

# Example of literature review on marketing manager

[Business](#), [Marketing](#)



1. Marketing Managers are very important part of any organization. Their job starts from the development of products, identifying target market, define pricing strategy, advertisement management, operation management, product sale to after sales services. They work to keep organization as well as customers satisfied from their performance as both are interrelated. Their tasks and responsibilities vary depending upon the type of organization and nature of job. If product is new to the market, they are the one who create awareness about the product and generate demand in the market. They develop planning strategy for organization after collecting information through market research and other available sources.

2. After analyzing the role and responsibilities of marketing managers, my interest in job increased drastically. Marketing manager's job is much respected job as they are the people behind any successful organization. I found the job very interesting not only because of its recognition but the challenge and creativity involved in the job. I like specially the field of market research and planning. This field provides tremendous opportunity to an individual to deploy his analytical mind in conducting research and develop marketing strategy for organization.

3. Marketing managers should have a good leadership quality as they are required to handle a team of people. They are responsible for the job done by others hence they need to control others performance. Marketing managers are required to work as per the need of job like; frequent traveling, meeting sales targets, long working hours and sometimes facing internal politics of organization. As they are the highest paid employees in the organization so during the time of recession or internal loss in the

organization, they are the first target of senior management.

4. After completion of high school, I will pursue my higher studies. I am planning to do my master in business administration. While pursuing my master I will go for internship in renowned organizations in order to get some basic knowledge.