

# **ABOUT THE CRISIS MARKETING AND THE CRISIS OF MARKETING**

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## **Abstract**

The global economical-financial crisis has sometimes reached unpredictable peaks. To think that a theoretical and practical approach can take on the role of a universal remedy becomes obsolete. But to believe in the overcoming of the current limits of such approach is extremely necessary. To adapt strategies of marketing to crisis times, in order to communicate with the marketing environment about the crisis, to make everything function better they impose the respect of a rigorous discipline of the whole marketing activity, from studying the market to tracking products and services in consumption and use. To thoroughly use human, material and financial resources for the benefit of marketing, to receive fresh information about market change from the sales force in time, to channel the resources of the entire company in order to achieve marketing objectives in particular and of human society in general, are essential conditions for performance. Marketing may be just the solution for many companies to get out of the crisis, but what is sadder is that a lot of them do not realize it. The most certain fact is that the recession will impose a discipline welcomed by the marketing practice in Romania. The time for campaigns with no results is over. The marketing strategy is the most difficult to elaborate because in a situation of economic crisis, terms of uncertainty are mainly found on the market and they affect the relations between the organization and its environment. The current economic crisis generates a domino effect through its magnitude, and that is why every crisis marketing strategy must first anticipate this from the very moment when it was triggered and then offer efficient solutions to overcome this period.

**Keywords:** Crisis strategy, marketing discipline, efficiency, results

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