

The 10 Tasks of Marketing



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1 Identify opportunities

Many organizations have a formal strategic planning department that is responsible for identifying which businesses to enter and which ones to exit. But if these departments are not being advised by marketing, their efforts are often not successful.



2 Segment and target markets

Within the chosen markets, a crucial marketing task is to segment customers and make recommendations on which customer segments to serve.



3 Develop a marketing strategy

Using the marketing mix element of product, price, channel, and marketing communications, marketing must design an offer so it resonates with the customer and provides the company a differentiated positioning in the marketplace. The marketing plan encapsulates the firm's marketing strategy.



4 Implement the marketing strategy

While marketing implements many aspects of the marketing plan, the rest of the organization ultimately has to implement the organization's marketing strategy. For this reason, marketing has to engage other functions by helping them develop functional plans.



5 Assess and innovate

The world's best marketing organizations do not sit still; they assess their marketing strategies, make changes, and innovate by focusing on new product development.



6 Provide a competitive advantage to the sales force

If marketing is not providing a competitive advantage to the sales force, it has failed. It does so by market segmentation efforts, target marketing and brand building.



7 Be the customer's champion within the organization

Marketing is the only function within an organization whose prime focus is on the customer. Therefore, it is the task of marketing to be the "voice of the customer" within the organization.



8 Build a customer-focused business

Every function and every employee in a business has to be focused on the customer. Without this focus, the business will fail.



9 Make marketing accountable

Weak marketing organizations believe that the way to build strong brands is to throw money at the problem. Such marketing functions are exposed in the end for what they are -- charlatans posing as marketing strategists.



10 Be a change agent within the organization

The motto of the world's best marketing organizations is "if it's not broken, fix it." In this way, they become transformational agents within their organizations. The worst marketing organizations motto is "Leave well enough alone."