

Towards a Dynamic Model of Project Marketing

Paper analysing project marketing added to PM World Library



[Resource provided by Domenico Moccia](#)

21 June 2017 – Milan, Italy – Access to a new resource has been added to the PM World Library related to project marketing. The new resource is titled “From Marketing to Project Management”, published in the *Project Management Journal* and authored by Laurence Lecoeuvre-Soudain.

This study, conducted by a professor of the Business School of Management of Lille, focuses on the interactions between marketing and project management, aiming to clarify the context within which project marketing can be considered. The author identifies four main phases that are common to all marketing projects: pre-project marketing, marketing at the start of the project, ongoing project marketing, and marketing intended to create the conditions of a future project. Moreover, the logic of project management necessitates introducing and analysing the variable actions that are relevant to project marketing and simultaneously to project activities: collaboration, relationships, communication, training, going with, and trust resulted from the examination of case studies and existing literature.

Finally, since marketing is envisaged as the mobilization of resources, according to the opportunities of the environment, the following resources have to be taken into account while studying project marketing: human resources, financial resources, technical resources, and informational resources.

To access this new resource, go to the Industries and Organizations section of the library <http://pmworldlibrary.net/applications-and-topics/>, click on “Marketing and Project Management”, scroll down to resource. Must be a registered member and logged-in to access.

For post in PMWL:

[Towards a Dynamic Model of Project Marketing](#) – Paper by Laurence Lecoeuvre-Soudain includes analysis of the interactions between marketing and project management through three case studies and literature review. Available from *Project Management Journal*, pp. 103-112, at <http://www.pmi.org/-/media/pmi/documents/public/pdf/learning/pmj/2006-december.pdf#page=105> (Moccia)

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