

Organizing for Implementation

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PADM 7040

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IMPLEMENTATION OF THE MARKETING PLAN

- “A marketing plan needs a marketing organization to implement it. Reorganization may mean the establishment of a new marketing structures (e.g. brand management) or the creation of a marketing department for the first time.”
- Implementation Issues Includes
 - Who is responsible for various activities.
 - How the strategy should be carried out
 - Where things will happen
 - When action will take place

www.mcgraw-hill.co.uk/he/web_sites/business/marketing/jobber/file

INTRODUCTION OF MARKETING

- Organizations use marketing to improve their performances through pushing or pulling.
 - Pushing refers to essential individuals of the organization who have prior experiences in the marketing field or to whom who has formal training in the marketing field (pg 267).
 - Pulled refers to environmental forces that forces marketing to be paid special attention. Competition allows marketing to be pulled earlier in an organization (pg 267).