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Unit 2: Marketing essentials (Core)
Unit 2 **Marketing Concepts and Internal Relations**
In a series of 2 for this unit
Learning outcome 1

THE ROLE OF MARKETING

MARKETING AND **SALES** ARE BOTH AIMED AT INCREASING REVENUE. THEY ARE SO CLOSELY INTERTWINED THAT PEOPLE OFTEN DON'T REALISE THE DIFFERENCE BETWEEN THE TWO. INDEED, IN SMALL ORGANISATIONS, THE SAME PEOPLE TYPICALLY PERFORM BOTH SALES AND MARKETING TASKS. NEVERTHELESS, MARKETING IS DIFFERENT FROM SALES AND AS THE ORGANISATION GROWS, THE ROLES AND RESPONSIBILITIES BECOME MORE SPECIALISED.

READ MORE: [HTTPS://WWW.DIFFEN.COM/DIFFERENCE/MARKETING_VS_SALES](https://www.diffen.com/difference/marketing_vs_sales)



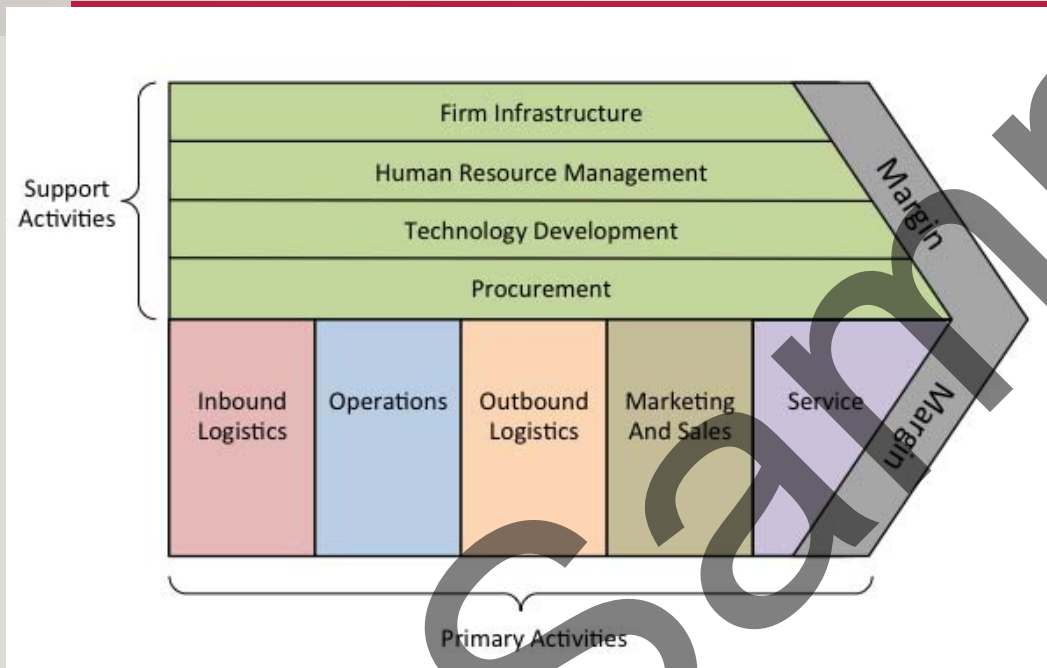
The 10 Responsibilities of Marketing Departments



1. Listen to customer needs
2. Track trends and monitor competition
3. Work and transmit values
4. Coordinate efforts with those of the marketing partners of the company
5. Innovate
6. Communicate with the rest of the company
7. Help improve sales processes
8. Manage marketing budgets
9. Calculate the ROI (Return of Investment) of the company's actions
10. Define strategic plans.

READ MORE: [HTTP://SALESAYER.COM/BLOG/MARKETING-TIPS/10-RESPONSIBILITIES-MARKETING-DEPARTMENTS](http://saleslayer.com/blog/marketing-tips/10-responsibilities-marketing-departments)

PORTERS VALUE CHAIN



Marketing interrelates with other organisational functions. In order to be successful all departments should be aware of how they can work together to succeed.

Follow the link below to see a useful video and read more:
https://www.mindtools.com/pages/article/newSTR_66.htm



MARKETING STRATEGIES

B2C and B2B are two forms of commercial transactions.

- B2C, which stands for business-to-consumer, is a process for selling products directly to consumers.
- B2B, which stands for business-to-business, is a process for selling products or services to other businesses.

The business systems that support B2B or B2C communications, transactions and sales administration differ in complexity, scope, scale and cost, so it is important that you implement the right system for your customers.

Read more: <http://smallbusiness.chron.com/differences-between-b2c-b2b-business-systems-39922.html>

THE MARKETING ENVIRONMENT

- The marketing environment changes constantly creating new opportunities and posing new threats. A organisation should always observe these changes and understand the impact of these changes to carefully adjust its marketing strategies and plans.

Read more:

<https://www.linkedin.com/pulse/2014/10/20/2060211-243475995-marketing-environment-analysis-laying-the-base-of-marketing-planning/>



IMPORTANCE OF MARKETING FOR OTHER DEPARTMENTS



Read More:

<http://www.busandman.com/?p=206>