

# MĂSURAREA PERFORMANȚEI DE MARKETING

## MARKETING PERFORMANCE MEASUREMENT

**Asist.dr.ing., ec. Adriana Mirela SAVA**

**Prof.dr.ing., ec. Laura BACALI**

**Dr.ing. Carmen Maria TRIF (MUREȘAN)**

Universitatea Tehnică din Cluj-Napoca

**Abstract:** This article aims, in the beginning, to draw attention to the necessity of studying some less used marketing concepts, like marketing 3.0, which is proposed by professor Philip Kotler and other authors as an alternative to marketing 1.0 and 2.0, and neuromarketing respectively, and next to perform an incursion in the theoretical field of marketing performance measurement. This incursion starts by presenting some arguments that advocate for the need of measuring firms' marketing performance and continues with the presentation of some research directions that have manifested in time in this respect. The importance of the topic of marketing performance measurement is then highlighted by presenting the results of some research conducted by several organizations and associations from the marketing field.

**Keywords:** marketing performance measurement.