

UNIT 16: Explain the role of marketing and how it interrelates with other functional areas of a travel and tourism organization

UNIT 2: Explain the role of marketing and how it interrelates with other functional areas of an organisation

The Marketing Function

Marketing is one of the most important components for a business. No entrepreneurial venture can be completely successful if it is not marketed properly.

Marketing function is a role which helps a company to identify and source potentially successful products for the marketplace they operate on and then promote them by differentiating them from similar products.

The Marketing Function

There are seven (7) Key areas:

1. Product and Service Management
2. Distribution
3. Promotion
4. Price
5. Selling
6. Financing
7. Marketing Information Management

Q&A

1. *What is Marketing?*
2. *“Marketing is the continual process of developing and communicating value to all prospects and customers.” What does this mean?*
3. *What are the 7ps of Marketing?*
4. *What are the internal and external environment analyses called?*
5. *What is the Marketing process?*
6. What are the three (3) levels of corporate Strategies? How do these strategies impact marketing?
7. What are the functional areas in an organization? How each have an impact on the marketing function?
8. What are the 2 positions that a marketing department can occupy?
9. Explain the M3 model
10. What are customer touch points?
11. What is the difference between B2B Marketing and B2C marketing