**PRINCIPLES OF MARKETING PRACTICE**

**LEARNING OUTCOME 1: ACTIVITY 2**

**INDIVIDUAL ACTIVITY**

**Marketing and other business functions**

**Using a real-life organisation as your starting point, either a global brand or a local one, list 1-3 examples for how marketing can interact with or benefit the below business functions.**

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| **Human resources***E.g.**advertising vacancies at the smart phone shop* |
| **Finance***E.g. predicting monthly sales of new models of smart phones because of launch promotional activity* |
| **Production***E.g. market research to see which features are most popular*  |
| **Sales***E.g. creating offers to sell smart phones to combat competitive activity* |
| **Customer service***E.g. sending follow-up emails to customers to ask how their smart phones are working for them* |
| **Company reputation***E.g. promoting positive messages about company led community activities in the local press*  |