

Marketing Audit: A Theoretical Overview

Nimalathan, B.

Abstract

An audit is a formal or official examination and verification of an account; a methodical examination and review. This accounting concept of audit is being made use of by marketing specialists in an increasing measure to review their marketing systems should be adapted to the emerging problems and opportunities presented by changing environment. For this, marketing audit is a necessary and vital tool for ensuring effective marketing performance. This paper aims at providing a theoretical overview of marketing audit and an evaluation of the tool as a valid model for controlling marketing strategies.