

The Integration of Marketing and Production Areas and its Impact on Organizations

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Abstract

The development of business strategies demands coherence among the most diverse activities of the different areas of a company, aiming to provide coordinated actions and aligned with the goals of the organization. It becomes vital in this process to consider the influence that the strategic positions of each sector play on the others. Recent technological advances aligned with the development of the production methods have had a great impact on the competitiveness of the companies and, consequently, attracted the attention of those related to the business and academic fields.

Thus, an effective dialogue between the marketing and production areas proves to be of great importance given that marketing seeks to understand, serve and satisfy consumer desires (KOTLER, 2000), while production seeks to responding the demand for products, optimizing processes and concentrating their efforts on obtaining efficiency out of productive resources.

Therefore, the objective of this study is to address the relationship between production and marketing and the impact of this integration on organizations.

Keywords

Marketing; Production; Integration; Strategy; Competitiveness; Organizations.

Biography

José Leandro Miguel Neto is a Master's student, currently enrolled in the Master's program in Science of Communication, Marketing and Publicity at Universidade Lusófona de Humanidades e Tecnologias, in Lisbon, Portugal. He earned B.S. in Production Engineering in the Polytechnic Institute at Pontifícia Universidade Católica de Minas Gerais, in Belo Horizonte, Brazil.