource waste. At the same time, relevant personnel shall timely coordinate various problems in their work and manage marketing activities as an overall project.

3.4 Application of project management in risk avoidance and project adjustment

In the process of marketing practice, we need to change the project plan according to the project progress and make some necessary adjustments, which can effectively improve the flexibility of marketing practice, and when we encounter some problems and troubles, we can find a solution in the shortest time, so as to ensure the progress of practice activities. In addition, it is also necessary to conduct risk assessment on practical activities, and take corresponding preventive measures against possible risks, so as to avoid some risks as far as possible, and ensure the smooth development of marketing practical activities.

3.5 Application of project management in result analysis of marketing

After completing the activities, it is necessary to summarize the corresponding experience of the activities, which can not only help the staff accumulate experience, but also improve the efficiency and operating benefits of the next enterprise marketing activities. Through the application of project management, it could summarize and evaluate some intangible marketing results such as consumer satisfaction, to lay a solid foundation for future work. Therefore, it is necessary to summarize the experience of marketing practice regularly.

4. Conclusion

In a word, in the marketing strategic activities, the importance of project management is self-evident. It often plays an important role in promoting the development of enterprises. Therefore, relevant departments should strengthen the application of project management in marketing strategic activities, formulate scientific and reasonable project management methods to enable enterprises to remain invincible in the fierce market competition, deeply study project management activities and tap the potential of project management activities in marketing.

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