

# Relations of marketing with my major

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



Relations of Marketing with Management Though there is no universal definition of marketing, this term refers to an individual activity, or a group's activity that involves communication, creation, exchange, and delivery of valuable products or services to customers, clients, partners, and the public. In doing this, marketing identifies the customer's needs, provides the needs, and hence keeps the customer. The success of marketing depends on the ability to satisfy the customer's needs. Marketing involves marketing research, a good marketing environment, a clear marketing strategy, market specialization, and marketing management lead to a successful marketing. Management on the other hand is the act of using available resources well in organizing people with an aim of achieving set goals and objectives. Management involves planning, controlling, decision-making, leadership, and coordination. Management involves company managers and all employees of a company. Marketing relates with my management in many ways aimed at promoting business operations. Management is one of the determinants of marketing. Actually, the management makes marketing decisions while the employees and staff implements the decisions. The management decides what the company will produce, how much will be sold, the selling price, marketing methods, and the staff to carry out marketing. The management organizes the whole organization and the marketing staff. Indeed, the management gives marketing duties and shows how they will take place. In addition, the management trains the marketing team on the marketing strategies to use and the marketing language to use. The management plays a very important role in establishing a good marketing environment. The mode of association

between the marketers and the customers originates from the management. The management forms the basis of any marketing strategy that the employees use in selling the company's products and services. A good marketing strategy encourages the participation of the management and the employees. Indeed, the management coordinates all marketing activities between the company and the customers. The management achieves this by allocating time, locations, and availing materials necessary for marketing operations. The management is also involved in planning all operations of an organization including the marketing operations where the managers are the leaders of such activities. The management not only recruits the marketing team, but also determines the remuneration of the marketing team. In addition, to determine the selling price, the management also calculates and proposes any promotional, offers, and discount prices attached to the products in the market. The management takes time to research on the customer's needs. Hence, it seeks to produce products that would satisfy the customer's needs. These products then come to the market and upon satisfying the customer's needs, the management is able to retain the customers. The management determines the products of specialization and hence the products for marketing. The success of marketing largely depends on the marketing management of an organization. Indeed, it is not possible to carry out a marketing activity in absence of management planning, coordination, and decision- making. Actually, marketing management is the most direct relationship between my major and marketing. In conclusion, I find that my major, management is very useful in

marketing operations. Management has a direct relationship with marketing where marketing cannot exist in absence of management.