

ANALYSIS OF COMMUNICATION SYSTEMS INFLUENCES ON MARKETING STRATEGY

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A communication system or system is a collection of individual communications networks usually capable of interconnection to each other through the communication in a business exchange the information to interested parties. It's essentially useful to business owners, employees and managers to develop effective written communication skills and to encourage the same in all of its employees. Today era too many competitions arise how to handle the competitors .Every business want to earn the more and more profit, profit based on sales of the product and sales depends on marketing strategy how to captured the market .Marketing strategy mostly used by a company or individual to reach their target market through the various types of communication. To make the marketing strategy study about target audience desires, needs and wants. Mostly identify customer's common needs. But marketing strategy success depends only on communication system because if you make the strategy to captured the market and target audience an absence of communication that means you thinks customers already know about your product. So you are absolutely wrong because communication systems always positive impact on marketing strategy.

