

جمهورية العراق  
وزارة التعليم العالي والبحث العلمي  
الجامعة المستنصرية  
كلية الادارة والاقتصاد  
قسم إدارة الاعمال

## تأثير مداخل القرار الاستراتيجي في المزيج التسويقي

(( دراسة أستطلاعية لعينه من العاملين للشركة العامة للصناعات الكهربائية ))

مقدمة الى

مجلس كلية الادارة والاقتصاد في الجامعة المستنصرية وهي جزء من متطلبات  
نيل درجة الماجستير في علوم ادارة الاعمال

رسالة تقدم بها  
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بإشراف

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## Abstract

The Effect Of Approaches Of Strategic Decisions on the Marketing Mix.  
( Exploratory study in the State Company for Electrical Industries),

the study aims to test the relationships and thire effect on approaches of strategic decisions (Analytic-rational, Intuitive-emotional and Behaviour-political) and the elements of marketing mix (Production, Price, Promotion and Distribution) in the State Company for Electrical Industry which is one of the companies of Ministry of Industry.

The study depends on two hypotheses :-

- 1) there is a significayt relationship between approaches of strategic decisions and marketing mix.
- 2 ) there is a moral effect of approaches of strategic decision on marketing mix.

The Study uses the check list method to collecd data and field study by doing interviews and particular observation in the company by 40 samples that are represented the high level management .

The study has reached to aconclusion that the Strategic decisions have an impordant influence on achieving as nitable marketing .

Mix , that is convenient for the financial and material possibilities of the company to fulfil the competitive advantage in the market in such enviroment.

Also, the study has reached to a another conclusion that the managers tend to use ( Analytic – rayioal )

approaches of strategic decisions more than the others .

The researcher recommends that the managers should also use the other approaches of their direct

effection in determination the suitable marketing mix to achieve the aims of the company.