

Marketing and Financial Knowledge

Constantin CODERIE, Mircea UDRESCU

Dean of Management and Marketing Faculty, University ARTIFEX - Bucharest; Professor, Faculty
of Management and Marketing, University ARTIFEX - Bucharest

Abstract

Several division managers consider that financial analysis of all divisions depend on the competence of the specialists in the field and not of their responsibility. Some marketing managers do not distinguish as well between financial-accounting department of the activities they coordinate and general financial-accounting indicators of organizations. Further on we will sustain that each division activity, by exemplifying the marketing, has a financial-accounting component that must be led and require financial-accounting knowledge that influence the general financial-accounting company indicators.

References:

1. David Chapman, Michael J. Thomas, Marketing Manual, Publishing House Codecs, Bucharest, 1998, p. 242-259.
2. John L. Gattorna, Logistic and Distribution Management, Publishing House Teora, Bucharest, 1999, p. 132-144.
3. Philip Kotler, Marketing Management, Publishing House Teora, Bucharest, 1994, p. 72-90.