

The Impact Of Marketing Planning In Crisis Management: A Survey Of The Opinions Of A Sample Of Managers In The Directorate Of Agriculture Of The City Of Kirkuk

**Dr. Abdul Sattar Salim Awadh¹, Ahmed Mahmood khalaf², Saddam thani
Rahman³**

¹Assistant Prof. Kirkuk University / College Of Administration And Economics.

²Assistant Teacher. Kirkuk University /College Of Administration And Economics.

Assistant Teacher. Ministry Of Oil Noeth Gas Company (Stateco)³

Abstract:

The research dealt with the effect of marketing planning in the management of marketing crises, where the independent variable included marketing planning (Organization letter, environmental analysis, marketing objectives, marketing strategies, and marketing control) The adopted variable is the management of marketing crises by establishing a default plan that reflects the nature of the correlation and impact relationship between marketing planning and marketing crisis management, The research was based on two hypotheses.

The research was based on the confirmation of the two hypotheses on the data obtained by the adoption of questionnaire which prepared for this purpose distributed to a sample amounted (50) The data were analyzed using a set of statistical methods and the results were extracted by using the Computer program (SPSS)

The research found a number of conclusions: the existence of significant correlation between the independent variable and the independent variable, Marketing strategies have the most correlation and influential in management Marketing crises.

The research reached several proposals, the most important of them: The organization management should enhance the marketing planning process in its performance to determine the optimal management of marketing crises. Give an opportunity for the participation of individuals who involved in the marketing planning process because of that it will help in the implementation capacity and this is a key element in the effective implementation of the organization's strategies and the preparation of the marketing plan to reach the marketing objectives.

key words: Marketing planning, Crisis Management

Introduction

The marketing planning is one of the main functions in the administrative work, because of the vital role it contributes to managing the crises facing the organization, and organizations rely on marketing planning to optimize the orientation of organizations in the future and to achieve a clear view in the aspect of relations internally and externally of the organization in order to face crises, and on this basis, marketing planning represents in fact the overall view of the relationship between crisis management and the rest of the functions in the organization, which aims to achieve the goal, mission and purpose of the organization. Hence, the researchers sought to give a comprehensive picture of the independent dimension (marketing planning) and (crisis management) to include a comprehensive framework for the Department of Agriculture in Kirkuk province, and study the variables of marketing planning and its impact both individually and comprehensively in crisis management, and to achieve the above, came the research in four investigations, the first of which included the systematic framework of research, and the second research on the theoretical framework, and the third research on the field side of research The research concluded with the fourth research, representing the most important conclusions and proposals of the research organization.

First: Research Methodology

1. Search problem

Due to the importance of crisis management and its association with the life and survival of the organization, it is necessary to adopt prior marketing planning in order to reduce the negative effects of it. We note that there is limited interest in the concept of crisis management and the lack of use of planning in the face of these crises in the Directorate of Agriculture of Kirkuk, which the researchers stimulated to study and in light of this the questions of the current research were formulated as follows: 1. What is the nature of the relationship between marketing planning and crisis management in the research organization? 2. Does marketing planning contribute to crisis management in the research organization,

2. The importance of research

The importance of research can be reflected in the following points:

The importance of this research comes from the important role of marketing planning and its impact on crisis management. 2. To identify the continuous change of environmental factors and increase their impact on the research organization. 3. The resources available in the research organization should be optimized.

3. Research objectives

The objective of the research is mainly to demonstrate the relationship and impact between marketing planning and crisis management in the Kirkuk Agriculture Directorate, and the contents and limits of this relationship.

4. Default search model

Refers to the logical relationship between the two dimensions of research, expressing the solutions that the researcher assumes to answer the research questions raised in the research problem.

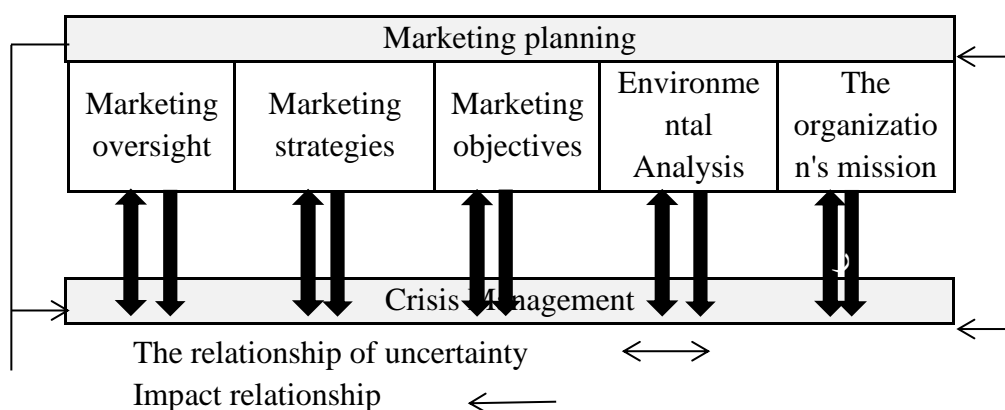


Figure 1 default search model

5. Search hypotheses

In line with the objectives of the research and a test of the model, the research relied on the following hypotheses: there is a morally significant correlation between marketing planning with the significance of its dimensions and crisis management in the research organization. There is a morally significant relationship to marketing planning that indicates its dimensions in crisis management in the research organization

6. Research community and its sample

The research community consists of (93) directors and heads of departments, people and units in the agriculture departments of Kirkuk province, and selected a sample of (50) employees as a research sample if the questionnaire was distributed to the sample and all the form was valid for analysis.

7. Data collection methods

The research in the presentation of the theoretical framework relied on the contributions of the collected from the sources represented by scientific references from books, magazines, studies, frameworks and related scientific research. Through the Internet, as for the field aspect, it relied on the collection of required data on the questionnaire form (Supplement(1), which was the main tool for measuring both sides of its

independent and approved variables, and was formulated to serve research objectives and hypotheses based on the theoretical aspect and refer to previous studies, the most important of which is the Study (Cooper, 2003, 6)(Franklin, 2004, 277). A range of statistical methods have also been relied upon to reach the results of relationships between variables, validate hypotheses and measure them on the Five-Year Lykert scale.

Second: The Theoretical Formwork.

1. The concept of marketing planning

Planning is a multidimensional science and always seeks to integrate non-identical dimensions and deals in the time dimension with present, past and future and connects bridges between them, and is also a process of participation and not an individual work and everyone in the planning has an indispensable role, At the same time, no participant can perform its organizational role successfully alone without participating and working together with other organizers at various stages of the planning process (Ghoneim, 2008,28). Planning also precedes any work that is operational as if it is functional or knowledgeable and the methods practiced by the organizations and no one disagrees with them (Mullah Hassan, 2006, 24) .(Pride & Ferrell, 2000:39) Marketing planning is an ongoing work that includes the formulation and development of marketing objectives as well as marketing strategies and policies, which are essential for the development, coordination and control of marketing activities.(Ratchman study, 2001, 363) defined marketing planning as examining and evaluating the performance of organizations, as well as evaluating new jobs, and developing marketing strategies to exploit them. (Judah, et al., 2004, 110) defined it as the best use of the organization's marketing resources in order to achieve its marketing objectives. while he knew him (Gravens & Nigle, 2006, 30) is a strategy development process taking into account the continuing change in the work unit environment and the need to deliver superior value to the customer. (Pride & Ferrell, 2006, 40) introduced it in the definition of marketing planning to being a regulatory process for evaluating marketing opportunities and resources to identify marketing objectives, formulate marketing strategy and consider it as a guide to implementation and control of the marketing program, and that the planning outcomes will be the marketing plan. (Al-Bakri, 2008, 168,) introduced him to a systemic method of effective and efficient management of the process of change towards the environment and the competition it receives, and the available marketing opportunities may be very limited.

By reviewing concepts by the, they found that they had addressed marketing planning in many respects but all focused on the future the organization was dealing with and how to better allocate the resources available to it, and marketing planning was a process that enabled organizations to analyze the environment, diagnose their capabilities and energies, identify marketing career paths, and implement marketing decisions.

We conclude that marketing planning is the process of predicting the future, hedging and adapting to its variables to ensure permanence and survival, how resources are optimized, opportunity assessment options and planned profit generation by identifying the organization's optimal marketing strategy and its ability to compete with other organizations.

2. The importance of marketing planning

With the need to deal with highly complex volatile environments, increased competition, rapid changes and technologies, this importance increases, and the views of some researchers illustrate the importance of marketing planning. (Pride & Ferrell, 2006, 40) stresses the importance of marketing planning as follows:

- A. Identifying the organization's direction in marketing by accurately identifying its objectives and enhancing its position in the market.
- B. Reduce uncertainty and appropriately capture marketing opportunities in the market.
- C. Invest marketing resources better and minimize waste and cost.

3. Marketing planning steps

The marketing planning process is going through several steps that end in the other to a practical marketing plan that enables the organization to grow, continue and then achieve its objectives efficiently, and there are many views on identifying these steps. (Cooper, 2003, 6) stated that marketing planning steps are (message - strategic goal setting - environmental analysis - marketing goal setting - marketing strategy formulation - resources and oversight). (Franklin, 2004, 277,) also stated that marketing planning steps are (strategic analysis - marketing objectives - marketing strategy - resources and implementation - evaluation and control). The researcher based on Franklin's opinions with Copper, relying on the next steps:

a. Organization's Message

It can be said that each organization has its own message that differs from the different organizations as well as the method of formulating the organization's message, form and content, and the letter explains the reasons for the organization's existence as it defines the organization's primary purpose and includes a description of its main products and a definition of its markets and sources of income (Mullah Hassan, 2006, 36), and in determining the organization's message managers should know their units of work so that they can know what kind of values they can offer to customers (Jones & George. , 2003, 259)

b. Environmental Analysis

This phase is the mainstay of marketing planning because it involves identifying the organization's strengths and weaknesses, opportunities and threats, and this so-called Strategic Analysis (SWOT) -Strengths, Weakness(Opportunities, Threats), a term for

words (strength, weakness, opportunities, and threats) (Al-Sumaidai, 2004,52), and the environment has always represented the environment in which the organization operates and influences its permanence and continuity, it is absolutely imperative for the Organization to study it in order to accommodate and conform to it and to enable it to survive and continue (Bakri, 2008, 89.)

c. Marketing objectives

In order to achieve its marketing objectives, the organization must identify and analyze the target market and develop the marketing mix in order to satisfy its customers (Fifth, 2004, 42), and there are five requirements for the objectives to be meaningful: (Dess, et. al., 2007,33) a. Measurable: at least one indicator that measures progress versus meeting goals. B. Customization: This gives a clear message to the needs that are accomplished. T. Suitable: It must be consistent with the organization's vision and mission. W. Realism: It must be a goal that can be achieved in accordance with the organization's capabilities and opportunities in the environment, i.e. essentially it must be defiant but can be done. A. In time: a time frame for achieving the goal.

d. Marketing Strategy

Porter stressed that strategy is not a matter of doing things better, because this is at the heart of functional effectiveness, but that the strategy is how to do things differently, so the essence of the strategy is to make choices, and strategic options can be divided into two key questions: Where do we compete? How do we compete? The answer to these two questions identifies the key areas of the organization's strategy, whether in the organization or the Business Unit (Grant, 2008, 19),

e. Marketing contro

The concept of marketing control can be defined as the process by which management obtains information on marketing performance and there are two main frameworks (Bakri, 2008, 383): a. Control through efficiency in marketing work. B. Comparison between chart and actual performance. (Darymple, 2000, 670,) points out that marketing oversight is a set of procedures that allow managers to compare the results of the marketing plan with pre-established standards, and then take appropriate corrective action to achieve the goals. (Kotler, 2002, 231) defined it as a process of analysis and qualitative identification of the results of the implementation of marketing plans and strategies as well as the application of modification work to achieve the desired objectives.

2. The concept of crisis management

The concept of crisis is one of the terms developed despite the fact that it exists from the oldest ages, and the response to the crisis requires caution in confronting it to reduce its aggravation or minimize at least, and perhaps the issue of Our Lord Noah (peace be upon him) by building his ship as stated in the Holy Quran to face the threat of flooding is only the best example of his good management necessary before it occurs. The crisis

can be defined as every situation or event that leads to positive and serious events in the results, which is an event or accumulation of a group of unexpected events that affect the system of the institution or part of it, which in practice is a interruption of work in whole or in part for a period of length or shortness for a certain reason followed by the impact of the entity and its transformation (Fares, 1:2005). While (Abboud knew her, 5:2009.)

The crisis represents the result of a sudden imbalance that directly affects the elements of the intended regime, but poses a war threat and informs the state of the regime that governs it. As for (Said, 58:2012) defined it as a position that includes the two characteristics of the threat as a result of the multilateralism affected by the crisis that they will not be able to obtain and maintain the values, materials and objectives that they see important and the pressure of time represented by the awareness of those goals as much as the time available to investigate the facts and take moves such as the beginning of losses.

A. Types of crises:

There are many types of crises and vary depending on the circumstances of their origin and the reasons behind their appearance in the surrounding environment, and the severity of their impact and seriousness vary from crisis to crisis and in each type decision makers should be familiar with the tools to deal with the crisis. (Al Dhahabi, 2001) identifies three types:

1) Creeping crisis

The crisis is accompanied by a threat felt by individuals working at the site of the crisis, often caused by the lack of common denominators between the individuals involved in the crisis and their management, and the administration may be indifferent to the matter. This exacerbates and exacerbates the crisis and creeps further away from where it occurs.

2) Routine crisis

Normal routine crises usually occur and are repeated periodically, such as crises resulting from amendments to laws or regulations, as well as periodic threats and losses that occur as a result of budget checks and periodic adjustments in the government.

3) Sudden crisis

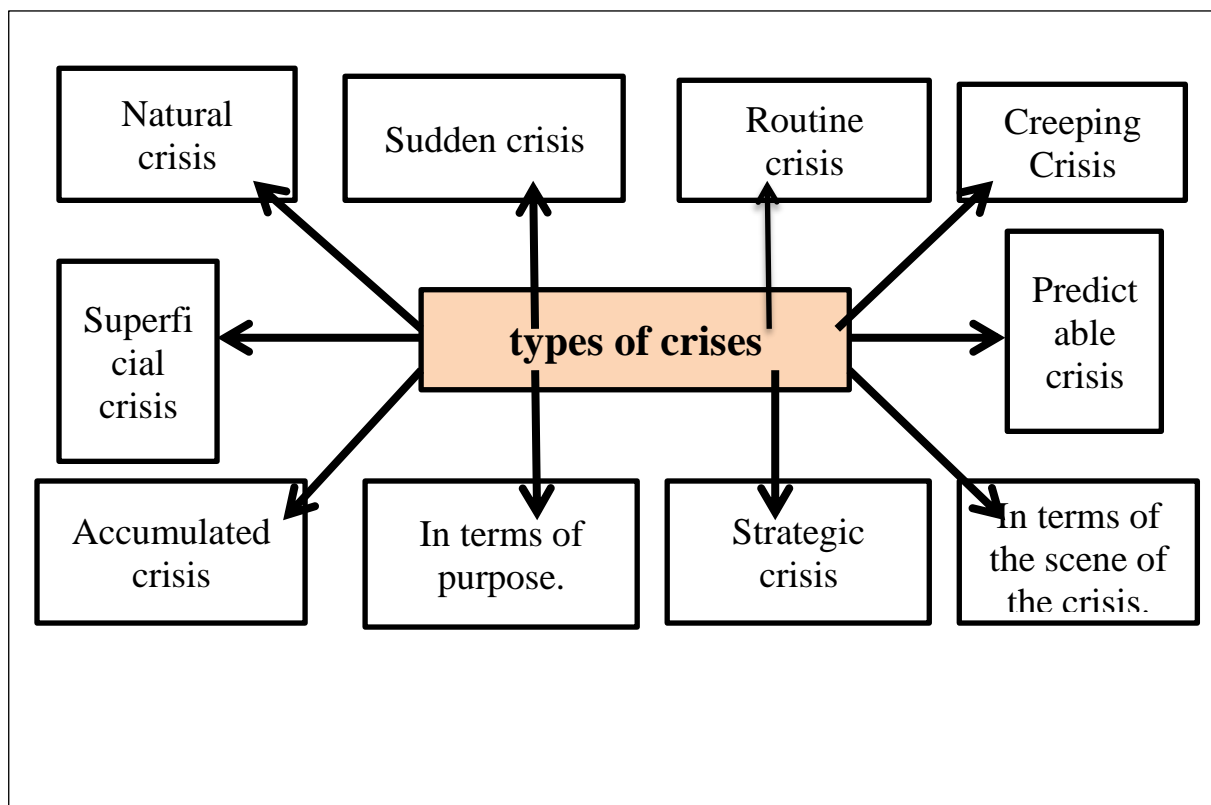
This type is actually prepared by most organizations, and the crisis here occurs suddenly uncalculated makes the whole organization in danger because there are no contingency plans because the event is out of expectations, and the leadership needs time to respond and the shorter the time to respond the more efficient and less expensive the treatment, and the organizations often apply a risk strategy that works to save what can be saved and cancel all marginal events (Al Dhahabi, 2001:112-113).

In the same context, (al-Khafaji, 2010: 195-196) and (Al-Lami, Al-Issawi, 2016,) add other types of crises:

- 1) Superficial crises: surface crises occur suddenly do not pose a danger, and end by dealing with their deep causes, and the crises are deep impact of a very harsh nature, and based on the amount of penetration and depth of the crisis will have a great impact on the organization on which the crisis occurs. The surface crisis could turn into a deep crisis if it is not dealt with properly .
- 2) Accumulated crisis: is a crisis that can be expected to occur, that the process of forming and interacting its causes takes a long time, such as exploding and growing and evolving with time and therefore there are many opportunities on the part of the administration to prevent the occurrence of the crisis and reduce its effects before it reaches a large stage. There are no radical solutions in such crises .
- 3) Predictable crisis: occurs as a result of internal reasons as the organization through its regulatory systems is dominant or able to deal with the crisis, and can be eliminated by the presence of the appropriate alternative
- 4) Unpredictable crisis: occurs due to the sudden changes of the external environment, and the reason for this type of crisis is the weakness of the organization to monitor and examine the external environment effectively.
- 5) Strategy crisis: - Deterioration and erosion in the ability and capabilities of the organization and this deterioration or threat is evident when the organization is unable to contain the changes that are happening in the surrounding environment and take measures to find out the causes and know its resources.

Through what has been reviewed from the types of crises according to the opinions and points of the researchers, the types of crises can be expressed by.

Figure (2)



B. Crisis management stages

Crisis management goes through multiple stages and writers and researchers differ in their classifications depending on their intellectual orientations. (Al-Khafaji, 2010) (Al-Azzawi, 2010, 18) determines it in five stages:

- 1) Easing the crisis: Various activities are managed in a way that reduces the likelihood of their occurrence by determining the quality of risks and conditions of the internal and external organization and predicting the risk.
- 2) Readiness: Preparation and preparation for all possibilities resulting from the first phase and the readiness to develop an integrated plan to confront the crisis and determine the material and human requirements.
- 3) Confrontation: Is the decisive and key stage in the management of the crisis where it is scrutinized by the extent of the losses that will be inflicted on the institution from the conduct of the crisis.
- 4) Rebalancing: It aims to restore the normal status of the institution, which it was before the crisis, and this takes not too long, so a long-term (relatively) plan must be developed according to the management of the crisis.
- 5) Learning: It is the last stage and includes an important study learned by the organization.

Third: Testing the search model and its hypotheses

This research aims to test the relationships of association and impact and identify them between the two dimensions of the research and its different variables to check the validity and validity of the research model and its hypotheses and therefore this research has been divided into two paragraphs:

1. Analysis of Correlation relationships:

Table (2) presents the results of the analysis of correlation relationships between the independent dimension of marketing planning represented by (the organization's mission, environmental analysis, marketing objectives, marketing strategy, marketing control), as the results and at the overall indicator level show a positive moral correlation between the variable of marketing planning and crisis management combined with the correlation coefficient (0.519) and at a moral level of 0.05.

Table (2) Correlation relationships between marketing planning variable and crisis management

Marketing planning variables						Independent variables
Total index	Marketing oversight	Marketing strategies	Marketing objectives	Environmental Analysis	The organization's mission	Adopted variables
*0.519	*0.461	*0.594	*0.467	*0.483	*0.539	Marketing Crisis Management

.Source: Prepared by researchers based on the results of the statistical program SPSS
 P* ≤ 0.05 N=50.

Data from the results of the analysis of the simple correlation between the variables of marketing planning and crisis management indicate that there is a positive moral correlation between them, and the values of the correlation factor ranged from (*0.461-*0.594) and these relationships indicate that the existence of marketing planning It contributes to determining the type of crisis and its causes and the requirements of its management and stages and stages of management through the marketing information emanating from it that helps the marketing department in making the right decisions, and these results reflect us accepting the first main hypothesis that there is a moral link between marketing planning In terms of its dimensions and crisis management in the research organization.

Second: Analysis of impact relationships between research variables

After the correlations between research variables have been clarified, the impact relationships between the same variables are analysed in order to determine the degree of impact of marketing planning in crisis management in order to ascertain the validity of the second main hypothesis as follows:

The second main hypothesis is that there is a morally significant impact relationship to marketing planning, indicating its dimensions in crisis management in the research organization".

This axis detects the nature of the effects contained in the second main hypothesis, as table (3) data on regression analysis indicate that the value of the R² selection factor has reached

47.5 %)) From the total variation of crisis management due to the effect of the marketing chart variable and the rest returns 52.5% to random variables that cannot be controlled or are not already in the regression model, supported by the value of F Calculated at 12,332, which is greater than its scheduled value) 4.00) and at a degree of freedom (1.48) and a moral level (0.05) and from valuable analyses β (0.681) And in terms of the value of the extreme calculated t 3.512) (Which is more than its highly scheduled value. (1.671) .It turns out that there is an impact of marketing planning in crisis management.

Table (3) Impact Relationship Analysis of Marketing Planning in Crisis Management

Crisis Management			Adopted variables Independent variables
F	β	R ²	
* 12.332	0.681 (*3.512)	0.475	Marketing planning

.Source: Prepared by researchers based on the results of the statistical program SPSS
 P* <= 0.05 N= 50 df=(1,48) (t Calculated)

This accepts the second main hypothesis that (there is a morally significant impact relationship to marketing planning with the significance of its dimensions in crisis management in the research organization). To complete the testing of this hypothesis, it is necessary to determine the degree of impact of the dimensions of the planning in :crisis management, both as follows

A. Impact after the organization's mission in crisis management

(Table (4 Analysis of the impact relationship of the dimension of the organization's mission in crisis management

Crisis Management			Adopted variable Independent variable
F	β	R ²	
7.539	0.586 (2.746)	0.315	The organization's mission

.Source: Prepared by researchers based on the results of the statistical program SPSS

$P^* \leq 0.05$ $N= 50$ $df=(1,48)$ (Calculated t)

Table 4 shows that the value of the R² selection factor was (31.5%) One of the explained differences in crisis management is due to the impact of the organization's mission, while the rest of the differences (68.5%) are due to the impact of the organization's mission. to random variables that cannot be controlled or are not included in the regression model in the first place, indicating the calculated F value of (7.539), which is greater than its scheduled value of (4.00), at the degree of freedom Adult (0.586) (1.48) and the moral level of 0.05 and the follow-up of the coefficient β Testing the calculated value (t) of 2,746, which is greater than its scheduled value of 1,671, shows that there is an impact on the organization's mission in crisis management

B. The impact of environmental analysis on crisis management

Table (5) Analysis of the impact relationship of the dimension of environmental analysis in crisis management

Crisis Management			Adopted variable Independent variable
F	β	R ²	
*9.948	0.638 (*3.154)	0.346	Environmental Analysis

.Source: Prepared by researchers based on the results of the statistical program SPSS

$P^* \leq 0.05$ $N= 50$ $df=(1,48)$ (Calculated t)

Table 5 data on regression analysis show that there is an impact on the dimension of environmental analysis in crisis management, with the value of the R² identification laboratory (34.6%) Of the differences explained in the variable of the causes of crisis management due to the effect after environmental analysis, while getting used The rest of the differences (% 65.4) to random variables are uncontrollable or are not included in the regression model in the first place, indicating the calculated F value (9.948), which is greater than its scheduled value of 4.00, at a degree of freedom (1.48) and a moral level of 0.05) and follow-up factories β Adult (0.638 The calculated value (t) of 3,154*, which is greater than its scheduled value of 1,671, shows that there is an impact on the dimension of environmental analysis in crisis management

A. Impact of the dimension of marketing objectives in crisis management.

Analysis of the impact relationship of the dimension of marketing objectives and crisis management (Table 6)

Crisis Management			Adopted variable Independent variable
F	β	R ²	
* 9.038	0.789 (*3.006)	0.335	Marketing objectives

.Source: Prepared by researchers based on the results of the statistical program SPSS
P* <= 0.05 N= 50 df=(1,48) (Calculated t)

Table 6 explained that there is an impact on the dimension of marketing objectives in managing the marketing crisis. The R2 selection factor was valued at (0.335). This indicates how much you explain after the marketing objectives in the change in crisis management, which is valued (33.5%), while (66.5%) returns to random variables that cannot be controlled or are not included in the regression model, indicating the calculated F value (9.038) which is greater than its highly scheduled value) .4.00(And at the degree of freedom (1.48) and moral level 0.05) and from the follow-up factories β And in a sign .Calculated (t) value of 3.006, which is greater than its scheduled value of (1.671). It turns out that there is an impact of marketing objectives in crisis management.

D. Impact of the dimension of marketing strategy in crisis management.

Table (7) Analysis of the impact relationship to the dimension of the settlement strategy in crisis management

Crisis Management			Adopted variable Independent Variable
F	β	R ²	
* 5.483	0.618 (* 2.342)	0.386	Marketing Strategy

.Source: Prepared by researchers based on the results of the spss statistical program
(t) Calculated df =(1 ,48) N= 50 P* <= 0.05

Table 7 data showed that the value of the R2 selection factor was (0.386) i.e. (38.6%) of the differences explained in crisis management due to the effect after marketing strategy While (61.4%) returns to random variables that cannot be controlled or are not included in the regression model, indicating the value of F of 5.483, which is greater than its scheduled value of 4.00, at a degree of freedom (1.48) and a moral level of 0.05 and a follow-up value β Al, Yed (0.618 (And in a valuable way) t (Calculated (2.342) which is greater than its scheduled value (1.671). It turns out that there is an impact of the dimension of marketing strategy in crisis management.

I'm not going to do that. The impact of marketing control in crisis management

Table (8) Analysis of the impact relationship of the dimension of marketing control in crisis management

Crisis Management			Adopted variable Independent variable
F	β	R ²	
* 8.716	0.776 (* 2.252)	0.331	Marketing oversight

.Source: Prepared by researchers based on the results of the statistical program SPSS
 P* <= 0.05 N= 60 df =(1. 48) (Calculated t)

The results of the regression analysis shown in Table 8 indicate that there is an impact on the dimension of marketing control in crisis management, and the impact relationship was moral, with the value of R2 (0.331) i.e. (33.1%) of the differences explained in crisis management due to the effect after marketing control While (66.9%) returns to random variables that cannot be controlled or are not included in the regression model, indicating the value of F of 8.716, which is greater than its scheduled value of 4.00 and at a degree of freedom (1.48) And a moral level.0.05) (It is a valuable follow-up β Al , Yed (% 0.776) The calculated (t) value (* 2.252) which is greater than its scheduled value (1.671). It turns out that there is an impact on the dimension of marketing control in crisis management.

It is clear from the above and through the test of the second main hypothesis of the independent variable and the significance of its dimensions, that all relationships of influence, although low, were moral, and on this basis the main hypothesis was accepted and this indicates the lack of integrated marketing planning in accordance with scientific frameworks but the existence of actual practices in research organizations to collect marketing information and not to benefit from this information in the management of the crises to which it is exposed.

Fourth: Conclusions and Proposals

Conclusions

1. Marketing planning in the research organization remains weak and does not live up to what is required to manage the crisis in the research organization.
2. Marketing planning in the research organization remains weak and does not live up to what is required to manage the crisis in the research organization.
3. At present, the research organization's achievement of its objectives is shrouded in many difficulties and challenges, due to the uncertainty generated by the environment.
4. There is a lack of material and financial resources and there is no planning to use these resources efficiently.

5. Poor perception and awareness by most individuals working on the organization's mission.
6. The results resulted in a direct contribution to marketing planning in its impact on crisis management, and that what enhanced the highest contribution to impact in crisis management after the marketing strategy in the research organization.

Propositions

1. The need to manage the organization to enhance the marketing planning process in its performance of its marketing work because the results of the research resulted in a moral link between marketing planning with its variables and crisis management.
2. The need for the organization's management to focus on marketing strategies and inform working individuals of the strategic direction and marketing strategic tactics that it will adopt in emergencies or shifts in its production lines, as well as the need for the organization's management to be interested in responding quickly in meeting customer demands because they are factors affecting the identification of the appropriate and correct strategy for crisis management.
3. Increased attention and awareness should be raised by the organization's management to educate working individuals on the importance of marketing planning over time through the development of knowledge for managers and department heads, and to develop the capabilities and capabilities of employees to accommodate successive developments in the field of product manufacturing to ensure that the level of delivery of products suits the needs and desires of customers and achieves the best investment of human resources.
4. The need to identify the consequences of marketing crises that may lead to the exclusion of the organization from its activities efficiently and effectively.
5. Promoting environmental analysis by rapidly responding to environmental variables and adapting to these variables, as well as upgrading the role of marketing strategies by developing alternatives and strategic options, taking into account the fluctuations in demand for products in the market and therefore relying on tactical marketing strategies, marketing control should be activated through early detection of deviations that may occur and thereby emphasize reverse nutrition in the organization to enhance regulatory performance.
6. Research organizations must develop sound administrative steps to manage the marketing crisis, the most important of which is to develop an effective plan in advance to deal with emergency crises in order to reduce their seriousness.

Reverence

- 1- .Abboud, Salem Mohammed , (2009), the financial crisis between the principle of disclosure and lips, a research submitted to the third scientific conference in Amman.

- 2- Al Dhahabi, Jassim Mohammed , (2001), administrative development entrance, theories, processes and strategies, . Enriched for publishing and distribution, I1, Amman, Jordan.
- 3- Al-Azzawi, Najm , (2010) following strategic organization on crisis management, 7th International Scientific Conference, Zarqa Private University, Faculty of Economics and Administrative Sciences, Amman, Jordan (3-5/11/2009.)
- 4- Al-Khafaji, Karrar, (2010) the causes of the emergence and management of crises. Kufa Magazine's Volume 1, Issue 5.
- 5- Al-Lami, Ghassan Qassem, Al-Issawi, Khaled Abdullah , (2016), Crisis Management Foundations and Applications, Methodist House for
- 6- Al-Sumaidai, Mahmoud Mohammed Jassim, 2004, Marketing Strategies, Quantitative and Analytical Entrance, I1, Al Hamid Publishing and Distribution House, Amman, Jordan.
- 7- Bakri, Thamer Yasser, 2008, Marketing Strategies, Arabic Edition, Yazuri Scientific Publishing and Distribution House, Amman, Jordan.
- 8- Cooper, Lee, 2003, Strategic Marketing Planning for New Ventures, Lee, Cooper Anderson. Uc19.Edu.
- 9- Darymple, ouglas, J. and Parsons, Leonard, J., 2000, Marketing Management, 7th ed., Jhon Willy & Sons.
- 10- Dess G. Gregory, G. T., Lumpkin and Taylor L. Marilyn, 2007, Strategic Management, Creating Competitive advantages, 2nd ed., Irwin, McGraw-Hill, USA.
- 11- Fares , Ali Ahmed , (2005), Crisis Management Causes and Solutions , Future Center for Studies and Research
- 12- Franklin, Bemjamin, 2004, Writing The Strategic Marketing Plan.
- 13- Ghoneim, Osman Mohammed, 2008, Organization, General Foundations and Principles, Arabic Edition, Safaa Publishing and Distribution House, Amman, Jordan.
- 14- Gravens, David W. and Nigel F. Pierey, 2006, Strategic Marketing, 8th ed., P.CM, McGraw-Hill, Irwin, USA.
- 15- Jones R. Gareth and George M. Jennifr, 2003, Contemporary Management, 3rd ed., Companies, McGraw-Hill, USA.
- 16- Judah, et al., 2004, 110, Building a competitively oriented marketing strategy in the Iraqi tourism sector, an unpublished Doctoral thesis, Faculty of Management and Economics, Basra University.
- 17- Kotler, Philip & Amstrong, Gary, 2006, Principles of Marketing, 11th ed., Pearson International, New York.
- 18- Kotler, Philip, Armstrong, Gary, 2009, Marketing Basics, Part 1, Translated by Dr. Sorour Ali Ibrahim Srou, Mars Publishing House, Riyadh, Saudi Arabia.
- 19- Mullah Hassan, Thaer Tariq Hamed Mohammed, 2006, Strategic Marketing Organization and Its Impact on the Quality of Banking Service, Exploratory

- Research at Rafidain and Rashid Banking Branches in Mosul, Unpublished Master's Letter, Faculty of Management and Economics, Mosul University.
- 20- Pride, William M. and Ferrell O. C., 2003, Marketing Concepts and Strategies, USA.
- 21- Printing and Publishing, I1, Amman- Jordan
- 22- Ratchman, David et al., 2001, Contemporary Management, translated by Rifai Mohammed Rifai, Dr. Mohammed Sayed Ahmed Abdul Mutaal, Mars Publishing and Distribution House, Riyadh, Saudi Arabia.
- 23- Said, 58:2012 Marketing Information System, I1, Al Hamid Publishing and Distribution House, Amman.