

THE IDENTIFICATION OF THE ROMANIAN COMPANIES' MARKETING NEEDS AND MEANS OF COMMUNICATION - A MARKETING RESEARCH -

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ABSTRACT: The marketing needs of the Romanian companies are very diversified, commencing with the research of the needs and demand on the target market, going down to the 4Ps (Product, Price, Promotion and Placement) and their components.

The present marketing research was performed using 11 categories of information sources: specialised publications in marketing; specialised publications in economics; national official statistics; publications of professional associations; publications/web sites of NGOs; reports issued by media institutions and web sites; information provided by specialised institutions in consultancy and marketing research; information provided by individual marketing specialists; information provided by advertising agencies; information provided by the economic sections of the daily newspapers; job web sites.

Key words: marketing needs, Romanian companies, secondary data

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