

Research on Project Management Innovation from the Perspective of Marketing

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Abstract-Starting from the purpose of promoting enterprise project management level and marketing management performance improvement, it is proposed that enterprises must implement reasonable and scientific project management when conducting marketing. Based on the perspective of marketing, this paper analyzes the status quo and problems of the specific management implementation of Chinese enterprises, discusses the necessity of project management when enterprises conduct marketing, and finally proposes a suggestive strategy for implementing project management innovation when marketing

Keywords: marketing; project management; innovative countermeasures

1 INTRODUCTION

Well-known management scholars Tom Peter and David Cleland proposed that in an environment of increasing market competition, whether a company can achieve high efficiency and the efficiency of project management is crucial. At the same time, the advanced nature and scientific nature of the project management method have been well received by everyone, especially in today's highly competitive market mechanism, project management plays a role in the integration and redistribution of resources.

And the management master Peter F. Drucker also suggested that as market competition intensifies, companies increasingly value their ability to innovate and market. Therefore, the project management of the enterprise should be based on the marketing perspective, because the enterprise is aiming at the pursuit of good marketing performance. Only by fully considering the marketing factors to formulate the project management strategy can the enterprise achieve efficient management efficiency and complete the established marketing. task. mission. You can get a .pdf, .html, or .doc version at <http://computer.org/copyright.htm>. Authors are responsible for obtaining any security clearances.

First, the necessity of enterprises to carry out marketing management project management

With the rapid development of the social economy, the business development of the enterprise is in an environment full of opportunities and challenges. Therefore, enterprises should fully consider the enterprise marketing environment when carrying out the project management business, and actively promote the rapid improvement of their project management level and solve the current situation. A series of problems faced marketing project management is a team management, need to output certain results, and is in a fast-changing environment, so its role is crucial, it is a combination of project management

Functional and marketing management functions. However, this requires a strong team spirit, efficient communication and coordination, and must also integrate the concept of project management into marketing. The level of project management

in domestic enterprises is relatively low. Therefore, under such circumstances, if an advanced and scientific project management system can be built and managed effectively, it can greatly promote the implementation of marketing in domestic enterprises. The improvement of project management level.

The importance of implementing reasonable management when carrying out projects has been deeply rooted in people's minds. Despite the low level of relevant domestic management, we can learn from the relevant management concepts and experiences of developed countries to gradually form project management concepts and methods with Chinese characteristics. Guide us to innovate. Moreover, we can also build an advanced and scientific management system, and actively train professionals in this field, strive to develop project management concepts and methods suitable for Chinese characteristics, and promote the improvement of marketing performance of Chinese enterprises through the improvement of project management level.

Second, the problems and shortcomings of project management in enterprise marketing implementation

The final target of marketing is a certain customer, so the marketing staff will first analyze the customer's needs, and then plan the business activities according to the customer's needs.

The efficiency of a company has a lot to do with the success of the marketing work of the company. Although, with the intensification of market competition, China introduced the West

Some advanced marketing concepts and management methods. At the same time, it is undeniable that when marketing is carried out, not all companies implement project management at a very low level. At present, the management level of some excellent domestic enterprises has been extremely high. Despite this, the overall level of domestic marketing project management is a bit low, and there are a series of problems. Therefore, project management of marketing must be innovative to improve this situation in China.

(1) The organizational structure is backward and the function setting lacks adaptability

At present, the marketing departments set up by a large number of large enterprises are generally functional departments, and the functional structure of the functional departments is usually "pyramid tower organization" when they are set according to their specialization. 4] This ancient way of organizing divisions is usually divided by function, from the previous industrial economic period, the purpose is to protect those large-scale production methods. Although, this ancient organization has improved the rapid resolution of internal problems and played an important role in large-scale production methods. However, with the rapid development of the economy, the traditional production model has long been unrecognizable, so this "pyramid organization" has become backward and difficult to use in modern marketing management.

The system is imperfect and lacks excellent management staff

The project is a complete system. As a system, it must be managed with a sound management system. [However, at present, the project management system is particularly imperfect and lacks targeted construction in marketing. In the specific practice process, we must clarify the management function of the project and determine the macro objectives of the project, so that the entire project can be smoothly carried out. Otherwise, the whole project will go in the opposite direction, leading to the failure of the project. Finally, the project management will be made. Flowing in form. For example, at the specific operational level of the project, due to the lack of clear project management functions and lack of macro project management, the entire project is not smoothly communicated, the connection barriers, and the entire management is chaotic. Finally, the management plan often becomes a piece of paper and it is difficult to really play. Its efficacy.

Compared with some developed countries, China lacks comprehensive and specialized research and practice in project management. Therefore, at present, there is a serious shortage of professional talents and compound management talents in China's project management. Only with the possession of composite professionals, can enterprises truly apply project management to the marketing of enterprises, and carry out scientific and advanced control. To improve their own efficiency.

The monitoring system is not perfect and does not attach importance to the feasibility analysis of the project.

China's project management, no matter from theoretical research or specific practice, is relatively late, and the theoretical research is not closely related to the specific practice, which leads to the disconnection between research and practice, especially the lack of project management based on marketing perspective. Therefore, China's marketing The research on project management is still in an immature period, and the supervision system is not scientific and complete, resulting in low management level and efficiency, which is reflected in the

management of progress, quality and cost.

As far as its own, project management is a process of continuous innovation. At the same time, the marketing environment is constantly changing. Faced with such a changing environment, the uncertainty and complexity of marketing management are increasing, and it also leads to There have been many crossovers in business transactions, and their dependence has gradually increased. The traditional management system and method used in enterprise marketing projects no longer apply the new market mechanism. Therefore, it is imperative to carry out project management system and method innovation for marketing, which is very necessary.

Third, the proposal of innovative enterprise marketing project management

In an increasingly competitive environment, how to carry out project management innovation work to better promote the improvement of corporate marketing performance, avoiding it merely in the form of form, is a huge problem facing China's current research and practice, and urgently needs urgent To solve this problem, based on the marketing perspective of the genetic enterprise, the following countermeasures are proposed for the project management system and method innovation:

Strengthening ideological and conceptual innovation

In order to promote the improvement of project management efficiency, enterprises need to fully analyze and investigate the environment of enterprise marketing, and must implement project innovation in terms of ideas. From the perspective of marketing, project management must be based on the marketing basic system model, specific management theories and goals as an aid, and then use the project management method to analyze and identify all aspects of marketing management. Project management and management can be carried out in each link, and project management is implemented. [6] As far as the target is concerned, it is necessary to construct a marketing system, include all the project management operations of the enterprise, and then align with the overall development goals of the enterprise, so as to realize the effectiveness of implementing project management in marketing.

Deepening the innovation of specific management systems
Due to the backward management level of China's market, deepening the construction of project management system has certain significance for marketing management. At the same time, it also provides favorable guarantee for marketing and provides necessary conditions for management mechanism innovation. The enterprise marketing environment is constantly changing. Therefore, relevant project management must continue to innovate to adapt to the new marketing environment. Innovative project management, including new types of data and information, will be carried out to quickly follow up on changes in the market environment. The innovation of the management system must also follow the original management policy and follow the leadership of the enterprise.

In the situation, it is necessary to make management decisions based on marketing needs.

Improving project management methods and building a scientific management system

Innovating on specific management methods can effectively promote the management level and improve the efficiency. First, we must establish a sound and scientific expert evaluation system to ensure the follow-up project business in an orderly and fair manner. Second, in the project establishment process It is necessary to implement the bidding system, improve the conditions required for the project, formulate reasonable procedures for evaluating the project, ensure that the project is scientific and reasonable, and strive to achieve one project and succeed one. Third, in the project implementation phase, open competitive bidding procurement should be implemented. Promote the long-term benefits of the project and continuously innovate in the content and means of service.

The specific management process of the project is very complicated.

This article has an in-depth understanding of the problems and deficiencies in the implementation of project management in China based on marketing, and discusses the necessity of project management in marketing. Suggested strategies for scientific and rational project management in enterprise marketing. Innovative ideas for applying project management in the implementation of marketing have been created. This initiative is of great significance in the period of comprehensive marketing development.

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