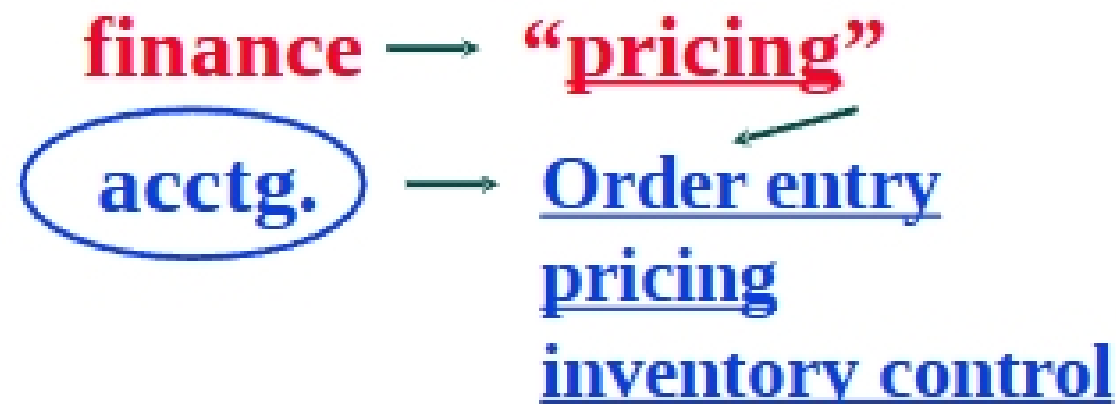


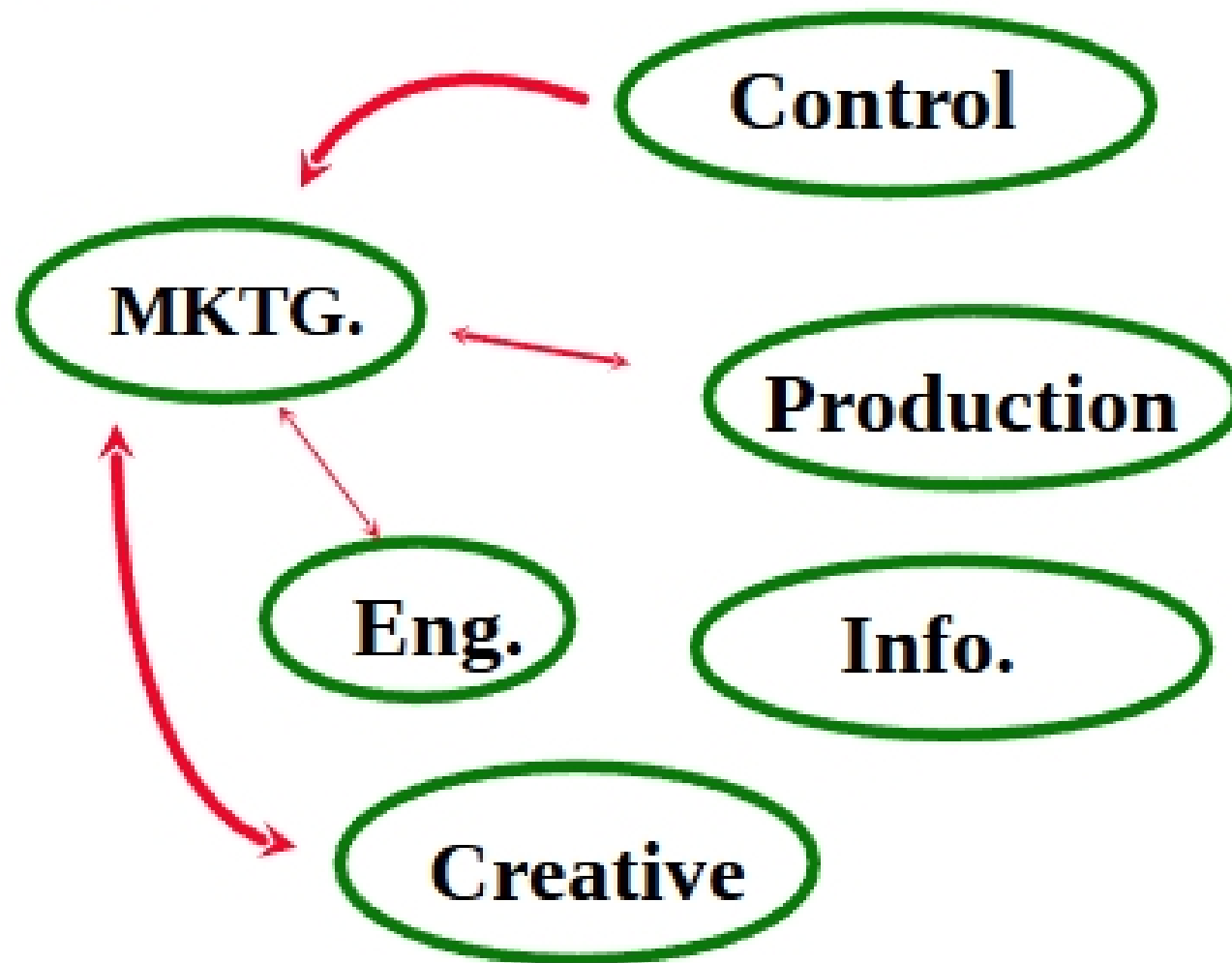
Basic Background

- I. MKTG is “people driven”
* (responds to needs of buyer)
- II. Varying backgrounds for mktg. personnel
- III. Mktg. interfaces with other areas of the firm



Synergy

productive interaction



**data control
MIS** →



**product flow,
invty. control,
delivery tracking,
performance
measurement**

Mgmt. →

**Sales people:
hiring, training,
compensation**

Public rltns. →

**audience profiling
image evaluation**

IV. Role of course