

Marketing Organisation

In this recording we summarise the content of chapter 36 Marketing Organisation.

Studying this chapter should help you Define marketing strategy; review the marketing strategy formulation process; discuss the principal objectives of the marketing department; review the major structural alternatives that are available to a marketing department; .

Introducing the chapter, the authors start with 1. Earlier in the book we noted that organising means determining activities and allocating responsibilities for the achievement of plans; coordinating activities and responsibilities into an appropriate structure. In this chapter we consider organising the marketing function. We start with the strategic role of marketing and consider the formulation of marketing strategies and their relationship with corporate strategy. Next we consider the principal objectives of a marketing department and discuss the major structural alternatives that are available. Finally, we evaluate the differing perspectives between the marketing and other departments within the organisation..

The key concepts discussed within this chapter are:

Marketing objective - A statement of what is to be accomplished through marketing activities – the results expected from marketing efforts; Marketing strategy - a plan indicating the opportunities to pursue, specific target markets to address, the types of competitive advantages that are to be developed and exploited and maintenance of an appropriate marketing mix that will satisfy those people in the target market(s); Organising by function - A way of structuring a marketing department in which personnel directing marketing research, product development, distribution, sales, advertising and customer relations report to the top-level marketing executive; Segmentation - The process of grouping customers in heterogeneous markets into smaller, more similar or homogeneous segments - customers are aggregated into groups with similar needs and buying characteristics; .

Other terms discussed include:

Market segmentation approach; Marketing concept; Marketing orientation; Segmentation variables or bases; .

Summarising and concluding, the author(s) make the following comments - 16. In this chapter we considered the strategic role of marketing and the formulation of marketing strategies – plan(s) indicating the opportunities to pursue, specific target markets to address, the types of competitive advantages that are to be developed and exploited and maintenance of an appropriate marketing mix that will satisfy those people in the target market(s). We noted the importance of the market segmentation and positioning approach. We highlighted the principal objectives of a marketing department and discussed the major structural alternatives that are available. Finally, we evaluated the differing perspectives between the marketing and other departments in the organisation. We noted the unifying role of the marketing concept - the philosophy/ culture that an organisation should try to provide products that satisfy customers' needs through a coordinated set of activities that also allows the organisation to achieve its goals..

We have now reached the end of the chapter 'Marketing Organisation'.

There are a number of references for this chapter where further reading opportunities are identified for you.