

***How Marketing Affects your Organization or Business***

***2004***

***Outline:***

Marketing is the most critical business function that many companies ignore and/or under utilize. The most successful businesses in a free market economy are those that have a well-defined, strong marketing organization. Marketing is the thinking part of a business. A proactive company is always marketing led.

**Thesis Statement**

This research paper will explain how marketing affects your Organization or Business

The discussions and recordings of this paper will be limited to the scope of the literature surveyed.

## **Marketing – What does it connote?**

Marketing is a very broad based term. In simple terms “Marketing is an art of selling products” However at the same time we need to interpret that marketing is not only about selling (Delaney, 1994). Selling is only a segment of marketing. It is an art that involves creativity, a science because it has logic involved with cause and effect relationships. Marketing is one of the most important areas in the success of an organization. Every company or firm has a marketing department that takes care of the marketing functions without which a company cannot operate (Delaney, 1994).

## **Significance of Marketing to an Organization**

It is the marketing department that resolves the following key factors (Maddock and Fulton, 1996):

- What is the product going to be like, i.e. what is going to be the final market offering and brand name
- Who is the product meant for? We cannot sell the product to everybody as each one has his / her own choices. Hence we have to choose a particular segment in the market that we are planning to target. They are the target audience
- Which markets are going to be the priority markets for selling the product? – Segmentation is an topic to be considered
- What is going to be the unique selling proposition (USP) of the product – special characteristics of the brand that will distinguish our brand from others in the market – Positioning
- Based on the customers that we are targeting, the product will be priced accordingly – Pricing
- They decide various means of communications through which we can popularize our brand in liaison with the advertising agency – Advertising

These and various other important functions are managed by the marketing department, which takes care of things right from the conception of the brand to its final sale and after sales service. That’s

the reason why a brand manager who looks after this is often called the "Mother of the Brand" (Maddock and Fulton, 1996).

These factors would often adjudicate the success or failure of the entire business and is very crucial for a venture to be profitable. Hence a company is incomplete without its marketing department and it's one of the most important / vital department or functional area (Maddock and Fulton, 1996).

### **Developing a Marketing Mix**

Your marketing mix is a combination of marketing tools that are used to gratify customers and company objectives. Consumers often term the marketing mix "the offering" (Delaney, 1994). Creating a successful marketing mix that will increment results often takes experimenting and market research. There are many methods that can be used, both in person and the use of impersonal presentations. The key is to not always depend on "one" mix always explore other avenues (Delaney, 1994). The combining and coordination of these elements will be more effective than depending on one. You must coordinate all elements so that the prospective consumer is not being sent mixed messages that can create confusion.

### **Case Study**

The organization I work is into a niche area of process plant simulation and automation. The software products configured here are for a very specific group of audience. They are primarily from the chemical process industries and are process engineers. Apparently our marketing department has an exhaustive database of the chemical industries, which uses different products available in the market. Also they are very sensitive to the needs and enhancements required by the existing clients. The marketing requirements documents become the back bone for any project to commence. Hence our organization is purely driven by market demands and innovation in different areas of the chemical process industries.

***Work Cited***

Delaney, Joan. "Crafting a Marketing Plan That Works." Black Enterprise Nov. 1994.

Maddock, Richard C., and Richard L. Fulton. Marketing to the Mind: Right Brain Strategies for Advertising and Marketing. Westport, CT: Quorum Books, 1996.