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Marketing is an only business function which creates interrelationship among other business functions such as production, research & development, finance and so on. Your destination can accomplish its business objectives only if its marketing manager performs his roles and responsibilities in the wider organisational context (Baker, 2014).

Unit 2 Marketing Essentials Assignment Help - Unfolded Writers

It has been stressed that " managers spend about 80 percent of their time – 6 hours and 24 minutes if every eight-hour day – in direct communication with others, whether on the phone, in meetings, via e-mal, or in individual conversations " (Boone and Kurtz, 2010, p.296).

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