

Reading free Case study with solution in marketing management Copy

Marketing management involves the strategic creation and implementation of an organization's marketing efforts. People who work in marketing management act as liaisons between a company and its target consumer. Marketing management is important because it enables companies to achieve their marketing goals. Marketing management is the strategic organizational discipline which focuses on the practical application of marketing orientation techniques and methods inside enterprises and organizations and on the management of a firm's marketing efforts.

In short, marketing management is the process of planning, executing, and tracking the marketing strategy of an organization. This includes the marketing plan, campaigns, and tactics used to create and meet the organization's marketing goals.

Goal setting is one of the foundational requirements for effective marketing. Here are some reasons why having a goal is important for marketing management:

- Helps plot and plan marketing campaigns.
- Keeps a marketing team on track.
- Makes it easier to create and assign tasks to individuals.

Marketing management involves developing and implementing strategic marketing programs, processes, and activities that align with wider business objectives while utilizing customer insights, tracking metrics, and optimizing internal processes to achieve success. Being an effective marketing leader is more complex than it sounds.

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