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Marketing management is vital to a business's ability to generate revenue, create a brand, and better understand its customer base. Marketing management works to ensure a company is profitable by gaining new customers, expanding a customer base, building a company's reputation, and improving customer loyalty. Marketing management is the strategic organizational discipline which focuses on the practical application of marketing orientation techniques and methods inside enterprises and organizations and on the management of a firm's marketing activities. In short, marketing management is the process of planning, executing, and tracking the marketing strategy of an organization. This includes the marketing plan, campaigns, and tactics used to create and meet the demand of target customers to drive profitability. Marketing management involves developing and implementing strategic marketing programs, processes, and activities that align with wider business objectives while utilizing customer insights, tracking metrics, and optimizing internal processes to achieve success. Being an effective marketing leader is more complex than it sounds. Some essential marketing management functions include managing, analysing, and aligning with a company's goals. Marketing management aims to provide cohesion and direction for campaigns or other marketing efforts. It's a

## ***marketing management what is it and why does it matter***

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