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Marketing in public administration

Summary

Changes in contemporary organization environment make clients to expect the highest level of service from the companies' as well as public entities' part. The fact has also an impact on public administration bodies, which have to follow the changes in clients behaviour. A chance for a fast adjustment to new conditions is to take advantage of marketing concepts that used to be applied mainly by companies. One example of such practice can be the internal marketing, set on organization's workers, and based on the assumption that satisfied employee creates the customer satisfaction. Another example can be relationship marketing, concentrated on long-term stakeholder relation creation. Among the marketing mix tools the 7P's model is suggested, consisting of product, price, place, promotion, people, process and physical evidence.

A special challenge brought by the contemporary world is the new communication techniques and the Internet development. Internet becomes not only main source of information, but also an important part of social life. In virtual reality the appearance of a new kind of customer can be noticed – prosumer. Those are the people wanting not only to buy the offer satisfying their individual needs, but to actively engage in shaping the offer. Prosumers are willing to present their opinions, evaluate the products, share their reflections and present suggestions concerning the process of problem solving. Their activity can bring substantial benefits to public administration entities e.g. facilitate a social dialogue or create a positive organization image. Unfortunately, such as free information exchange bring also some risks, like suggestions concerning possible ways of not obeying the law regulations. Public administration entities should try to meet all those challenges.

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