

Feb

Relationship of marketing with other functional Areas: —

Marketing is not only broader than

selling it is not a specialised activity

at all. It encompasses the entire

business. It is the whole business seen

from the point of view of the final

result i.e. from the customer point

of view. Although the marketing function

is normally carried out by specialised

dept. marketing thinking must permeate

the entire org. Developing an effective

marketing plan will require close link

with other functional areas of the

business. The nature of the functional

org. means it is likely that there is

potential for conflict between functional

28 Friday

ACC

January

Week - 5 Area when developing corp. Plan Day (28-337)

Operation mgmt/ Production:

The mkt dept. will need to work with  
closely related with the Production  
dept. to ensure that: —

→ Adequate Research and development its  
Plan to satisfy current and future  
customers need.

→ The item can be manufactured to the  
quality and design Specification laid  
down to the customer

→ The vol. of order generated by  
marketing can be meet within the  
time schedule required for delivery.

It is likely that the marketing dept.  
will set deadline that may stretch the

Saturday 29

Week - 5

capabilities of Production dept. marketers  
wish to  
will get Product to market as soon as  
possible. to ensure competitive advantage  
whereas Production will want to test  
and develop Products fully to ensure  
they don't have to repair or replace  
defective items they meet healthy  
and safety requirement.

Finance department : —

The mkt dept. will need to work  
closely with the finance to  
ensure that : —

There is an adequate budget to meet  
the need for Research Promotion and  
distribution.

30 Sunday

ACC

The fin. dept. has a whole brief to ensure that all the business operates within the financial capabilities. They will want all dept. to work within their allocated budget. Finance dept. may be more focused on cash flow covering cost and paying back investment as quickly as possible.

### HRM:

The mkt dept. will need to work closely with HRM to ensure that appropriate skills and staffing levels are in place: —

- Research and develop new product ideas
- meet Production targets.
- create ambitious and competent sales team.

Monday 31

Week 6

The HRM dept. will have many  
and declining demand across org.

Positive impact

- A better economy
- Introducing new Technology
- Living Standard
- It introduced better trade
- Culturally speaking

• Near impact

- bring fear
- losing national integrity
- mental pressure to loose their jobs.

1 Tuesday

ACC

February

Week - 6

Day (32-333)

GDP growth rate

Industrial growth rate

Impact of small scale in India

Impact on agriculture

Impact on service industry

Jan

1 S

2 S

3 M

4 T

5 W

6 T

7 F

8 S

9 S

10 M

11 T

12 W

13 T

14 F

15 S

16 S

17 M

18 T

19 W

20 T

21 F

22 S

23 S

24 M

25 T

26 W

27 T

28 F

29 S

30 S

31 M