



# Marketing and Other Business

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# Outline

- Introduction
- Some interdependencies between the marketing and other business
- Implications of the interrelationships between marketing and other business functions to research in marketing
- An interfunctional research agenda for new products
- Concluding remarks



# Introduction

- The objective of our presentation are to outline briefly some of the major interdependencies between marketing and the other business functions

# Some interdependencies between the marketing and other business

- Finance and marketing
- Accounting and marketing
- Production and marketing
- Customer service and marketing
- Procurement and marketing
- R&D and marketing
- Personnel and marketing
- Legal considerations and marketing
- PR and marketing
- Top management, strategic planning and marketing



# Implications of the interrelationships between marketing and other business functions to research in marketing

- Marketing research
- Marketing models and theory
- Determining the size and allocations of marketing budgets
- Marketing planning and control
- Marketing and management information systems
- Design of marketing strategies
- Design of marketing organization



# An interfunctional research agenda for new products

- Determining new product objectives
- Idea generation
- Idea/concept screening and concept product/evaluation
- Concept/product development
- Final product evaluation and development of marketing strategy
- Continued evaluation of product performance
- Product introduction

# Concluding remarks

- Greater interface between the marketing and other business would not only enrich our discipline, but could also lead to greater relevance of the results of research in marketing

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Thank you for your attention!

If you have a questions you welcome to ask!

