

Marketers and Project Management

Benefits of Project Management for Marketing Experts highlighted in new resource



[Resource provided by Domenico Moccia](#)

25 May 2017 – Milan, Italy – Access to a new resource has been added to the PM World Library related to project management for advertising and marketing projects. The new resource is titled “What Marketing Experts Can Learn from Project Management”, published on Forbes by Cheryl Conner.

This article highlights the benefits that project management could bring to marketing experts. According to the author, marketers are more famous for their creative mindset than for their project management capabilities. It probably underestimated the importance of project management elements in marketing departments: it could be helpful in alleviating the lack of organization and communication that is the bane of many marketing teams. They could even integrate their new skills with one of the specialized technology tools in order to better coordinate their work. The last part of the article is dedicated to some tips regarding the best project management software options that could fit better with every organization.

To access this new resource, go to the Applications and Hot Topics section of the library at <http://pmworldlibrary.net/industries-and-organizations/>, click on “Advertising and Marketing”, scroll down to resource. Must be a registered member and logged-in to access.

For post in PMWL:

Marketers and Project Management – Explanation of how project management can be helpful in alleviating the lack of organization and communication that is typical of many marketing teams. Created and available from Forbes at

<https://www.forbes.com/sites/cherylsnappconner/2014/09/06/what-marketing-experts-can-learn-from-project-management-pros/#78d67ca54446> ([Moccia](#))

URL for page in the PMWL for post: <http://pmworldlibrary.net/advertising-and-marketing/>