

“What is the role of marketing in strategic planning”?

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Abstract

Organizations may create Strategic Plans and Marketing plans as part of their long term strategy. Often, the two important documents sometimes never include cross functional teams where a comprehensive review and assessment is done to be sure the organization is addressing key elements of both. If the strategic plan includes important functional areas that are essential to the organization's success, how can we be sure that the marketing functions have taken into account critical production and marketing objectives that are part of the marketing plan?

This research will explore some of the common mistakes that can occur as well as the potential for collaboration that can mean the success for an organization's strategic direction. Further, we will explore the role of the marketing manager, and how this pivotal role can be the difference between clear strategic direction or poor communication and implementation leading to failure.
