

Journal entry 1: interview of a marketing professional

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



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Journal Entry Interview of a Marketing Professional Oneinterviewed a Marketing Director of a top garment manufacturer. The Marketing Director has been with the company for ten years. She started her career as an Account Executive of the company and eventually moved up the corporate ladder through hard work and talent.

The first lesson that one learned from the interview is that marketing is a complex aspect of a business organization. It is very vital to the success of any company. According to the Marketing Director, the most basic information that any marketing professional should know is its market. Know who your customers. Their company makes it a point to determine their target market's preferences and needs. In introducing a new style in clothing, they do not just adapt the latest fashion trends. They make sure that these trends are acceptable to their clients. The company realizes that they cannot impose what they want to their customers. Their customers' wants are always on top of their minds.

A surprising lesson which one gained from the interview is the statement of the Marketing Director that a company's product may be the worst product in the market but with the proper marketing strategy, one can still sell the product. According to the Director, although product quality makes it easy for a company to market it, it does not necessarily mean that a good product will sell and a low quality product will not sell. She emphasized that it is all a matter of perception. This fact according to her is the reason why promotions is a very important in marketing. Creating a good product image in the minds of the consumer is foremost.

Another important lesson which one learned from the interview is that aside from knowing your customers, it is also essential to know your competitors. The Marketing Director pointed out that one must know what the competitors offer and how it compares with what one's company offers. The Director stressed that a full understanding of the industry where the company belongs is an advantage to any marketing professional. An awareness of the pricing, distribution and promotional strategies of the competitors will give one's organization the necessary ammunition to plan a marketing strategy that will effectively contend with its competitors. Research on future industry trends makes one ahead of its competitors. The Marketing Director provided another important lesson. She mentioned that with the fast pace of technology and the current internet age, if an organization wants to be successful today, the way to move is to go global. She said that a company does not need to have an office in every region. What it can do is to have a website, where possible customers may learn about one's products. The company must maintain a good online reputation because word of mouth is a very effective marketing tool. Lastly, the Marketing Director highlighted the need for a well-thought of marketing plan which integrates the new marketing technologies with the traditional marketing tools. She stressed that a combination of both may create wonders for any organization.