

# The Relationship between Marketing, Management and Engineering

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The relationship between marketing, management and engineering is often overlooked, yet it is an important one. The three fields are related in many ways, and understanding the connections between them can help organizations leverage their respective strengths in order to achieve success.

In the most basic sense, marketing and management are the functions of a company that direct the efforts of its members in order to achieve its objectives. Engineering, on the other hand, is the field responsible for designing and building products and services to meet those objectives. All three fields are dependent on each other in order to create a successful organization.

The relationship between marketing and engineering is particularly strong. Marketing works to promote products and services to potential customers, but it is engineering that designs these products and services. Without engineering, marketing would have nothing to promote.

Management is the glue that holds marketing and engineering together. It is responsible for coordinating the efforts of both in order to ensure that objectives are met. Management sets goals, makes decisions, and allocates resources to ensure that all efforts are focused towards achieving the company's goals.

Finally, all three fields also have to collaborate with each other in order to achieve success. Engineering can provide valuable insights into the design and development of products, while marketing can provide valuable input into the promotion of those products. Both marketing and engineering must work together to create a cohesive marketing plan that takes into account the technological capabilities of the product or service.

In short, the relationship between marketing, management, and engineering is a complex and important one. All three fields must work together to create successful products and services, and an understanding of the connections between them is essential to an organization's success.

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