

Conceptual aspects of construction marketing

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Abstract:

The efficiency of marketing activities which can be applied as part of the construction firms depends on its skill, technique competence, the vision of planning team or making the respective activities, as well as of the managerial efficiency concerning to the touch of the definite objective. Strong enterprises failed because of a wrong marketing organization and because of the specific control used for reaching at the objective.

Key words: construction marketing, managerial efficiency, marketing organization

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