

Editorial

Marketing: a key ally in the management of social and solidarity organizations

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Marketing is a key tool in organizational management, as Professor Adolfo Higuera states in his classes, “all business organizations regardless of their size or their corporate purpose must develop ten business sub-systems and a legal figure” (personal communication, 2004); in this sense, all are indispensable and fulfill an essential function within them, so there is no prominence of either one of them.

In this case, marketing becomes a vitally important tool in administrative management in the development and survival of business organizations, as well as other business subsystems, in which each of them regains its importance in terms of management.

In addition to the above, Fisher de la Vega and Espejo Callado (2017) state that:

“The starting point of the marketing as a discipline is to determine human needs and desires. Human beings need water, air, clothing, and housing to survive, that means to say, we have primary needs; but we also need recreation, safety, transportation, education, (secondary needs) and we also demand other types of needs such as self-realization, status, prestige, etc” (p. 5).

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In this sense, social organizations are not exempt from performing this administrative work. Managing marketing aspects is of vital importance to remain in the market system regardless of its corporate purpose; in this case, this type of companies and organizations must permanently resort to marketing strategies to survive in the context of their service, commercial sphere and business.

It is often argued that a social organization should not speak of a market or business typology, but from the administrative point of view any organization that provides a service or any company that offers goods must be clear about its target: to whom it lends the service, to whom they sell the product, in which market it relates, and what type of commercial advertising strategies it uses to always be in the retina of the users and in the minds of the consumers. Karin, Hartley, & Rudelius (2017) report that:

“For the marketing to work, at least four factors are required: 1) two or more parties (individuals or organizations) with unmet needs; 2) their desire and ability to satisfy them, 3) a form of communication between them; and 4) something they are interested in exchanging of” (p. 6).

After this being understood, social and solidarity organizations, which are non-profit entities and that are due to the provision of services and generation of proposals to their associates, must internalize this type of concepts, not to compete in the market but to reach the direct beneficiaries of their commercial activities, which may be programs, projects, products, among others, and thus make it possible for these users, or consumers as the target audience, be allowed to remain in the market.

Sometimes in the Colombian business context there are companies of this type of economy (social and solidarity) trying to compete in the market with companies of individual financial capital (free economy) and in some cases with disadvantages and large losses in the development of their commercial strategy, given that for some of the people who are in charge of this type of companies do not know the reason and the primary function in their administrative management; in that sense, every commercial strategy and marketing management must be put to achieve the satisfaction of the needs and desires of its associates as its main asset, these are its customers, consumers, users, workers, and investors, that is why marketing is a strategic ally in the management of social and solidarity organizations, because as a key organizational subsystem it gives you tools to be at the forefront of what your target audience requires assuring commercial loyalty, which allows the sustainability and growth of its brand, an indispensable element for subsisting in an increasingly globalized economy.

References

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