

# Explain the interdependence of marketing with other business functions

## Literacy Learning Intention

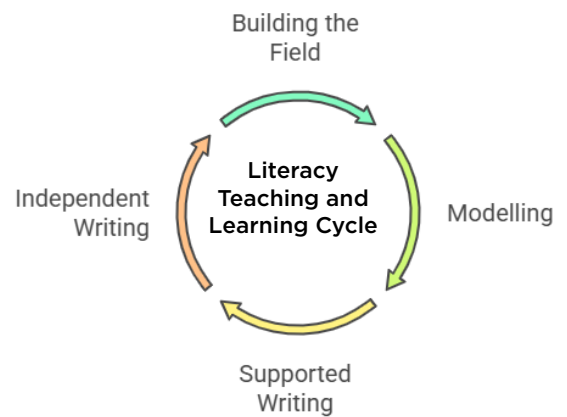
Students learn how to explain the interdependence of business functions using cause and effect language. The word 'interdependence' can mask a hidden explanation because students may not know about the cause and effect relationships involved in interactions between functions. The activities on this page make the cause and effect relationships between functions more visible. Refer to Fact Sheet 1 for a master list of cause and effect language.



## Teaching Suggestions

This page works as a Teaching and Learning Cycle for literacy.

1. Building the field - Read the yellow box about interdependence and discuss with the class.
2. Modelling - Students highlight cause and effect language in Paragraph 1 with the teacher's guidance.
3. Supported writing - Students can write paragraph 2 in pairs or groups.
4. Independent writing - Students can write the third paragraph independently.



## Suggested Answers

Marketing and operations are interdependent **because** marketing identifies customer needs and market opportunities while operations produces and delivers the products or services that meet that demand. Marketing uses market research **in order to** determine the level of demand **so that** the operations function knows how much to produce. Marketing and operations work together on demand forecasting **so** they can avoid overstocking which **leads to** price clearances that can damage the brand. **If** there are stock shortages, **then** consumers can become frustrated and the business loses sales and loyalty. The operations function helps to determine the price **by choosing** raw materials and suppliers, and marketing sells the product at the best price possible **to result in** maximum profits.

Marketing and human resources (HR) are interdependent **because/since/as** effective marketing relies on skilled and motivated employees. The Marketing function needs talented individuals who can execute campaigns, understand customer needs, and drive brand growth. **Consequently**, HR can help **by** attracting and developing employees with these talents. HR can also assist Marketing **by** training staff in customer service and customer needs **so that** they can create strong consumer brands. **Therefore**, by working together, HR and Marketing can help to build talented teams that create profitable brands and business growth.

Marketing and finance are interdependent in business **because** marketing initiatives require financial resources. Finance also relies on marketing **in order to** generate revenue and ensure profitability. Finance provides the budget and funding necessary for marketing campaigns and provides the financial information **so that** Marketing can evaluate the effectiveness of campaigns. **By sharing** financial information, Finance and Marketing can help to make good decisions for the profitability of the business.

# Explain the interdependence of marketing with other business functions

'Inter' means between. 'Dependence' means needing support.

Business functions are **interdependent** which means that each business function needs support from the others. An action or decision in one function has an impact or effect on other functions. Any topic related to **interdependence of business functions** involves explaining the cause and effect connections and relationships between the functions.



Read this paragraph and highlight the cause and effect language.

## Explain the interdependence of Marketing and Operations

Marketing and operations are interdependent because marketing identifies customer needs and market opportunities while operations produces and delivers the products or services that meet that demand. Marketing uses market research in order to determine the level of demand so that the operations function knows how much to produce. Marketing and operations work together on demand forecasting so they can avoid overstocking which leads to price clearances that can damage the brand. If there are stock shortages, then consumers can become frustrated and the business loses sales and loyalty. The operations function helps to determine the price by choosing raw materials and suppliers and marketing sells the product at the best price possible to result in maximum profits.



Complete this paragraph using cause and effect language

## Explain the interdependence of Marketing and Human Resources

Marketing and human resources (HR) are interdependent \_\_\_\_\_  
effective marketing relies on skilled and motivated employees. *What kind of people are needed to work in marketing? How can HR help?* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ *How can HR help marketing's customer focus?* \_\_\_\_\_

\_\_\_\_\_

*How can this help achieve the ultimate goal?* \_\_\_\_\_

\_\_\_\_\_



Write a paragraph about the interdependence of Marketing and Finance. You may like to consider funds needed for marketing campaigns and evaluating the success of marketing campaigns.

## Explain the interdependence of Marketing and Finance.

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